
LIBRARY OF CONGRESS
1800

Scanned from the collections of
The Library of Congress



Packard Campus
for Audio Visual Conservation
www.loc.gov/avconservation

Motion Picture and Television Reading Room
www.loc.gov/rr/mopic

Recorded Sound Reference Center
www.loc.gov/rr/record

4 AUG 16

PUBLISHER'S BINDING

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 1 NEW YORK, U. S. A., TUESDAY, JULY 1, 1952 TEN CENTS

WB Sells Five Houses in NY; Shifts 5 More

Transfers Supervision of Latter to Pittsburgh

ALBANY, N. Y., June 30.—Sale of five Warner theatres in Elmira and the transfer of supervision of five others in the Western district of New York State to the Pittsburgh zone were announced here by WB zone manager Charles A. Smakwitz.

John Osborne, Wheeling, W. Va., exhibitor, purchased the Regent and Strand (closed) and assumed the lease on the Keeney in Elmira, effective tomorrow. The Keeney seats 2,480. The sale was made to the 153 Corporation. William Dipson, head of Dipson Theatres, Buffalo, who is a member of the new 153 firm, acquired Warner's Park (closed) and the leasehold on the Diana in Medina. Also associated in 153 are Fred Schwetpe and David Mandelville, both of Elmira.

Osborne was formerly a WB district manager. He left the organization some 15 years ago and now oper-

(*Continued on page* 5)

Film Delivery Cuts Its Rates 10%

DETROIT, June 30.—Film Truck Service, operated by Mrs. Gladys Pike, has cut its film delivery rates 10 per cent.

Several months ago, Film Truck filed a petition with the Michigan Public Service Commission announcing an overall 15 per cent increase in film delivery rates. Although Allied of Michigan and Butterfield The-

(*Continued on page* 5)

K-MTA Grievance Meeting July 16

Kansas City, Mo., June 30.—A grievance board set up by the Kansas-Missouri Theatre Association will meet July 16, at the Hotel Phillips here. Any exhibitor in the Kansas City territory having a grievance, on the settlement of which he feels he needs help, is invited to present it to this group, which has 10 members. Loren Turner is chairman.

Variety Sets 25th Anniversary Meet; Recruits Trade Editors for 'PR' Aid

Toronto, June 30.—November 21-23 have been set for the holding in Pittsburgh, Pa., of a Variety Clubs International meeting in celebration of the founding a quarter of a century ago of the organization which, on behalf of the amusement industry, spends $3,000,000 a year on charitable enterprises. Tent No. 1 of Pittsburgh, the birthplace of Variety, is making preparations for the three-day celebration.

Jack Beresin, Variety's chief barker, announced also that a Variety Clubs International publicity and public relations committee made up of editors and publishers of amusement industry trade papers is being formed to help in getting the organization more publicity, especially for the 25th anniversary celebration. A meeting of this committee will be held in New York in September to prepare recommendations for a publicity campaign for the balance of the year.

Kicks on Wall St. Journal Piece May Bring Redress

Spontaneous protests by individual industry members to the *Wall Street Journal* over what was generally regarded in the trade as unwarranted and injurious emphasis on theatre closings in a national report published by that paper Friday may lead to publication of a second article by the *Journal* more closely examining the types of theatres being closed and their relative importance to the industry as a whole, it was learned yesterday.

Editorial officials of the *Journal* told some industry members who protested the article that they were impressed by industry contentions that many of the closings were overdue and that undue emphasis had been given to the closing of others, such as the 3,400-seat Oriental in Chicago which, even in good times, was recognized as a "problem" operation by a succession of Chicago exhibitors who endeavored unsuccessfully to make it pay. Despite the theatre's record, new

(*Continued on page* 5)

Zimmerman Will Assist Mochrie

William Zimmerman, RKO Radio sales executive, has been appointed assistant to Robert Mochrie, vice-president and general sales manager. Zimmerman's post is a new one.



Wm. Zimmerman

Zimmerman has been with RKO for 18 years. A graduate of Amherst College and Harvard Law School, he joined RKO Theatres' legal staff in

(*Continued on page* 3)

1st Theatre TV for Southwest by Fall

DALLAS, June 30.—Theatre television will be installed in a select few of Interstate Circuit's top theatres in Texas early in October, R. J. O'Donnell, vice-president and general manager of the circuit, announced here. They will be the first theatre TV installations in the area.

Television systems have been ordered for Dallas, Fort Worth, Hous-

(*Continued on page* 3)

Boucher Leaving K-B in Capital

WASHINGTON, June 30.—Frank Boucher has resigned as general manager of K-B Theatres, a post he has held for the past 12 years. Boucher was also a partner. He said he was selling his partnership back to the original owners.

A veteran of 30 years in the industry, Boucher helped build K-B to a circuit of eight theatres, and brought many innovations to Washington exhibition. He said his resignation would be effective "sometime next week," and that he and Mrs. Boucher would then take a vacation. His future plans will be announced after his return from the vacation, Boucher said.

Arbitration's '10' to Meet Most of Week

'Touch On' Controversial Topics at First Session

At their first meeting, held yesterday in the Fabian Theatres home office here, the 10 members of the Industry Arbitration Conference's Continuations Committee "touched on" a number of topics which have been in dispute in connection with efforts to set up an industry system of arbitration.

It was conceded that the group would have to meet at least two or three more days, including today, to complete the analysis of arbitration proposals which the conference itself discontinued June 18 in an atmosphere of friction.

No one at the meeting could predict whether the group actually would be in a position tomorrow or Thursday to set a date for resumption of the exhibition - distribution conference which ended abruptly on June 18.

(*Continued on page* 5)

NEWS FLASHES

COLUMBUS, June 30.--Exhibits for display at the "Hollywood at the Fair" to be held at the Ohio State Fair here August 22-29 have been offered by Columbia, RKO Radio and United Artists, in addition to previously-offered exhibits from other film distribution companies.

•

WASHINGTON, June 30.--Guthrie F. Crowe of La Grange, Ky., has been nominated to be U. S. District Judge for the Canal Zone by President Truman. Crowe has for the past several years been president of the Kentucky Association of Theatre Owners and active in representing exhibitors at the State Capital.

Personal Mention

ARTHUR L. MAYER is back in New York following a two months' tour of Europe.

•

CHARLES C. MOSKOWITZ, Loew's vice-president and treasurer, returned here from the Coast yesterday. NICHOLAS M. SCHENCK, Loew's president, is due back at the end of the week.

•

WILLIAM B. ZOELLNER, M-G-M short subject sales manager, will be in New Haven and Boston next week, followed by a visit to Albany and Buffalo before returning here July 18.

•

WALTER MIRISCH, Monogram-Allied Artists executive producer, has arrived in Great Britain from New York and plans to spend a month there and on the Continent.

•

ARTHUR KROLICK, United Paramount Theatres manager in Buffalo and Rochester, is in Detroit attending a meeting called by vice-president EDWARD L. HYMAN.

•

VINCENT R. McFAUL, general manager of the Shea circuit, was married in Buffalo on Saturday to MRS. ANTHONY J. CANNEY.

•

ELMER F. LUX, Darnell Theatres general manager, has been appointed deputy chief zone warden of Civil Defense in Buffalo.

•

MOREY GOLDSTEIN, Monogram-Allied Artists general sales manager, is confined to his home here with virus pneumonia.

•

P. T. DANA, Universal Eastern sales manager, left here yesterday on a trip to Albany, Buffalo and Pittsburgh.

•

WALT DISNEY and his family will leave here today for England aboard the *S.S. Queen Elizabeth*.

•

TED R. GAMBLE, head of Gamble Enterprises, is here from Oregon.

•

ALEX GOTTLIEB, producer, is in New York from Hollywood.

New Buying Firm Covers Popcorn, Too

NEW ORLEANS, June 30. — A new booking and buying service for area exhibitors has been opened here by L. C. Montgomery and Eldon F. Briwa. Known as the Bri-Mont Booking and Buying Co., it announces that in addition to film booking and buying it will also handle purchases of popcorn, seasoning, boxes, bags and equipment, and will assist with theatre construction, modernizing and income tax returns.

Montgomery is president of Delta Theatres, of which the first run Joy here is one. Formerly with E. V. Richards theatres here, he is a veteran of the local film and theatre business, as is Briwa, who was with the M G M exchange here for many years.

Display Award to MGM for 'Vadis'

The Lithographers' National Association has given its annual award for the best ads and displays to Metro-Goldwyn-Mayer for its material on "Quo Vadis." M-G-M advertising manager Silas F. Seadler accepted the award, on behalf of the company, from Albert Barlow of the Hennegan Co. of Cincinnati, for the association.

Treasury Plans Bond Selling By Trailers

WASHINGTON, June 30.—The Treasury Department's defense bonds division plans to set up a permanent trailer program for "plugging" E-Bond sales.

The division has been pledged the aid of the Motion Picture Association of America and the studios in the production of a new one-minute trailer every two months. In each trailer, a top star will make a pitch for buying bonds. Humphrey Bogart will be in the trailer to be issued next month. It was made by M-G-M.

New Law Gives SSB Statutory Position

WASHINGTON, June 30. — The new controls law gives specific statutory recognition to the Salary Stabilization Board, which controls salaries of executives and also of talent workers in the film industry.

Until now, the board has just functioned under an order of the President. The House had voted to transfer salary stabilization to the Bureau of Internal Revenue but House-Senate conferees voted not only to drop this provision but also to legalize specifically the salary board.

Injunction Restrains WEC From Picketing

HOLLYWOOD, June 30. — Federal Judge Ernest A. Tolin issued a temporary injunction restraining Wage Earners Committee from picketing Loew's State Theatre, downtown house which WEC has been picketing to discourage management from playing M-G-M pictures.

United Artists Theatres Circuit, operating the house, had petitioned for the injunction on the ground that the WEC action was "secondary picketing."

Extend Eidophor Stockholder Shows

In order to enable as many company stockholders as possible to view the new Eidophor large-screen color theatre television system, the series of demonstrations here has been extended through the remainder of this week, 20th Century-Fox announced.

The special showings, which began last week, will be concluded with four half-hour presentations on Thursday.

'Charley,' 'Robin' Open Big to Pace New York 1st-Runs

Two newcomers, "Where's Charley?" at Radio City Music Hall, and Walt Disney's "Robin Hood" at the Criterion are setting the pace for grosses at New York's first-runs during a week marked by weather that ranged from hot and humid to mild and pleasant.

The Music Hall, which also features a stage presentation, is looking for a big first week's gross of $150,000 after having chalked up $92,000 Thursday through Sunday, described as the best opening four days of any Warner picture to play the theatre.

The initial week of "Story of Robin Hood" at the Criterion, ending to-$48,500 after a recording of $15,250 for a 10-day run of the previous tenant, "Red Planet Mars."

Opening more or less satisfactorily at the Astor was "3 for Bedroom C," with a first week's gross of $17,000 indicated.

Considerably less than spectacular is the $65,000 quoted for the first stanza of "Wait 'Till the Sun Shines, Nellie" and a new ice revue on stage at the Roxy. "We're Not Married" is slated to open at that theatre on July 11.

A moderate $60,000 is seen for the second week, ending today, of "Clash by Night" at the Paramount where singers Les Paul and Mary Ford top a stage bill. The program will hold for one more week.

The Globe, where "Scarlet Angel" is in its second week, and where attendance picked up sharply when the Maxim-Robinson fight pictures supplemented the program, expects a huge $15,200 for the second seven days. "The Lady in the Iron Mask" will take over on Friday.

"Has Anybody Seen My Gal" will open Friday at the Mayfair where the second and final week of "The Winning Team" is mild, with $8,500 looked for. The second inning of "Pat and Mike" is giving the Capital a fair $32,000.

The one-week stand of "I Dream of Jeanie" resulted in a poor $9,000 for the State where "The Washington Story" bows today.

"Walk East on Beacon" is proving to be a sturdier grosser than most hold-overs. The Victoria is looking for $18,000 for the fifth week.

Among the off-broadway houses where hold-overs by and large fare well is the Sutton where the 13th week of "The Man in the White Suit" is expected to bring in $9,800, and the new Normandie, where the 13th week of "Encore" is due to ring up $7,500. The 52nd Street Trans-Lux will open "High Treason" today.

Paschall to Roach

HOLLYWOOD, June 30.—Benton Paschall, former vice-president and West Coast manager of Liberty Broadcasting System, has been named general sales manager for the Roach Studios, it was announced here by Hal E. Roach, president.

Texas Interested in 'Hollywood Fair'

Columbus, June 30.—Texas, the nation's biggest state, bowed to Ohio, the Buckeye State, in a letter from James H. Stewart, executive vice-president and general manager of the Texas State Fair at Dallas, to officials of the Ohio State Fair. Stewart read of the "Hollywood at the Fair" exhibit in *Motion Picture Daily* and asked for further details.

"This sounds like a very interesting operation," wrote Stewart. "As you perhaps know, we have a very big and active theatre group in Texas and such an activity as you are going to stage at your fair might fit very well into our operations."

Blumberg, Rackmil Returning from Coast

Nate J. Blumberg, Universal president, and Milton R. Rackmil, president of Decca Records, are expected back here from the Coast at the weekend. Both will attend the annual meeting of Universal stockholders at Wilmington, Del., next Tuesday.

Rackmil, representing Decca's controlling stock interest in Universal, will be elected to the latter's board at the meeting and is scheduled to be elected president, with Blumberg becoming chairman of the board, at the organization meeting of the "U" board this month. The same board meeting, it is reported, will consider dividend action on "U's" common stock. Some financial sources believe that in view of "U's" recent strong earnings statements the stock may be placed on a $2 annual dividend basis again.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY BOLGER in
"WHERE'S CHARLEY?"
Color by TECHNICOLOR
A WARNER BROS. PICTURE
plus SPECTACULAR STAGE PRESENTATION

BARBARA STANWYCK · PAUL DOUGLAS
ROBERT RYAN · MARILYN MONROE
in CLASH BY NIGHT
in person LES PAUL and MARY FORD
JOEY · TOMMY · BISHOP EDWARDS · PEIRO BROTHERS
Emcee RALPH MARTERIE and his ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Walt Disney's Story of
ROBIN HOOD
Color by TECHNICOLOR
—and—
Walt Disney's WATER BIRDS
A True Life Adventure
Walt Disney's "LITTLE HOUSE"
Technicolor Cartoon
Print by Technicolor—Distributed by RKO
COOL CRITERION B'WAY & 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club. Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

National Pre-Selling

HARPER'S BAZAAR for July has a four-page section on Samuel Goldwyn's "Hans Christian Andersen," featuring Renee Jeanmarie and Danny Kaye, and from the sublime to the ridiculous, the current *Collier's* has a full-color piece on "The Voice of the Mule" in which Chill Wills is introduced with Universal's "Francis." . . . The new *Look,* dated July 15, out today, has a front cover portrait of Arlene Dahl in natural color and a striking color-page from M-G-M on "Lovely to Look At," but the resemblance is purely coincidental. . . . Hedda Hopper tells all about herself in "From Under My Hat" in the current *Woman's Home Companion.* . . . *Redbook's* cover for July stars June Allyson and her nice family with another color portrait inside to illustrate her feature story, which remarks that "June Allyson is as simple as a hydrogen bomb."

•

"High Noon," the title ballad of the United Artists film starring Gary Cooper, is guaranteed one of the strongest record-promotion campaigns of the year, with M-G-M Records and London Records joining Columbia Records in all-out drives to publicize their recordings, according to Francis M. Winikus, national director of advertising, publicity and exploitation, who arranged the tieups for United Artists. The ballad, which tells the story of the picture, was sung by Tex Ritter in the film. The M-G-M record is sung by Bill Hayes, with all the facilities at its command. London Records features Lita Rosa singing the haunting melody. One of the strongest record tieups of the year has been undertaken by Columbia Records for Frankie Lane's recording of "High Noon," with more than 1,600 disc jockeys getting complimentary copies of the record for their platter-spinning shows. Also shipped to music shops are large cardboard standees of Frankie Lane, "in action."

•

The intensive Paramount campaign for Leo McCarey's "My Son John," playing in more than 350 key situations, received added impetus with the circulation of reprints of a syndicated column by Dr. Daniel A. Poling, editor of Christian Herald, *underscoring the important and dramatic qualities of the film. A special bulletin from Jerry Pickman, Paramount vice-president and director of advertising, called attention of the company's sales staff to the value of the endorsement. . . . Members of two state newspaper publishers associations, in Oregon and California, have added their approval as a result of special previews of United Artists' "Park Row," making a total of more than 20 such groups to add their support of a motion picture in this publicity man's idea of heaven. . . . About the longest press party of record was the 2,200-mile trek of the Highway 66 Association drum-beating for Warner Brothers' "Story of Will Rogers." The highway was temporarily rededicated as the "Will Rogers Highway," and folks were told it was along this route that Rogers found the heart of America.*

WALTER BROOKS

Exhibitors File For TV Stations

WASHINGTON, June 30.—The Federal Communications Commission was handed today a batch of applications for new television stations from exhibitor companies or companies owned in part by exhibitors.

Martin Theatres of Georgia filed for a UHF station in Columbus, Ga. Columbia Amusement Co., of Paducah, Ky., filed for a VHF channel in Paducah.

Orange Television Broadcasting Co., in which exhibitor Mitchell Wolfson owns an interest, filed for a VHF station in Tampa. The Greater Rockford Television Co., in which Milwaukee exhibitor L. F. Gran has about a 14 per cent interest, filed for a VHF station in Rockford, Ill. A VHF station in Wichita, Kans., was applied for by the Mid-Continent Television Co., in which Los Angeles exhibitor Sherrill Corwin has a 20 per cent interest.

All of the applications were prepared and filed by Marcus Cohn, television attorney for the Theatre Owners of America.

Florida Woos Film, TV Studios Again

TALLAHASSEE, Fla., June 30.—Florida is again actively engaged in wooing the motion picture and television industries.

In a directive to the Florida Improvement Commission, Governor Warren said that priority must be given in presenting Florida's advantages to the big and little producers of motion pictures and television shows.

The governor recalled that Florida's first organized bid for recognition as a film-making center was in 1933 when a constitutional amendment exempting such investors from all property tax was approved. This exemption has since expired but Governor Warren now indicates that if additional tax concessions are necessary to woo substantial segments of the industry to Florida, they could be legislated.

Southwest by Fall

(*Continued from page* 1)

ton, and San Antonio. Only one Interstate house in each Texas city will be equipped with TV screens about the same size as that utilized for motion pictures. O'Donnell said the TV screens will be "strictly supplementary and will not replace the standard motion picture program."

Spot TV news events will reach Dallas by cable this week.

Publicists Beat Newsmen

New York motion picture publicists outslugged the entertainment journalists by a score of 38 to 2 in a weekend baseball game held at the Wayne County Club, Tyler Hill, Pa.

NEED SPECIAL TRAILERS QUICK?
QUICK SERVICE
FREE COPY SERVICE
BEST ART-WORK
YOU'LL GET IT FROM FILMACK SEND US YOUR ORDER
ALL-AROUND KNOW-HOW
FINEST QUALITY
TRY US AND SEE
CHICAGO, 1327 S. Wabash Av - NEW YORK, 630 9th Av.

U.S. Producers Plan Nine More Features In U.K. This Season

LONDON, June 30.—A spurt in preparations for American production projects here will bring nine pictures before the cameras in the near future.

Involved in the planning are: Warner's "The Master of Ballantrae," starring Erroll Flynn, in color by Technicolor; Walt Disney's "The Sword and the Rose," also in Technicolor and starring Richard Todd; Sol Lesser's "Black Chiffon," starring Bette Davis, which Columbia may distribute, a 90-minute Coronation Year documentary to be titled "Queen to Queen," and possibly a modernized version of the novel, "Civilian Clothes"; Edward Small's "Khyber Pass" and "The Charge of the Six Hundred," and two features to be made jointly by Monogram and ABPC.

Jack Warner discussed his companys British production plans while here recently. Now in London on the same mission are Lesser, Small and Walter Mirisch of Monogram. Disney is scheduled to arrive here this week from New York.

Discussing recent pronouncements on the trend to cut down on quantitative production and to concentrate on fewer pictures of higher quality, Lesser carried the thesis further. He claims that the day of all mass production of pictures is coming to an end and that in the future, as he sees it, individual producers will make individual pictures.

Lesser estimated that "Kon-Tiki" will gross about $3,000,000 worldwide, having grossed $1,000,000 in the U. S. already.

Sales Drive Will Honor Ben Fish

Robert Mochrie, RKO Radio vice-president and general sales manager, has set a "Ben Fish 30th Anniversary Drive" for July and August in honor of the Samuel Goldwyn representative who celebrates his 30th year in the industry this summer.

The drive will feature Goldwyn's "Enchantment," "My Foolish Heart," "Edge of Doom," "Our Very Own" and "I Want You."

Zimmerman Will

(*Continued from page* 1)

1934, and was transferred to RKO Radio in 1938. In January, 1946, he was made an executive in the sales department.

McDaniel Resigns RTMA Presidency

CHICAGO, June 30.—Glen McDaniel, elected in February, 1951, as the first full-time, paid president of the Radio-Television Manufacturers Association. He resigned his post at the 28th annual RTMA convention at the Palmer House here.

No successor to McDaniel was elected, but the new chairman of the board, A. D. Plamondon, Jr., appointed a committee consisting of past presidents to make recommendations at a subsequent meeting of the directors. The committee consists of Robert C. Sprague, chairman; Max F. Balcom, Paul V. Galvin and Leslie F. Muter.

TODAY IS July 1st
and JULY'S hottest boxoffice line-up is from PARAMOUNT
Cecil B. DeMille's THE GREATEST SHOW ON EARTH
starring Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, Gloria Grahame, and James Stewart
Color by TECHNICOLOR
DEAN MARTIN · JERRY LEWIS in HAL WALLIS' production Jumping Jacks
W. Somerset Maugham's ENCORE
Glynis Johns, Nigel Patrick, Kay Walsh, Roland Culver, Ronald Squire

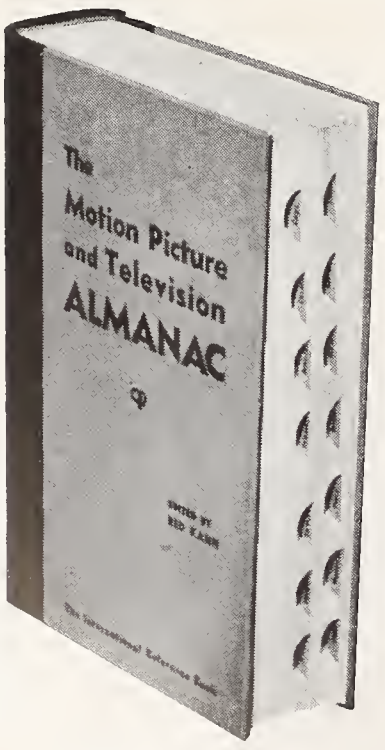
IT often happens that the best advertising copy was not written for that purpose. Nothing can be more convincing than a spontaneously written expression of sincere opinion. Hence this series of extracts, reproduced from some of the many letters to the editor of the ALMANAC.

This one from the President of Donahue & Coe, Inc. . . . . . .

As Ed Churchill sees it . . . . .

". . . It is of inestimable value to us here at the office and is referred to constantly by many members of our organization. I sometimes wonder how we would get along without it!

Our annual edition becomes the most finger-printed reference book in our library and we're always mighty glad to receive the current one as a replacement."



A QUIGLEY PUBLICATION

The current issue is completely sold out. Reservations are now being made for the enlarged new 1952-53 edition, at the unchanged price of $5 per copy postpaid.

Quigley Publishing Company, Inc.
1270 Sixth Avenue, New York 20, N. Y.

THE INTERNATIONAL REFERENCE BOOK

WB Sells 5

(Continued from page 1)

ates five theatres in West Virginia.

Dipson, who is president of the new 153 company, is understood to be negotiating for other Warner theatres in the Utica-Troy-Albany zone. Dipson declares his company will install big screen TV in practically all its key houses.

More than $175,000 will be spent by the "153 Corporation" on rehabilitating and redecorating the Keeney and the house will be closed for 90 days for this operation. The Diana in Medina also will be completely redecorated and a new air-conditioning system installed.

Smakwitz and WB home office attorney Myles Alben represented the circuit at the closing of both deals in Elmira. Warner had operated in Elmira and Medina since 1930.

Remaining Warner houses in Olean, Hornell and Jamestown will be transferred July 15 to Pittsburgh zone manager Moe Silver, one time Warner head in Albany.

Warner sold the leases on the Babcock and Temple in Wellsville to Max Friedman, long-time upstate buyer and booker for the circuit, last March.

Ten houses in Albany, Troy and Utica will be supervised by Smakwitz from offices here. The Utica, Utica and the American in Troy are dark for the summer.

The status of Ralph Crabil, WB district manager in Elmira was not clarified. A spot for him may be found elsewhere.

Two local employes, Helen Wisper and Betty Herrick, have resigned. Miss Wisper for years with 20th Century-Fox and later with the Perlmutter Booking Service, joined Warner in March as a booker. Miss Herrick is a veteran. A staff of four, Smakwitz, a secretary, booker Larry Lapidus and exploiteer Gerry Atkin will remain.

Approve Probe of Information Unit

WASHINGTON, June 30.—The Senate today approved a proposal for an investigation of the effectiveness of the State Department's Overseas Information Program, including the film division.

The proposal was sponsored by Senators Wiley (R., Wis.) and Benton (D., Conn.).

Marks of Canada Dies

TORONTO, June 30.—Film veteran Ernie Marks of Oshawa, is dead. Reputed to be in his 80's, his career was threaded through stock company tours, vaudeville and films. He owned the Marks Theatre at Oshawa.

Kicks May Bring Redress

(Continued from page 1)

operators only last week were reported to be negotiating to take it over and reopen it.

Some industry members who protested to the *Journal* pointed out that the closing of small dry goods stores in many parts of the country could not rightfully be assumed to be a reflection on large and prosperous department stores in the same cities and elsewhere. They contended that the *Journal's* roundup on small, borderline theatre closings, however, pointedly gave the impression that the same fate awaited other theatres and that actually there were few or no prosperous large circuit operations remaining. The facts, they pointed out, are just the opposite—historically successful circuit and individual theatre operations are not closing up and going out of business.

"Many of the closed houses," one disturbed industry member remarked, "never should have been in business in the first place. Remember all the ex-service men that Bill (W. A.) Scully of Universal put into business in Quonset huts after the last War when he was battling Paramount-Richards and other circuits for higher rentals? Many of the current crop of closings are of that type.

"The traditionally good operators," he continued, "still are going strong—remodeling and re-furnishing their properties, some building new theatres to keep up with population shifts, expanding into the drive-in field and equipping their houses with large screen television. And when they get the product, they never fail to demonstrate there is still an amazing volume of business to be done. The *Journal's* article is very much in error in failing to report on them. They are the backbone of the industry. Not one of them gets a quote."

Film Delivery

(Continued from page 1)

atres filed suit against Film Truck charging the increase "unjustifiable" the increase went into effect.

The 10 per cent cut, which was voluntary on the part of Film Truck, will go into effect July 17. The MPSC has okayed the new rate. Actually, the rate increase is now only five per cent. Allied and Butterfield have dropped their suit.

Will Approve Rate

Associated Truck Lines, which started a film delivery service outside of Detroit, has announced that any rate approved by the MPSC will be adopted by it.

Associated started a delivery service in March when hearings were being heard by the MPSC regarding the Allied and Butterfield suit against Film Truck.

Services Today for Elmo Lincoln, 63

HOLLYWOOD, June 30. — Funeral services will be held tomorrow afternoon at Hollywood Park Cemetery for Elmo Lincoln, 63, who died unexpectedly Friday of a heart ailment.

The veteran actor played four roles in D. W. Griffith's "Birth of a Nation," was the first screen "Tarzan," and had a wide variety of character roles in recent years. His real name was Otto Elmo Linkenhelt. His mother, daughter and two half-brothers survive.

O'Camp Financing Set for New Film

Financial arrangements for a second adventure pictures have been completed by Al O'Camp, producer of "Strange World," a United Artists release, it was disclosed here.

The new production, as yet untitled, will be filmed abroad in Eastman color. As on "Strange World," O'Camp will use the technical facilities of the Emil Velazco studios here.

Arbitration

(Continued from page 1)

Committeemen queried following yesterday's session acknowledged that it was only of a "preliminary character." One of the committee's duties is to set a date for reconvening the conference.

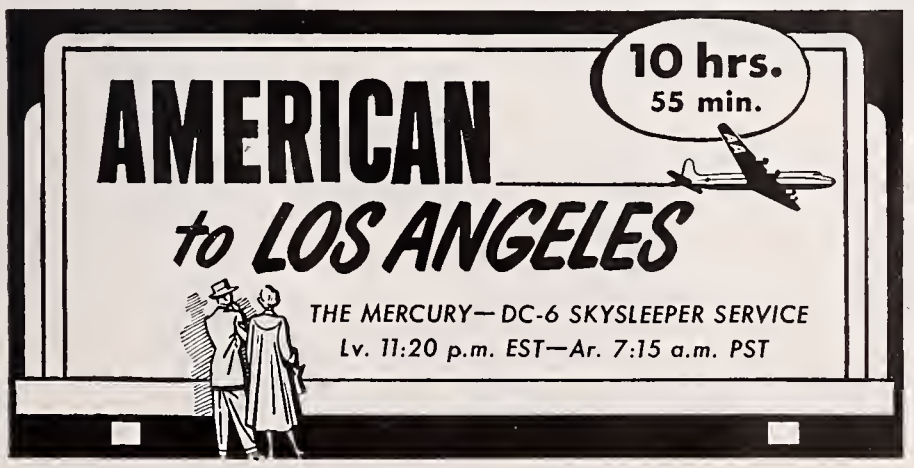
A representative of distribution said as he left the meeting room yesterday that "we are working in harmony."

The group is continuing the paragraph-by-paragraph analysis of the report which the arbitration drafting committee had submitted to the conference. There was said to be no indication yesterday that the new committee would undertake to draft a report of its own on the proposals the drafting committee was instructed to put on paper.

Present yesterday were the following: from exhibition—Abram F. Myers, Wilbur Snaper, Herman M. Levy, S. H. Fabian, Emanuel Frisch; from distribution—Austin Keough, Adolph Schimel, Al Lichtman, Abe Montague, William F. Rodgers. On hand in addition to these regular members of the committee were Ralph Hetzel, Jr., vice-president of the Motion Picture Association of America, and Henderson M. Richey, secretary of the Arbitration Conference.

Alfred P. Knopf, 73

LOUISVILLE, June 30. — Alfred P. Knopf, 73, president of the Hill Top Amusement Co., died at Kentucky Baptist Hospital here on June 21. Surviving are his widow, a daughter, a brother, two sisters and four grandchildren.



GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

Producer Edmund Grainger says:

"My pictures must be perfect. I insist upon laboratory work by Pathé."



Producer Edmund Grainger *protects* his investments and reputation by making certain that the quality of the laboratory work on his films matches the high quality of their creative ingredients.

Edmund Grainger's latest picture is "Korean Story," released through RKO. It was processed by Pathé Labs. Can we be of service to *you*?

PATHÉ—PROCESSING · SOMETHING TO CROW ABOUT · TRADE MARK

Both New York and Hollywood Have *Complete* Pathé Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

Brind Warns of Tougher Censorship

WASHINGTON, June 30.—Charles A. Brind, Jr., counsel for the New York State film censors, warned in a speech made here that the industry might be in for far tougher state regulation if New York's present censorship statute is declared unconstitutional.

One thing that might be considered, he said, is a state law requiring the licensing of all theatres, with the threat of license revocation for showing objectionable films. Another approach that the state might undertake, he added, would be an attempt to include films which "teach Communism" among the objectionable films.

Delivered at Luncheon

Brind made these statements in an address entitled "Censorship at the Crossroads," delivered to the annual luncheon-meeting of the Motion Picture Council of the District of Columbia.

Other highlights of Brind's speech include:

"It is doubtful whether motion picture code would continue in its present form if the statutes mandating decency were declared unconstitutional. There is great pressure now upon industry to lighten up on its provisions."

More than the usual number of "indecent" films have been submitted for state censorship since the recent Supreme Court decisions in the "Pinky" and "Miracle" cases.

Instead of "contracting censorship, the time has come to extend it" to pictures containing Communist propaganda.

Brind's speech was promptly challenged from the audience by Ken Clark, Motion Picture Association of America information director, who said he thought the "Miracle" decision had laid to rest for all time the Mutual Film case decision upholding pre-censorship, but that he saw now that it hadn't. Clark said the MPAA's stand was that it was "just as wicked, wrong and violative of constitutional rights for a censor to stand at the shoulder of a film producer as at the shoulder of a newspaper editor."

Censor Challenge Ready in 2 Weeks

Washington, June 30.—The Motion Picture Association of America hopes to have ready "within two weeks" a suit challenging the constitutionality of Ohio's newsreel censorship, MPAA information director Kenneth Clark disclosed.

CTA Will Publicize Award to Industry

SAN FRANCISCO, June 30.—The California Theatres Association is planning a campaign to publicize the recent award given to the motion picture industry by the Preview Committee of 13 national organizations, according to L. S. Hamm, president of the CTA, who has appointed a campaign committee.

New Mass. Wage Law Easy on Theatres

BOSTON, June 30.—A bill setting up a mandatory 75-cent an hour minimum wage for Massachusetts workers generally, but permitting wage boards to recommend rates as low as 65 cents for some occupations was passed last week.

Theatre ushers and other casual help that now are covered by an existing amusement and recreation occupation order are not covered by the bill. Under the present law there is a 65-cent per hour minimum, but wage boards are permitted to set lower rates in certain industries. State Senator George J. Evans, who offered the amendment exempting theatre ushers, stated that motion picture theatres were getting competition from television and should receive some consideration.

Two months ago the House of Representatives passed a labor-sponsored bill for a flat 75 cents per hour minimum wage but exempting persons receiving tips as part of their pay, apprentices and handicapped workers. It is said that he House has indicated that it will go along with the bill as amended by the Senate in order to avert the stalemate that has blocked it for two years.

Detroit Tent Holds Party

DETROIT, June 30.—The Variety Club of Detroit held its annual golf party today at the Tam O'Shanter Country Club, all proceeds, including those from the raffle of a new car, going to the Heart Fund of the club.

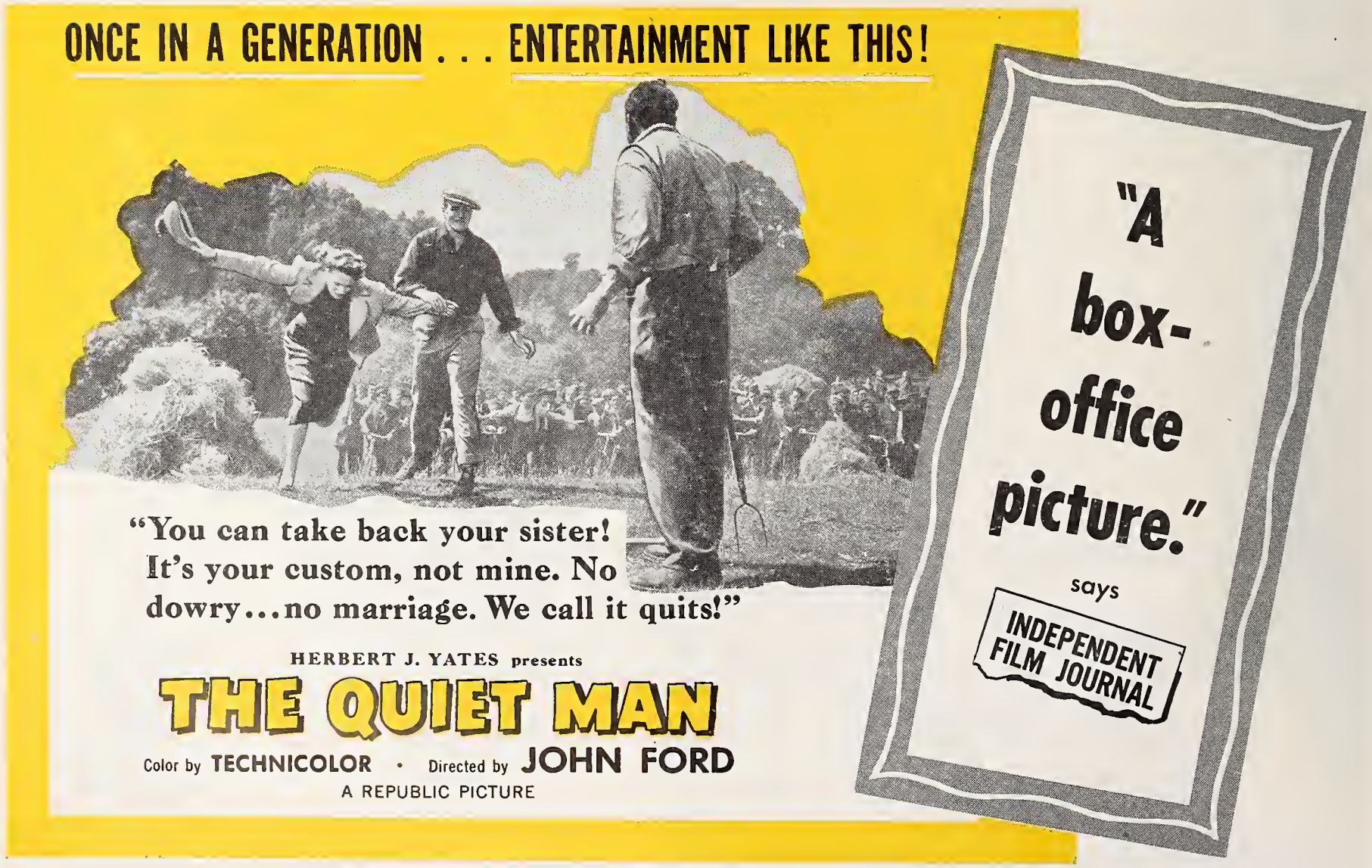
Australia Using More U.S. Films

Washington, June 30.—U. S. films accounted for 81.3 per cent of total feature imports into Australia in 1951, compared to 77.6 per cent in 1950, the Commerce Department has reported. Last year, 347 U. S. features were brought into Australia, as against 316 the previous year, the Department said.

Endres First in UA Two-Film Campaign

John Endres, manager of the Calderone Theatre in Hempstead, L. I, has won the $150 first-prize for the best exploitation campaign developed by a Skouras Theatres manager on "The River" and "The Green Glove," United Artists film combination, it was announced here by Francis M. Winikus, UA national director of advertising and publicity.

Second prize of $100 goes to Philip Chaiton, manager of the Ward Theatre in the Bronx. Third, fourth, fifth, sixth and seventh prizes of $50 each have been awarded, respectively, to Frank DiGennaro, Merrick Theatre, Jamaica; Sidney Newman, Bronxville Theatre, Bronxville; Irving Schwartz, Nemo Theatre, Manhattan; Ted Rodis, Boulevard Theatre, Jackson Heights, and Jack Bokser, Crotona Theatre in the Bronx.



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 1 NEW YORK, U.S.A., TUESDAY, JULY 1, 1952 TEN CENTS

WB Sells Five Houses in NY; Shifts 5 More

Transfers Supervision of Latter to Pittsburgh

ALBANY, N. Y., June 30.—Sale of five Warner theatres in Elmira and the transfer of supervision of five others in the Western district of New York State to the Pittsburgh zone were announced here by WB zone manager Charles A. Smakwitz.

John Osborne, Wheeling, W. Va., exhibitor, purchased the Regent and Strand (closed) and assumed the lease on the Keeney in Elmira, effective tomorrow. The Keeney seats 2,480. The sale was made to the 153 Corporation. William Dipson, head of Dipson Theatres, Buffalo, who is a member of the new 153 firm, acquired Warner's Park (closed) and the leasehold on the Diana in Medina. Also associated in 153 are Fred Schwetpe and David Mandelville, both of Elmira.

Osborne was formerly a WB district manager. He left the organization some 15 years ago and now oper-

(*Continued on page 5*)

Film Delivery Cuts Its Rates 10%

DETROIT, June 30.—Film Truck Service, operated by Mrs. Gladys Pike, has cut its film delivery rates 10 per cent.

Several months ago, Film Truck filed a petition with the Michigan Public Service Commission announcing an overall 15 per cent increase in film delivery rates. Although Allied of Michigan and Butterfield The-

(*Continued on page 5*)

K-MTA Grievance Meeting July 16

Kansas City, Mo., June 30.—A grievance board set up by the Kansas-Missouri Theatre Association will meet July 16, at the Hotel Phillips here. Any exhibitor in the Kansas City territory having a grievance, on the settlement of which he feels he needs help, is invited to present it to this group, which has 10 members. Loren Turner is chairman.

Variety Sets 25th Anniversary Meet; Recruits Trade Editors for 'PR' Aid

Toronto, June 30.—November 21-23 have been set for the holding in Pittsburgh, Pa., of a Variety Clubs International meeting in celebration of the founding a quarter of a century ago of the organization which, on behalf of the amusement industry, spends $3,000,000 a year on charitable enterprises. Tent No. 1 of Pittsburgh, the birthplace of Variety, is making preparations for the three-day celebration.

Jack Beresin, Variety's chief barker, announced also that a Variety Clubs International publicity and public relations committee made up of editors and publishers of amusement industry trade papers is being formed to help in getting the organization more publicity, especially for the 25th anniversary celebration. A meeting of this committee will be held in New York in September to prepare recommendations for a publicity campaign for the balance of the year.

Kicks on Wall St. Journal Piece May Bring Redress

Spontaneous protests by individual industry members to the *Wall Street Journal* over what was generally regarded in the trade as unwarranted and injurious emphasis on theatre closings in a national report published by that paper Friday may lead to publication of a second article by the *Journal* more closely examining the types of theatres being closed and their relative importance to the industry as a whole, it was learned yesterday.

Editorial officials of the *Journal* told some industry members who protested the article that they were impressed by industry contentions that many of the closings were overdue and that undue emphasis had been given to the closing of others, such as the 3,400-seat Oriental in Chicago which, even in good times, was recognized as a "problem" operation by a succession of Chicago exhibitors who endeavored unsuccessfully to make it pay. Despite the theatre's record, new

(*Continued on page 5*)

Zimmerman Will Assist Mochrie

William Zimmerman, RKO Radio sales executive, has been appointed assistant to Robert Mochrie, vice-president and general sales manager. Zimmerman's post is a new one.



Wm. Zimmerman

Zimmerman has been with RKO for 18 years. A graduate of Amherst College and Harvard Law School, he joined RKO Theatres' legal staff in

(*Continued on page 3*)

1st Theatre TV for Southwest by Fall

DALLAS, June 30.—Theatre television will be installed in a select few of Interstate Circuit's top theatres in Texas early in October, R. J. O'Donnell, vice-president and general manager of the circuit, announced here. They will be the first theatre TV installations in the area.

Television systems have been ordered for Dallas, Fort Worth, Hous-

(*Continued on page 3*)

Boucher Leaving K-B in Capital

WASHINGTON, June 30.—Frank Boucher has resigned as general manager of K-B Theatres, a post he has held for the past 12 years. Boucher was also a partner. He said he was selling his partnership back to the original owners.

A veteran of 30 years in the industry, Boucher helped build K-B to a circuit of eight theatres, and brought many innovations to Washington exhibition. He said his resignation would be effective "sometime next week," and that he and Mrs. Boucher would then take a vacation. His future plans will be announced after his return from the vacation, Boucher said.

Arbitration's '10' to Meet Most of Week

'Touch On' Controversial Topics at First Session

At their first meeting, held yesterday in the Fabian Theatres home office here, the 10 members of the Industry Arbitration Conference's Continuations Committee "touched on" a number of topics which have been in dispute in connection with efforts to set up an industry system of arbitration.

It was conceded that the group would have to meet at least two or three more days, including today, to complete the analysis of arbitration proposals which the conference itself discontinued June 18 in an atmosphere of friction.

No one at the meeting could predict whether the group actually would be in a position tomorrow or Thursday to set a date for resumption of the exhibition - distribution conference which ended abruptly on June 18.

(*Continued on page 5*)

3 More to Exhibit At 'Hollywood Fair'

COLUMBUS, June 30.—United Artists, Columbia and RKO Radio have offered exhibits for display at the "Hollywood at the Fair" to be held at the Ohio State Fair here August 22-29. These are in addition to previously-offered exhibits from other companies.

Miniature replica of the original Robert Fulton submarine used in "Mutiny," a King Brothers' production for U. A. release, and material from "Park Row," newspaper story produced by Samuel Fuller for U. A., are among the items offered.

Crowe Nominated To Be US Judge

Washington, June 30.—President Truman has nominated Guthrie F. Crowe, of La Grange, Ky,. to be U. S. District Judge for the Canal Zone. Crowe has for the past several years been president of the Kentucky Association of Theatre Owners.

Personal Mention

ARTHUR L. MAYER is back in New York following a two months' tour of Europe.

•

CHARLES C. MOSKOWITZ, Loew's vice-president and treasurer, returned here from the Coast yesterday. NICHOLAS M. SCHENCK, Loew's president, is due back at the end of the week.

•

WILLIAM B. ZOELLNER, M-G-M short subject sales manager, will be in New Haven and Boston next week, followed by a visit to Albany and Buffalo before returning here July 18.

•

WALTER MIRISCH, Monogram-Allied Artists executive producer, has arrived in Great Britain from New York and plans to spend a month there and on the Continent.

•

ARTHUR KROLICK, United Paramount Theatres manager in Buffalo and Rochester, is in Detroit attending a meeting called by vice-president EDWARD L. HYMAN.

•

VINCENT R. MCFAUL, general manager of the Shea circuit, was married in Buffalo on Saturday to MRS. ANTHONY J. CANNEY.

•

ELMER F. LUX, Darnell Theatres general manager, has been appointed deputy chief zone warden of Civil Defense in Buffalo.

•

MOREY GOLDSTEIN, Monogram-Allied Artists general sales manager, is confined to his home here with virus pneumonia.

•

P. T. DANA, Universal Eastern sales manager, left here yesterday on a trip to Albany, Buffalo and Pittsburgh.

•

WALT DISNEY and his family will leave here today for England aboard the *S.S. Queen Elizabeth.*

•

TED R. GAMBLE, head of Gamble Enterprises, is here from Oregon.

•

ALEX GOTTLIEB, producer, is in New York from Hollywood.

New Buying Firm Covers Popcorn, Too

NEW ORLEANS, June 30.—A new booking and buying service for area exhibitors has been opened here by L. C. Montgomery and Eldon F. Briwa. Known as the Bri-Mont Booking and Buying Co., it announces that in addition to film booking and buying it will also handle purchases of popcorn, seasoning, boxes, bags and equipment, and will assist with theatre construction, modernizing and income tax returns.

Montgomery is president of Delta Theatres, of which the first run Joy here is one. Formerly with E. V. Richards theatres here, he is a veteran of the local film and theatre business, as is Briwa, who was with the M G M exchange here for many years.

Display Award to MGM for 'Vadis'

The Lithographers' National Association has given its annual award for the best ads and displays to Metro-Goldwyn-Mayer for its material on "Quo Vadis." M-G-M advertising manager Silas F. Seadler accepted the award, on behalf of the company, from Albert Barlow of the Hennegan Co. of Cincinnati, for the association.

Treasury Plans Bond Selling By Trailers

WASHINGTON, June 30.—The Treasury Department's defense bonds division plans to set up a permanent trailer program for "plugging" E-Bond sales.

The division has been pledged the aid of the Motion Picture Association of America and the studios in the production of a new one-minute trailer every two months. In each trailer, a top star will make a pitch for buying bonds. Humphrey Bogart will be in the trailer to be issued next month. It was made by M-G-M.

New Law Gives SSB Statutory Position

WASHINGTON, June 30.—The new controls law gives specific statutory recognition to the Salary Stabilization Board, which controls salaries of executives and also of talent workers in the film industry.

Until now, the board has just functioned under an order of the President. The House had voted to transfer salary stabilization to the Bureau of Internal Revenue but House-Senate conferees voted not only to drop this provision but also to legalize specifically the salary board.

Injunction Restrains WEC From Picketing

HOLLYWOOD, June 30. — Federal Judge Ernest A. Tolin issued a temporary injunction restraining Wage Earners Committee from picketing Loew's State Theatre, downtown house which WEC has been picketing to discourage management from playing M-G-M pictures.

United Artists Theatres Circuit, operating the house, had petitioned for the injunction on the ground that the WEC action was "secondary picketing."

Extend Eidophor Stockholder Shows

In order to enable as many company stockholders as possible to view the new Eidophor large-screen color theatre television system, the series of demonstrations here has been extended through the remainder of this week, 20th Century-Fox announced.

The special showings, which began last week, will be concluded with four half-hour presentations on Thursday.

'Charley,' 'Robin' Open Big to Pace New York 1st-Runs

Two newcomers, "Where's Charley?" at Radio City Music Hall, and Walt Disney's "Robin Hood" at the Criterion are setting the pace for grosses at New York's first-runs during a week marked by weather that ranged from hot and humid to mild and pleasant.

The Music Hall, which also features a stage presentation, is looking for a big first week's gross of $150,000 after having chalked up $92,000 Thursday through Sunday, described as the best opening four days of any Warner picture to play the theatre.

The initial week of "Story of Robin Hood" at the Criterion, ending to-$48,500 after a recording of $15,250 for a 10-day run of the previous tenant, "Red Planet Mars."

Opening more or less satisfactorily at the Astor was "3 for Bedroom C," with a first week's gross of $17,000 indicated.

Considerably less than spectacular is the $65,000 quoted for the first stanza of "Wait 'Till the Sun Shines, Nellie" and a new ice revue on stage at the Roxy. "We're Not Married" is slated to open at that theatre on July 11.

A moderate $60,000 is seen for the second week, ending today, of "Clash by Night" at the Paramount where singers Les Paul and Mary Ford top a stage bill. The program will hold for one more week.

The Globe, where "Scarlet Angel" is in its second week, and where attendance picked up sharply when the Maxim-Robinson fight pictures supplemented the program, expects a huge $15,200 for the second seven days. "The Lady in the Iron Mask" will take over on Friday.

"Has Anybody Seen My Gal" will open Friday at the Mayfair where the second and final week of "The Winning Team" is mild, with $8,500 looked for. The second inning of "Pat and Mike" is giving the Capital a fair $32,000.

The one-week stand of "I Dream of Jeanie" resulted in a poor $9,000 for the State where "The Washington Story" bows today.

"Walk East on Beacon" is proving to be a sturdier grosser than most hold-overs. The Victoria is looking for $18,000 for the fifth week.

Among the off-broadway houses where hold-overs by and large fare well is the Sutton where the 13th week of "The Man in the White Suit" is expected to bring in $9,800, and the new Normandie, where the 13th week of "Encore" is due to ring up $7,500. The 52nd Street Trans-Lux will open "High Treason" today.

Paschall to Roach

HOLLYWOOD, June 30.—Benton Paschall, former vice-president and West Coast manager of Liberty Broadcasting System, has been named general sales manager for the Roach Studios, it was announced here by Hal E. Roach, president.

Texas Interested in 'Hollywood Fair'

Columbus, June 30.—Texas, the nation's biggest state, bowed to Ohio, the Buckeye State, in a letter from James H. Stewart, executive vice-president and general manager of the Texas State Fair at Dallas, to officials of the Ohio State Fair. Stewart read of the "Hollywood at the Fair" exhibit in *Motion Picture Daily* and asked for further details.

"This sounds like a very interesting operation," wrote Stewart. "As you perhaps know, we have a very big and active theatre group in Texas and such an activity as you are going to stage at your fair might fit very well into our operations."

Blumberg, Rackmil Returning from Coast

Nate J. Blumberg, Universal president, and Milton R. Rackmil, president of Decca Records, are expected back here from the Coast at the weekend. Both will attend the annual meeting of Universal stockholders at Wilmington, Del., next Tuesday.

Rackmil, representing Decca's controlling stock interest in Universal, will be elected to the latter's board at the meeting and is scheduled to be elected president, with Blumberg becoming chairman of the board, at the organization meeting of the "U" board this month. The same board meeting, it is reported, will consider dividend action on "U's" common stock. Some financial sources believe that in view of "U's" recent strong earnings statements the stock may be placed on a $2 annual dividend basis again.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY BOLGER in
"WHERE'S CHARLEY?"
Color by TECHNICOLOR
A WARNER BROS. PICTURE
plus SPECTACULAR STAGE PRESENTATION

BARBARA STANWYCK · PAUL DOUGLAS
ROBERT RYAN · MARILYN MONROE
in CLASH BY NIGHT
in person LES PAUL and MARY FORD
JOEY · TOMMY · BISHOP EDWARDS · PEIRO BROTHERS
Emcee RALPH MARTERIE and his ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Walt Disney's Story of
ROBIN HOOD
Color by TECHNICOLOR
—and—
Walt Disney's WATER BIRDS
A True Life Adventure
Print by Technicolor
Walt Disney's "LITTLE HOUSE"
Technicolor Cartoon
Distributed by RKO
COOL CRITERION B'WAY & 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

National Pre-Selling

HARPER'S BAZAAR for July has a four-page section on Samuel Goldwyn's "Hans Christian Andersen," featuring Renee Jeanmarie and Danny Kaye, and from the sublime to the ridiculous, the current *Collier's* has a full-color piece on "The Voice of the Mule" in which Chill Wills is introduced with Universal's "Francis." . . . The new *Look,* dated July 15, out today, has a front cover portrait of Arlene Dahl in natural color and a striking color-page from M-G-M on "Lovely to Look At," but the resemblance is purely coincidental. . . . Hedda Hopper tells all about herself in "From Under My Hat" in the current *Woman's Home Companion.* . . . *Redbook's* cover for July stars June Allyson and her nice family with another color portrait inside to illustrate her feature story, which remarks that "June Allyson is as simple as a hydrogen bomb."

•

"High Noon," the title ballad of the United Artists film starring Gary Cooper, is guaranteed one of the strongest record-promotion campaigns of the year, with M-G-M Records and London Records joining Columbia Records in all-out drives to publicize their recordings, according to Francis M. Winikus, national director of advertising, publicity and exploitation, who arranged the tieups for United Artists. The ballad, which tells the story of the picture, was sung by Tex Ritter in the film. The M-G-M record is sung by Bill Hayes, with all the facilities at its command. London Records features Lita Rosa singing the haunting melody. One of the strongest record tieups of the year has been undertaken by Columbia Records for Frankie Lane's recording of "High Noon," with more than 1,600 disc jockeys getting complimentary copies of the record for their platter-spinning shows. Also shipped to music shops are large cardboard standees of Frankie Lane, "in action."

•

The intensive Paramount campaign for Leo McCarey's "My Son John," playing in more than 350 key situations, received added impetus with the circulation of reprints of a syndicated column by Dr. Daniel A. Poling, editor of Christian Herald, *underscoring the important and dramatic qualities of the film. A special bulletin from Jerry Pickman, Paramount vice-president and director of advertising, called attention of the company's sales staff to the value of the endorsement. . . . Members of two state newspaper publishers associations, in Oregon and California, have added their approval as a result of special previews of United Artists' "Park Row," making a total of more than 20 such groups to add their support of a motion picture in this publicity man's idea of heaven. . . . About the longest press party of record was the 2,200-mile trek of the Highway 66 Association drum-beating for Warner Brothers' "Story of Will Rogers." The highway was temporarily rededicated as the "Will Rogers Highway," and folks were told it was along this route that Rogers found the heart of America.*

WALTER BROOKS

Exhibitors File For TV Stations

WASHINGTON, June 30.—The Federal Communications Commission was handed today a batch of applications for new television stations from exhibitor companies or companies owned in part by exhibitors.

Martin Theatres of Georgia filed for a UHF station in Columbus, Ga. Columbia Amusement Co., of Paducah, Ky., filed for a VHF channel in Paducah.

Orange Television Broadcasting Co., in which exhibitor Mitchell Wolfson owns an interest, filed for a VHF station in Tampa. The Greater Rockford Television Co., in which Milwaukee exhibitor L. F. Gran has about a 14 per cent interest, filed for a VHF station in Rockford, Ill. A VHF station in Wichita, Kans., was applied for by the Mid-Continent Television Co., in which Los Angeles exhibitor Sherrill Corwin has a 20 per cent interest.

All of the applications were prepared and filed by Marcus Cohn, television attorney for the Theatre Owners of America.

Florida Woos Film, TV Studios Again

TALLAHASSEE, Fla., June 30.—Florida is again actively engaged in wooing the motion picture and television industries.

In a directive to the Florida Improvement Commission, Governor Warren said that priority must be given in presenting Florida's advantages to the big and little producers of motion pictures and television shows.

The governor recalled that Florida's first organized bid for recognition as a film-making center was in 1933 when a constitutional amendment exempting such investors from all property tax was approved. This exemption has since expired but Governor Warren now indicates that if additional tax concessions are necessary to woo substantial segments of the industry to Florida, they could be legislated.

Southwest by Fall

(*Continued from page* 1)

ton, and San Antonio. Only one Interstate house in each Texas city will be equipped with TV screens about the same size as that utilized for motion pictures. O'Donnell said the TV screens will be "strictly supplementary and will not replace the standard motion picture program."

Spot TV news events will reach Dallas by cable this week.

Publicists Beat Newsmen

New York motion picture publicists outslugged the entertainment journalists by a score of 38 to 2 in a weekend baseball game held at the Wayne County Club, Tyler Hill, Pa.

NEED SPECIAL TRAILERS QUICK?
QUICK SERVICE
FREE COPY SERVICE
BEST ART-WORK
YOU'LL GET IT FROM FILMACK
SEND US YOUR ORDER
ALL-AROUND KNOW-HOW
FINEST QUALITY
TRY US AND SEE
CHICAGO, 1327 S. Wabash Av - NEW YORK, 630 9th Av.

U.S. Producers Plan Nine More Features In U.K. This Season

LONDON, June 30.—A spurt in preparations for American production projects here will bring nine pictures before the cameras in the near future.

Involved in the planning are: Warner's "The Master of Ballantrae," starring Erroll Flynn, in color by Technicolor; Walt Disney's "The Sword and the Rose," also in Technicolor and starring Richard Todd; Sol Lesser's "Black Chiffon," starring Bette Davis, which Columbia may distribute, a 90-minute Coronation Year documentary to be titled "Queen to Queen," and possibly a modernized version of the novel, "Civilian Clothes"; Edward Small's "Khyber Pass" and "The Charge of the Six Hundred," and two features to be made jointly by Monogram and ABPC.

Jack Warner discussed his companys British production plans while here recently. Now in London on the same mission are Lesser, Small and Walter Mirisch of Monogram. Disney is scheduled to arrive here this week from New York.

Discussing recent pronouncements on the trend to cut down on quantitative production and to concentrate on fewer pictures of higher quality, Lesser carried the thesis further. He claims that the day of all mass production of pictures is coming to an end and that in the future, as he sees it, individual producers will make individual pictures.

Lesser estimated that "Kon-Tiki" will gross about $3,000,000 worldwide, having grossed $1,000,000 in the U. S. already.

Sales Drive Will Honor Ben Fish

Robert Mochrie, RKO Radio vice-president and general sales manager, has set a "Ben Fish 30th Anniversary Drive" for July and August in honor of the Samuel Goldwyn representative who celebrates his 30th year in the industry this summer.

The drive will feature Goldwyn's "Enchantment," "My Foolish Heart," "Edge of Doom," "Our Very Own" and "I Want You."

Zimmerman Will

(*Continued from page* 1)

1934, and was transferred to RKO Radio in 1938. In January, 1946, he was made an executive in the sales department.

McDaniel Resigns RTMA Presidency

CHICAGO, June 30.—Glen McDaniel, elected in February, 1951, as the first full-time, paid president of the Radio-Television Manufacturers Association. He resigned his post at the 28th annual RTMA convention at the Palmer House here.

No successor to McDaniel was elected, but the new chairman of the board, A. D. Plamondon, Jr., appointed a committee consisting of past presidents to make recommendations at a subsequent meeting of the directors. The committee consists of Robert C. Sprague, chairman; Max F. Balcom, Paul V. Galvin and Leslie F. Muter.

TODAY IS July 1st
and JULY'S hottest boxoffice line-up is from PARAMOUNT
Cecil B. DeMille's THE GREATEST SHOW ON EARTH
starring Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, Gloria Grahame, and James Stewart
Color by TECHNICOLOR
DEAN MARTIN · JERRY LEWIS
in HAL WALLIS' production
Jumping Jacks
W. Somerset Maugham's ENCORE
Glynis Johns, Nigel Patrick, Kay Walsh, Roland Culver, Ronald Squire

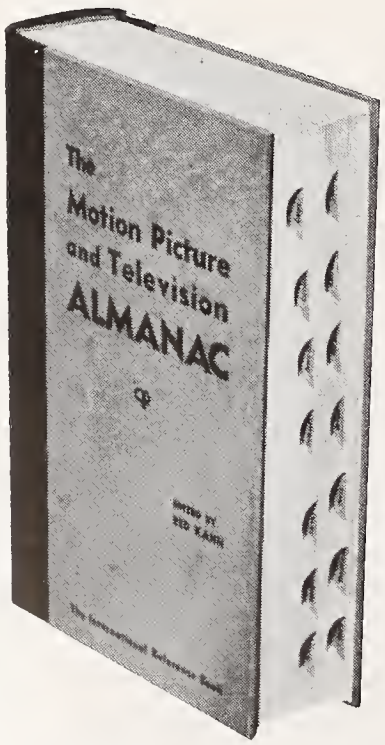
IT often happens that the best advertising copy was not written for that purpose. Nothing can be more convincing than a spontaneously written expression of sincere opinion. Hence this series of extracts, reproduced from some of the many letters to the editor of the ALMANAC.

This one from the President of Donahue & Coe, Inc. . . . . . .

As Ed Churchill sees it . . . . .

". . . It is of inestimable value to us here at the office and is referred to constantly by many members of our organization. I sometimes wonder how we would get along without it!

Our annual edition becomes the most finger-printed reference book in our library and we're always mighty glad to receive the current one as a replacement."



A QUIGLEY PUBLICATION

The current issue is completely sold out. Reservations are now being made for the enlarged new 1952-53 edition, at the unchanged price of $5 per copy postpaid.

Quigley Publishing Company, Inc.
1270 Sixth Avenue, New York 20, N. Y.

THE INTERNATIONAL REFERENCE BOOK

WB Sells 5

(*Continued from page* 1)

ates five theatres in West Virginia.

Dipson, who is president of the new 153 company, is understood to be negotiating for other Warner theatres in the Utica-Troy-Albany zone. Dipson declares his company will install big screen TV in practically all its key houses.

More than $175,000 will be spent by the "153 Corporation" on rehabilitating and redecorating the Keeney and the house will be closed for 90 days for this operation. The Diana in Medina also will be completely redecorated and a new air-conditioning system installed.

Smakwitz and WB home office attorney Myles Alben represented the circuit at the closing of both deals in Elmira. Warner had operated in Elmira and Medina since 1930.

Remaining Warner houses in Olean, Hornell and Jamestown will be transferred July 15 to Pittsburgh zone manager Moe Silver, one time Warner head in Albany.

Warner sold the leases on the Babcock and Temple in Wellsville to Max Friedman, long-time upstate buyer and booker for the circuit, last March.

Ten houses in Albany, Troy and Utica will be supervised by Smakwitz from offices here. The Utica, Utica and the American in Troy are dark for the summer.

The status of Ralph Crabil, WB district manager in Elmira was not clarified. A spot for him may be found elsewhere.

Two local employes, Helen Wisper and Betty Herrick, have resigned. Miss Wisper for years with 20th Century-Fox and later with the Perlmutter Booking Service, joined Warner in March as a booker. Miss Herrick is a veteran. A staff of four, Smakwitz, a secretary, booker Larry Lapidus and exploiteer Gerry Atkin will remain.

Approve Probe of Information Unit

WASHINGTON, June 30.—The Senate today approved a proposal for an investigation of the effectiveness of the State Department's Overseas Information Program, including the film division.

The proposal was sponsored by Senators Wiley (R., Wis.) and Benton (D., Conn.).

Marks of Canada Dies

TORONTO, June 30.—Film veteran Ernie Marks of Oshawa, is dead. Reputed to be in his 80's, his career was threaded through stock company tours, vaudeville and films. He owned the Marks Theatre at Oshawa.

Kicks May Bring Redress

(*Continued from page* 1)

operators only last week were reported to be negotiating to take it over and reopen it.

Some industry members who protested to the *Journal* pointed out that the closing of small dry goods stores in many parts of the country could not rightfully be assumed to be a reflection on large and prosperous department stores in the same cities and elsewhere. They contended that the *Journal's* roundup on small, borderline theatre closings, however, pointedly gave the impression that the same fate awaited other theatres and that actually there were few or no prosperous large circuit operations remaining. The facts, they pointed out, are just the opposite—historically successful circuit and individual theatre operations are not closing up and going out of business.

"Many of the closed houses," one disturbed industry member remarked, "never should have been in business in the first place. Remember all the ex-service men that Bill (W. A.) Scully of Universal put into business in Quonset huts after the last War when he was battling Paramount-Richards and other circuits for higher rentals? Many of the current crop of closings are of that type.

"The traditionally good operators," he continued, "still are going strong—remodeling and re-furnishing their properties, some building new theatres to keep up with population shifts, expanding into the drive-in field and equipping their houses with large screen television. And when they get the product, they never fail to demonstrate there is still an amazing volume of business to be done. The *Journal's* article is very much in error in failing to report on them. They are the backbone of the industry. Not one of them gets a quote."

Film Delivery

(*Continued from page* 1)

atres filed suit against Film Truck charging the increase "unjustifiable" the increase went into effect.

The 10 per cent cut, which was voluntary on the part of Film Truck, will go into effect July 17. The MPSC has okayed the new rate. Actually, the rate increase is now only five per cent. Allied and Butterfield have dropped their suit.

Will Approve Rate

Associated Truck Lines, which started a film delivery service outside of Detroit, has announced that any rate approved by the MPSC will be adopted by it.

Associated started a delivery service in March when hearings were being heard by the MPSC regarding the Allied and Butterfield suit against Film Truck.

Services Today for Elmo Lincoln, 63

HOLLYWOOD, June 30. — Funeral services will be held tomorrow afternoon at Hollywood Park Cemetery for Elmo Lincoln, 63, who died unexpectedly Friday of a heart ailment.

The veteran actor played four roles in D. W. Griffith's "Birth of a Nation," was the first screen "Tarzan," and had a wide variety of character roles in recent years. His real name was Otto Elmo Linkenhelt. His mother, daughter and two half-brothers survive.

O'Camp Financing Set for New Film

Financial arrangements for a second adventure pictures have been completed by Al O'Camp, producer of "Strange World," a United Artists release, it was disclosed here.

The new production, as yet untitled, will be filmed abroad in Eastman color. As on "Strange World," O'Camp will use the technical facilities of the Emil Velazco studios here.

Arbitration

(*Continued from page* 1)

Committeemen queried following yesterday's session acknowledged that it was only of a "preliminary character." One of the committee's duties is to set a date for reconvening the conference.

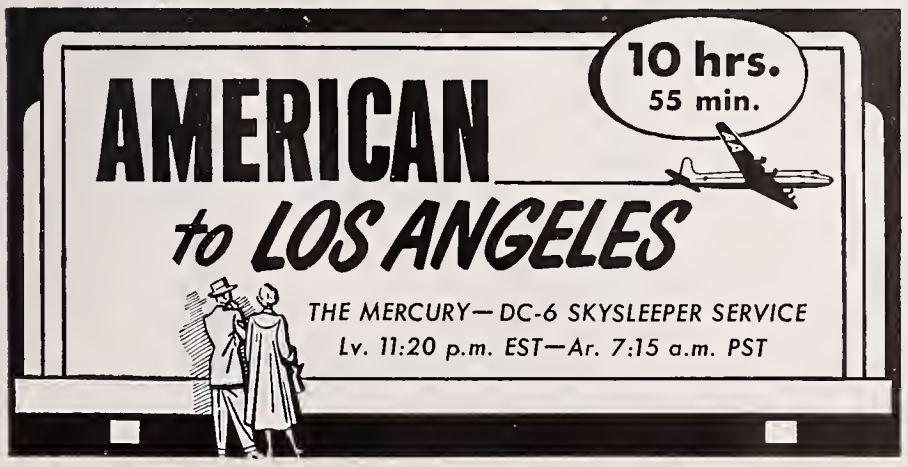
A representative of distribution said as he left the meeting room yesterday that "we are working in harmony."

The group is continuing the paragraph-by-paragraph analysis of the report which the arbitration drafting committee had submitted to the conference. There was said to be no indication yesterday that the new committee would undertake to draft a report of its own on the proposals the drafting committee was instructed to put on paper.

Present yesterday were the following: from exhibition—Abram F. Myers, Wilbur Snaper, Herman M. Levy, S. H. Fabian, Emanuel Frisch; from distribution—Austin Keough, Adolph Schimel, Al Lichtman, Abe Montague, William F. Rodgers. On hand in addition to these regular members of the committee were Ralph Hetzel, Jr., vice-president of the Motion Picture Association of America, and Henderson M. Richey, secretary of the Arbitration Conference.

Alfred P. Knopf, 73

LOUISVILLE, June 30. — Alfred P. Knopf, 73, president of the Hill Top Amusement Co., died at Kentucky Baptist Hospital here on June 21. Surviving are his widow, a daughter, a brother, two sisters and four grandchildren.



GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

Producer Edmund Grainger says:

"My pictures must be perfect. I insist upon laboratory work by Pathé."



Producer Edmund Grainger *protects* his investments and reputation by making certain that the quality of the laboratory work on his films matches the high quality of their creative ingredients.

Edmund Grainger's latest picture is "Korean Story," released through RKO. It was processed by Pathé Labs. Can we be of service to *you?*

PATHÉ—PROCESSING · SOMETHING TO CROW ABOUT · TRADE MARK

Both New York and Hollywood Have *Complete* Pathé Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

Brind Warns of Tougher Censorship

WASHINGTON, June 30.—Charles A. Brind, Jr., counsel for the New York State film censors, warned in a speech made here that the industry might be in for far tougher state regulation if New York's present censorship statuate is declared unconstitutional.

One thing that might be considered, he said, is a state law requiring the licensing of all theatres, with the threat of license revocation for showing objectionable films. Another approach that the state might undertake, he added, would be an attempt to include films which "teach Communism" among the objectionable films.

Delivered at Luncheon

Brind made these statements in an address entitled "Censorship at the Crossroads," delivered to the annual luncheon-meeting of the Motion Picture Council of the District of Columbia.

Other highlights of Brind's speech include:

"It is doubtful whether motion picture code would continue in its present form if the statutes mandating decency were declared unconstitutional. There is great pressure now upon industry to lighten up on its provisions."

More than the usual number of "indecent" films have been submitted for state censorship since the recent Supreme Court decisions in the "Pinky" and "Miracle" cases.

Instead of "contracting censorship, the time has come to extend it" to pictures containing Communist propaganda.

Brind's speech was promptly challenged from the audience by Ken Clark, Motion Picture Association of America information director, who said he thought the "Miracle" decision had laid to rest for all time the Mutual Film case decision upholding pre-censorship, but that he saw now that it hadn't. Clark said the MPAA's stand was that it was "just as wicked, wrong and violative of constitutional rights for a censor to stand at the shoulder of a film producer as at the shoulder of a newspaper editor."

Censor Challenge Ready in 2 Weeks

Washington, June 30.—The Motion Picture Association of America hopes to have ready "within two weeks" a suit challenging the constitutionality of Ohio's newsreel censorship, MPAA information director Kenneth Clark disclosed.

CTA Will Publicize Award to Industry

SAN FRANCISCO, June 30.—The California Theatres Association is planning a campaign to publicize the recent award given to the motion picture industry by the Preview Committee of 13 national organizations, according to L. S. Hamm, president of the CTA, who has appointed a campaign committee.

New Mass. Wage Law Easy on Theatres

BOSTON, June 30.—A bill setting up a mandatory 75-cent an hour minimum wage for Massachusetts workers generally, but permitting wage boards to recommend rates as low as 65 cents for some occupations was passed last week.

Theatre ushers and other casual help that now are covered by an existing amusement and recreation occupation order are not covered by the bill. Under the present law there is a 65-cent per hour minimum, but wage boards are permitted to set lower rates in certain industries. State Senator George J. Evans, who offered the amendment exempting theatre ushers, stated that motion picture theatres were getting competition from television and should receive some consideration.

Two months ago the House of Representatives passed a labor-sponsored bill for a flat 75 cents per hour minimum wage but exempting persons receiving tips as part of their pay, apprentices and handicapped workers. It is said that he House has indicated that it will go along with the bill as amended by the Senate in order to avert the stalemate that has blocked it for two years.

Detroit Tent Holds Party

DETROIT, June 30.—The Variety Club of Detroit held its annual golf party today at the Tam O'Shanter Country Club, all proceeds, including those from the raffle of a new car, going to the Heart Fund of the club.

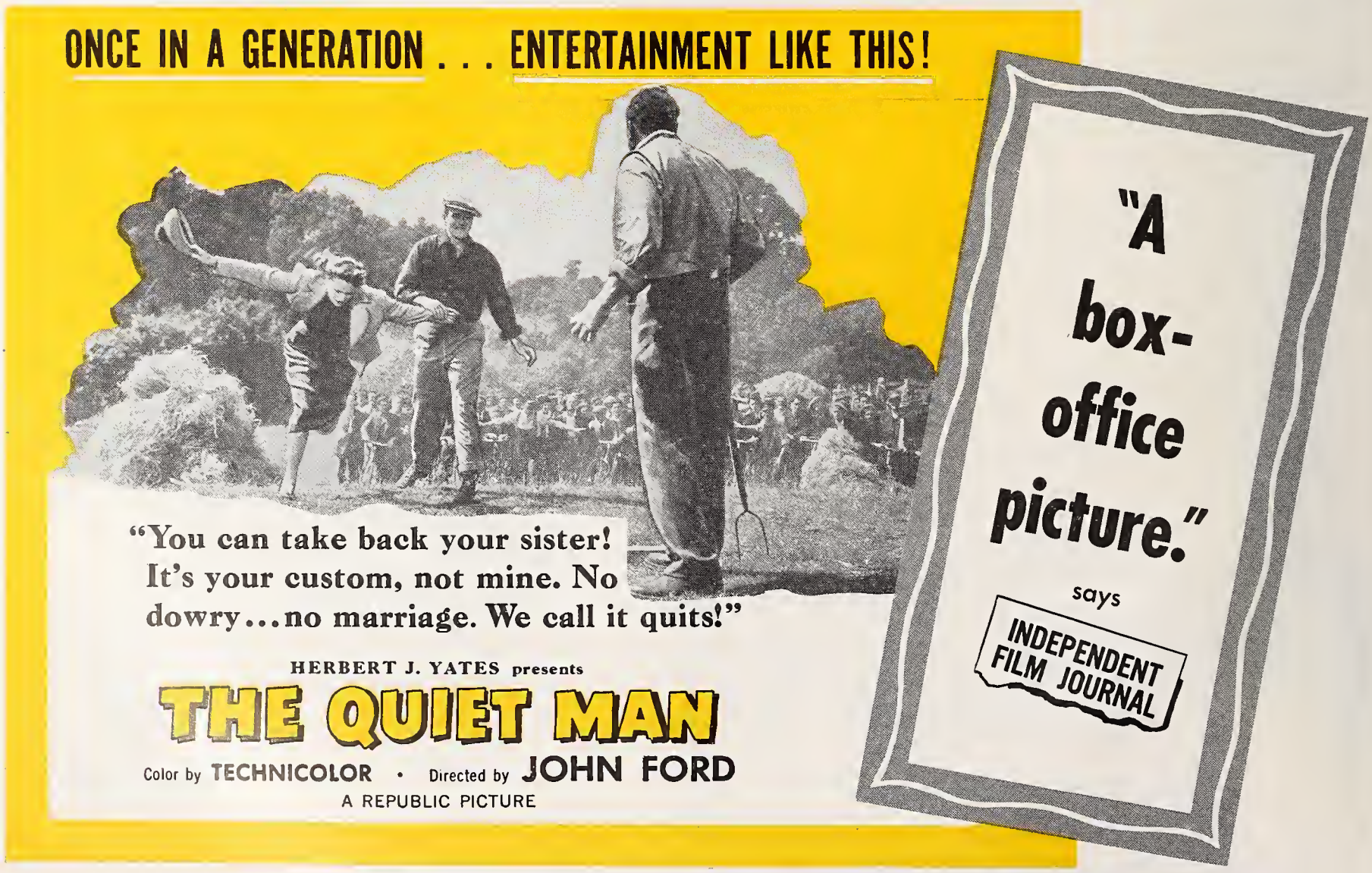
Australia Using More U.S. Films

Washington, June 30.—U. S. films accounted for 81.3 per cent of total feature imports into Australia in 1951, compared to 77.6 per cent in 1950, the Commerce Department has reported. Last year, 347 U. S. features were brought into Australia, as against 316 the previous year, the Department said.

Endres First in UA Two-Film Campaign

John Endres, manager of the Calderone Theatre in Hempstead, L. I, has won the $150 first-prize for the best exploitation campaign developed by a Skouras Theatres manager on "The River" and "The Green Glove," United Artists film combination, it was announced here by Francis M. Winikus, UA national director of advertising and publicity.

Second prize of $100 goes to Philip Chaiton, manager of the Ward Theatre in the Bronx. Third, fourth, fifth, sixth and seventh prizes of $50 each have been awarded, respectively, to Frank DiGennaro, Merrick Theatre, Jamaica; Sidney Newman, Bronxville Theatre, Bronxville; Irving Schwartz, Nemo Theatre, Manhattan; Ted Rodis, Boulevard Theatre, Jackson Heights, and Jack Bokser, Crotona Theatre in the Bronx.



NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 2 NEW YORK, U. S. A., WEDNESDAY, JULY 2, 1952 TEN CENTS

Progress Slow In New Talks On Arbitration

Continuations Unit May Adjourn Meetings Today

While the Industry Arbitration Conference's Continuations Committee at its meetings here so far this week is proving to be less unwieldly than the full conference was in analyzing and amending the Drafting Committee's blueprint for a system of arbitration, indications following the Continuations session yesterday were that little genuine headway had been made toward producing a universally acceptable document.

Another meeting of the Continuations group of 10, the third in as many days, will be held today at the Fabian Theatres home office. Prior to the opening of the session at 10 A.M., exhibition members of the committee will gather at breakfast in the Hotel Astor to consult on a number of points which will be taken up today.

A strong possibility existed when the meeting ended yesterday that the committee would adjourn this evening

(*Continued on page 4*)

TOA Headquarters Being Streamlined

Streamlining of operations and facilities at Theatre Owners of America headquarters here has been instituted by Mitchell Wolfson, organization president.

With the commencement of a new fiscal year this month, Wolfson has called for the elimination of at least half the space occupied by TOA on the fourth floor of the Paramount Building on Times Square. The rooms which will be unloaded were used primarily for storage purposes and no longer are needed.

Other changes included the dis-

(*Continued on page 4*)

Einfeld Concludes Meetings in Italy

Charles Einfeld, vice-president of 20th Cenutry-Fox, concluded a "highly successful" series of merchandising meetings in Italy yesterday following sessions held in Naples, Genoa and Rome on plans for the merchandising of forthcoming company pictures, as well as preliminary talks setting up the global premiere of Darryl F. Zanuck's "The Snows of Kilimanjaro"

(*Continued on page 4*)

FCC Goes to Work on TV Applications

WASHINGTON, July 1.—The Federal Communications Commission today began processing close to 400 applications for new television stations.

There's a chance that some of the applications might be approved by the end of the month.

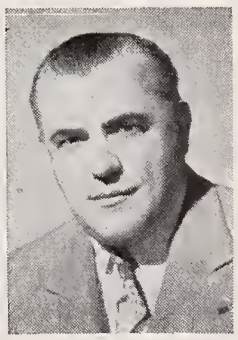
When the Commission lifted the television "freeze" back in March, it said it would begin processing applications on July 1. As of three o'clock today, there were 379 new or amended applications on file, and more were coming in.

First priority is being given to areas which have never had TV stations or which are going to pioneer in the use of the new UHF band. Within those

(*Continued on page 6*)

Kalmine Chairman Of JDA Unit Drive

Harry M. Kalmine, president and general manager of Warner Brothers Theatres, has been named chairman of the home office division of the industry's drive in behalf of the Joint Defense Appeal, it was announced here yesterday by Irving M. Engel, chairman of the 1952 Joint Defense Appeal of New York. Leon Goldberg of Universal Pictures,



Harry Kalmine

(*Continued on page 4*)

Lippert TV Unit Renews with AFM

Describing the deal as being "significant of the growing acceptance by industry of the American Federation of Musicians' royalty contract for filmed music on television," the AFM national headquarters announced here yesterday that it is renewing without change, and at the request of Robert L. Lippert, Jr., in behalf of Tele-Pictures, Inc., its contract with that

(*Continued on page 6*)

Tax Campaign Puts Compo on Survival Road, Mayer Says

The new industry drive for repeal of the 20 per cent Federal admission tax is a project into which the Council of Motion Picture Organizations can "sink its teeth," to the extent that COMPO now has reason for surviving and thriving, Arthur L. Mayer, former COMPO executive vice-president, declared here yesterday following his return from a tour of Europe.



Arthur Mayer

Mayer held that the reason COMPO foundered somewhat a few months

(*Continued on page 4*)

Name Anderson WB District Manager

The promotion of Art Anderson, Warner Brothers acting Prairie district manager, to the post of Midwest district manager, succeeding Harry A. Seed, who has been granted an indefinite leave of absence due to ill health, was announced here yesterday by Ben Kalmenson, company vice-president. Anderson will make his headquarters in Chicago.

The Minneapolis branch office returns to the Midwest district which will now comprise the Chicago, Detroit, Milwaukee and Minneapolis branches.

Hall Walsh, it was also announced, has returned from a leave of absence to resume his duties as the company's Prairie district manager, with headquarters in St. Louis. The Prairie

(*Continued on page 4*)

COMPO Warned on *Journal's* Article

The Council of Motion Picture Organizations protested to the *Wall Street Journal* in advance of the publication last week of its roundup reports on theatre closings but its protests were disregarded, it was learned yesterday.

Exhibitors in various parts of the country from whom interviews had been sought by correspondents of the

(*Continued on page 4*)

Co-ordinator Sought for Tax Campaign

Weigh Appointment at COMPO Meeting Here

Designation of a coordinator for the industry's campaign to win repeal of the Federal admission tax will command the attention of Council of Motion Picture Organizations' officials when they meet here next Tuesday, it is learned.

In addition, formal organization work for the campaign is expected to be materially advanced at next week's sessions which may be attended by Col. H. A. Cole and Pat McGee, COMPO co-chairmen for the tax campaign, as well as the COMPO governing body, consisting of Al Lichtman, Trueman Rembusch and Sam Pinanski.

Numerous names have been mentioned for the post of coordinator of the campaign, a full-time post. Among them are H. M. Richey of Loew's, who served in a similar capacity in the last anti-tax campaign, but who is believed not to be available now be-

(*Continued on page 4*)

NEWS FLASHES

LOS ANGELES, July 1. -- Ray Boomer, secretary-treasurer of the Theatre Equipment and Supply Manufacturers' Association, reports that in the first 24 hours booths were on sale for the trade show to be held jointly in August with Allied and TEDA over 48 were sold, breaking the record set in 1950.

•

BOSTON, July 1. -- The Massachusetts Department of Labor and Industries today ordered a 62½ cent basic minimum wage for state theatre employes, to be effective on August 18. This order is not related to the minimum wage bill now before the Governor for signature, which has passed both houses of the State Legislature.

Personal Mention

CHARLES SKOURAS, president of National Theatres, and EDWIN ZABEL are scheduled to leave here for the Coast today.

•

JOHN TOMLINSON, booker for Florida State Theatre in Jacksonville, has resigned to replace JACK KIRBY as salesman for Warner Brothers in Florida. Kirby went to the Warner Charlotte branch.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, will be in Des Moines today and Thursday, from Detroit, conferring with A. H. BLANK.

•

MISS CLARA FRIEDMAN, secretary to ROBERT SHERMAN of RKO Theatres, will sail from here today aboard the *S.S. Independence* for a short stay in Italy.

•

T. A. MACDOUGLAS, formerly with Martin Theatres in Columbus, Ga., has become city manager of the circuit in Eufaula, Ala.

•

SAMUEL PINANSKI, governing committeeman of the Council of Motion Picture Organizations, is here from Boston.

•

ARTHUR EHRLICH, Warner Brothers booker in Cleveland, is resting in Mt. Sinai Hospital there from a slight heart attack.

•

GERALD HARDY, president of Westland Theatres, and MRS. HARDY are on vacation in Canada from San Francisco.

•

MRS. FRED R. GREENWAY, wife of the manager of Loew's Poli Palace in Hartford, has returned home from a long hospitalization.

•

ROBERT L. HOWELL, manager of the Warner Regal Theatre at Hartford, and MRS. HOWELL are parents of a boy, ROBERT L.

•

KNOX HADDOW, head of Paramount's branch service department, left here yesterday for Omaha.

96 - City Billboard Drive Set for 'Glory'

In a national advertising campaign utilizing billboard advertising, 20th Century-Fox is sponsoring a 96-city drive for "What Price Glory" beginning in late July, it was announced here.

The display on the Technicolor production, part of a month-long out-of-doors pre-selling effort, is designed to capture maximum public attention during the peak summer driving season. Going into effect to give exhibitors a minimum of 26 advance and 5 post-opening days of billboard play in all situations, the "What Price Glory" sheets will provide space for incorporating local playdate credits. Openings of the picture, wherever possible, will be made to synchronize with the 31-day posting plan.

Business Better in Corn Belt; Exhibitor Tears, Once Walnut-Sized, Now Pea Size

Des Moines, July 1.—When business improves nowadays, the signs are to be found in smaller-sized tears on exhibitors' cheeks, says Charles Jones, secretary of Allied of Iowa-Nebraska and Mid-Central, in his current bulletin to members.

Here is his report on an improvement in the state of the theatre business in this territory: "Things have picked up quite some considerable over the April lows. Have talked to a few up this way and their tears seem to be a little more the size of peas than the walnut-sized April lachrymations.

"Actually, the weather has turned out good, the corn looks good and the attitude of the patron is much better than it was in the spring. We have a sneaking suspicion that economic trends have much more to do with this business than we credit them with."

D. of J.'s Crescent Appeal Docketed

WASHINGTON, July 1.—The Justice Department's appeal in the Crescent case has been formally docketed at the Supreme Court.

The Department is appealing the action of the Nashville District Court, dismissing the Department's civil contempt charges against Crescent. A companion case, involving criminal contempt charges, has been appealed to the Sixth Circuit Court of Appeals. Justice argues that Crescent has failed to live up to the terms of its consent decree.

The high court will not indicate whether or not it will hear the appeal before the start of its new term in October.

W.Pa. Allied to Name A New President

PITTSBURGH, July 1. — A special meeting of the executive board of Allied Motion Picture Theatre Owners of Western Pennsylvania has been called for next Tuesday to name a successor president to Fred Beedle of Canonsburg, who has resigned that position because of pressure of business. Norman Mervis is vice-president, but it is understood that he has declined the position of president.

100 NY Houses Will Play 'King Kong'

Some 100 theatres in New York will play "King Kong" when the picture is brought here on August 12, Robert Mochrie, RKO Radio sales vice-president, reports.

The area opening will be preceded by an all-out television campaign of a minimum of 150 spots.

Silver Is Leaving Souvaine Post

Milton Silver, director of advertising-publicity for Souvaine Selective Pictures for the past year, completes his 10-picture special assignment and will leave the company on July 11. During his stay with Souvaine, Silver organized the advertising-publicity set-up for the firm, including accessories, trailers and screening schedules.

N. E. Drive-ins to Aid 'Jimmy Fund'

BOSTON, July 1.—A committee consisting of Ray Canavan, George Roberts and Ray Feeley met with co-chairmen Michael Redstone and James Mahoney, general chairman Arthur H. Lockwood, and Variety Club's William S. Koster, to plan for drive-in theatres' cooperation in the forthcoming "Jimmy" Fund campaign.

Redstone and Mahoney, who were re-appointed co-chairmen by Lockwood, have formulated a plan for taking up collections at the drive-ins. The committee expects to visit each drive-in in New England and explain the method to be used in showing a "Jimmy" Fund trailer and taking up collections.

Sam Rosen, of Rosen Film Delivery, New Haven; George Schwartz of the Lake Drive-in at Waterville, and George Landers of Loew's, in Hartford, will serve on the committee for Connecticut.

Senate Group Okays Crowe Judgeship

WASHINGTON, July 1.—The Senate Judiciary Committee today approved the nomination of Guthrie F. Crowe, president of the Kentucky Association of Theatre Owners, to be U. S. District Judge for the Canal Zone. Senate confirmation is expected later in the week.

Blatner Champion

ALBANY, N. Y.—July 1.—Henry L. Blatner, theatre architect, won the local Variety Club golf championship at the 10th annual tournament at the Shaker Ridge course yesterday. Other winners were Irwin Ullman, manager of the Mohawk Drive-In, and William Rennie of the Rennie Nut Co.

Paper Raises Ad Rates

COLUMBUS, O., July 1.—The *Columbus Dispatch* has announced an increase in amusement ad rates effective October 1. New rates will be 33 cents per line daily and 36 cents per line Sunday. Present rates are 32 cents daily and 34 cents Sunday. Two-cent increase in ad rates in the *Columbus Citizen* went into effect today. The new rate is 25½ cents per line daily and Sunday.

Newsreel Parade

DEAN ACHESON in Berlin and Miss Universe are current newsreel highlights. Other items include the forthcoming political conventions, and sports. Complete contents follow:

MOVIETONE NEWS, No. 54—Reds train German youths. Korea POW's rescrecned. Colorado governor greets film stars. Miss Universe. Acheson in London, Berlin. Weight lifting, track, racing.

NEWS OF THE DAY, No. 288—U. S. political pot keeps boiling. Koje prisoners choose sides. Rioting in Tokyo. Miss Finland named world beauty queen. Tax chief takes office. Track, water skiing.

PARAMOUNT NEWS, No. 31—Jet war plane with a brain. Vice-president's step-daughter weds. Red riots in Tokyo. Dean Acheson in Berlin. Sports: Track.

TELENEWS DIGEST, No. 27A—Raw materials crisis in the U. S. Attempted Rhee assassination. Houston battles polio. Miss Universe. Unusual Dodgers rooter. Track.

UNIVERSAL NEWS, No. 574—Miss Universe. Tax commissioner sworn in. New Lockheed plane. Sports: Weight lifters. Olympic track and field finals.

WARNER PATHE NEWS, No. 93—Firemen fight Brooklyn fire. Battle for Texas delegates. French veterans in pilgrimage. Acheson in Berlin. Will Rogers highway. Jet car. Soap box derby. Olympic trials.

GOP Convention May Get Special 'Reels

Full crews of cameramen and technicians of the five major newsreels are already in Chicago setting up arrangements for complete coverage of the Republican convention there next week. Whether or not there will be any special issues depends on the nature of the material, according to newsreel officials here.

The reels will be sent by air to accounts all over the country. If warranted there will be daily editions.

Walsh Executive Art Director of Columbia

Everett Walsh has been appointed to the post of executive art director of Columbia Pictures here, a position last held by Jack Meyer, who died early in 1951, the company reports. Walsh assumes his new duties immediately.

Walsh goes to Columbia from the Buchanan Ad Agency, where he has been art director for a number of years. Prior to that he held the same post with Warner Brothers, and for some time was associated with McFadden Publications in an executive capacity.

SAG Sets Support Of '52 'Movietime'

HOLLYWOOD, July 1. — The Screen Actors Guild today voted unanimously to support the Council of Motion Picture Organizations' 1952 "Movietime U.S.A." tours, and appointed Ronald Reagan, Walter Pidgeon, Richard Carlson, George Murphy and Kenneth Thomson to a committee which will meet immediately with Bob O'Donnell, national director, and Marvin Schenck, Hollywood chairman.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

PARDON US FOR POINTING!

(and with pride!)



"LOVELY TO LOOK AT"

(Technicolor)

Here's great news! First engagement following the Music Hall rocks Philadelphia. Tops "Show Boat" by $89. Three day total is second highest non-holiday M-G-M gross in 3 years, beaten only by Mario Lanza personal appearance!

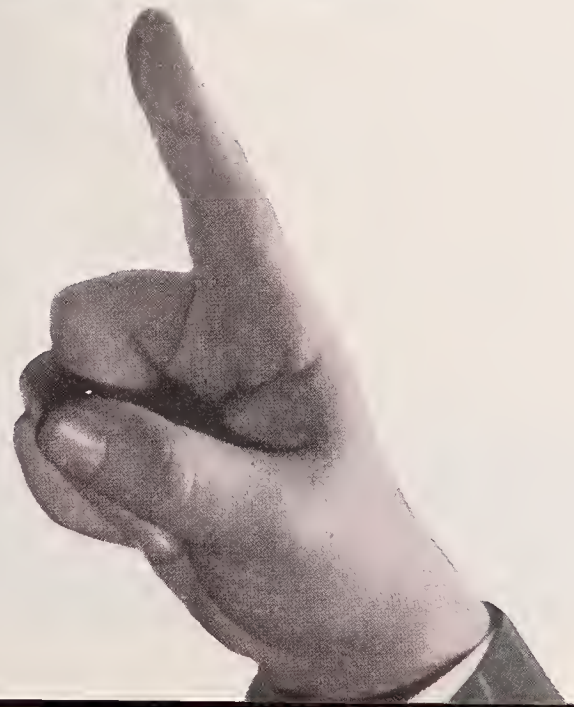
Starring Kathryn Grayson • Red Skelton • Howard Keel • Marge and Gower Champion • Ann Miller • with Zsa Zsa Gabor • Kurt Kasznar



"PAT AND MIKE"

Biggest M-G-M first week in 11 months at Capitol, N.Y. Everybody's eager to see the picture that Time Magazine calls: "One of the season's gayest comedies" and syndicated columnists like Louis Sobol rate as: "The happiest picture of the season." Just what the fans ordered for summer diversion.

Starring Spencer Tracy • Katharine Hepburn co-starring Aldo Ray • with William Ching



"IVANHOE"

(Technicolor)

M-G-M's Giant Spectacle that broke a 23-year-old record in its World Premiere engagement has won the acclaim of the entire trade press. **Variety says:** "In the same lavish class as 'Quo Vadis.' Big scale Technicolor box-office natural that cannot miss." **Boxoffice Magazine says:** "Star-studded, magnificently produced, superbly photographed Technicolor box-office winner." **Film Daily says:** "High spot of the film year. Will shine brightly and long." **M. P. Daily says:** "Just about everything an enthusiastic showman could hope for." **Film Bulletin says:** "It will be one of the biggest grossers in movie history." **M. P. Herald says:** "Guaranteed to any audience, anywhere, anytime. They'll tell their friends about it." **Showmen's Trade Review says:** "Big in every sense of the word." **The Exhibitor says:** "Outstanding. Big box-office." **Daily Variety** *(Coast)* **says:** "Top flight spectacle for solid box-office returns." **Hollywood Reporter says:** "Magnificent epic that should be packing theatres for long, long time to come."

Starring Robert Taylor • Elizabeth Taylor • Joan Fontaine • George Sanders • Emlyn Williams

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS

of

"FAITHFUL CITY"

ALBANY
Fox Scr. Rm. Tues. 7/8 3:30 P.M.
1052 B'way

ATLANTA
RKO Scr. Rm. Tues. 7/8 10:30 A.M.
195 Luckie St., N.W.

BOSTON
RKO Scr. Rm. Wed. 7/9 2:30 P.M.
122-28 Arlington St.

BUFFALO
Mo. Pic. Oper. Scr. Rm.
498 Pearl St. Tues. 7/8 3:30 P.M.

CHARLOTTE
Fox Scr. Rm. Tues. 7/8 3:30 P.M.
308 S. Church St.

CHICAGO
RKO Scr. Rm. Tues. 7/8 11:00 A.M.
1300 S. Wabash Ave.

CINCINNATI
RKO Scr. Rm. Wed. 7/9 10:30 P.M.
12 East 6th St.

CLEVELAND
Fox Scr. Rm. Tues. 7/8 10:30 A.M.
2219 Payne Ave.

DALLAS
Rep. Scr. Rm. Tues. 7/8 10:30 A.M.
412 S. Harwod St.

DENVER
Para. Scr. Rm. Tues. 7/8 3:30 P.M.
2100 Stout St.

DES MOINES
Fox Scr. Rm. Tues. 7/8 10:30 A.M.
1300 High St.

DETROIT
Blumenthals Scr. Rm.
2310 Cass Ave. Tues. 7/8 10:30 A.M.

INDIANAPOLIS
Univ. Scr. Rm. Tues. 7/8 2:30 P.M.
517 N. Illinois St.

KANSAS CITY
Para Scr. Rm. Wed. 7/9 2:30 P.M.
1800 Wyandotte St.

LOS ANGELES
RKO Scr. Rm. Tues. 7/8 10:30 A.M.
1980 S. Vermont Ave.

MEMPHIS
Fox Scr. Rm. Tues. 7/8 2:30 P.M.
151 Vance Ave.

MILWAUKEE
Warner Screen
Room Tues. 7/8 10:30 A.M.
212 W. Wisconsin Ave.

MINNEAPOLIS
Fox Scr. Rm. Tues. 7/8 10:30 A.M.
1015 Currie Ave.

NEW HAVEN
Fox Scr. Rm. Tues. 7/8 3:30 P.M.
40 Whiting St.

NEW ORLEANS
Fox Scr. Rm. Tues. 7/8 2:30 P.M.
200 S. Liberty St.

NEW YORK
RKO Scr. Rm. Tues. 7/8 11:00 A.M.
630 Ninth Ave.

OKLAHOMA
Fox Scr. Rm. Tues. 7/8 2:30 P.M.
10 N. Lee St.

OMAHA
Fox Scr. Rm. Tues. 7/8 10:00 A.M.
1502 Davenport St.

PHILADELPHIA
RKO Scr. Rm. Tues. 7/8 10:30 A.M.
250 N. 13th St.

PITTSBURGH
RKO Scr. Rm. Tues. 7/8 3:00 P.M.
1809-13 Blvd. of Allies

PORTLAND
Film Exchange
Screen Room Tues. 7/8 10:00 A.M.
925 N.W. 19th Ave.

ST. LOUIS
RKO Scr. Rm. Tues. 7/8 2:30 P.M.
3143 Olive St.

SALT LAKE CITY
Fox Scr. Rm. Tues. 7/8 3:00 P.M.
216 E. 1st St. S.

SAN FRANCISCO
Fox Scr. Rm. Tues. 7/8 10:30 A.M.
245 Hyde St.

SEATTLE
Jewel Box Scr. Rm.
2318 2nd Ave. Tues. 7/8 3:00 P.M.

SIOUX FALLS
Hollyw'd Thea. Tues. 7/8 9:00 A.M.
212 N. Philips Ave.

WASHINGTON
Film Center
Scr. Rm. Tues. 7/8 10:30 A.M.
932 New Jersey Ave.

Spencer Tracy Named 1st Honorary President of Boys' Town Alumni

Spencer Tracy was elected the first honorary president of the Boys Town National Alumni Association at its first meeting held at Boys Town, Omaha, this week, Metro-Goldwyn-Mayer announced here yesterday.

At the same meeting, Tony Villone was elected its active president.

Back in 1938, Tony was a member of Boys Town and met Tracy who was starring as Father Flanagan in M-G-M's "Boys Town." The two became friends and together with Dore Schary, the writer of the picture, were a close knit trio—so close that following his graduation Tony went to Hollywood to work in the studio art department, of which he has since become an important part, M-G-M reported.

The star, the boy, and Schary, now head of production at M-G-M, are still the pals they were at Boys Town 14 years ago.

Tax Coordinator

(*Continued from page* 1)

cause of his work with the industry arbitration conference.

Also mentioned has been Maurice Bergman of Universal, who also would be prevented from serving by pressure of other duties. Paul Short of National Screen Service, Dallas, an official of Texas COMPO, is another whose name is being mentioned. Additional names are sure to be introduced at next week's meetings of the campaign directors.

Preliminary Work Advances

Preliminary organization work for the industry's campaign is being advanced daily by COMPO personnel here under the direction of Robert Coyne, special counsel, and Charles E. McCarthy, director of information. Policy matters, basic campaign strategy and instructions are expected to be well in hand for transmission to all parts of the country as soon as the campaign directors complete their national organization.

Designation of regional and local campaign drectors, constituting the organizational framework, may be completed at next week's sessions, it is believed.

COMPO Warned

(*Continued from page* 1)

Wall Street Journal had advised COMPO officials that the survey was in progress and that, from the tenor of the questions being asked, it appeared to the exhibitors that the article in preparation would be incomplete, erroneously interpreted or wrongly emphasized.

Acting on information, COMPO officials urged that industry counsel on the article in preparation be sought or that publication be withheld until an accurately interpretative article could be prepared. The *Wall Street Journal* ignored the requests and published its misleading roundup of theatre closings last Friday, widely regarded in the industry as unfair and injurious.

TOA Headquarters

(*Continued from page* 1)

charge of two minor clerical employes. Several weeks ago the TOA president disposed of the office's telephone switchboard system.

TOA's executive director, Gael Sullivan, is on leave of absence to manage the campaign for Presidential aspirant Estes Kefauver. Dick Pitts is serving as acting executive director.

Compo Survival

(*Continued from page* 1)

ago was its lack of a "sufficiently specific" program. "The vague term public relations," he said, has none of the magic for unifying the industry behind COMPO that is suggested by the material reward inherent in a fight for elimination of the tax.

Gratification was expressed by Mayer over the selection of Al Lichtman, Trueman Rembusch and Samuel Pinanski as the committee which will direct COMPO's affairs until an election of officers can be held, possibly not sooner than next February. Asked if he intended to assist with the anti-tax campaign or other COMPO projects, Mayer replied that he "always will be at COMPO's disposal."

Mayer found theatre business to be "excellent" in England, France and Italy, the countries he visited. He said several deals for the importation of product from these countries are being worked out by his distribution firm, Mayer-Kingsley, Inc., in consequence of the trip.

Mayer had at hand yesterday the final page proofs of his new book about the industry, "Merely Colossal," which Simon & Schuster will publish in the fall.

'Clash' Grosses Are Strong in 6 Cities

Wald-Krasna's "Clash by Night" is tallying top grosses in many cities, according to RKO Radio, distributor.

At the Orpheum in Denver it was held over after an $11,090 first week. It also holds over for a second week at the Brandeis, Omaha, after $5,287 in the first. At the St. Louis in Missouri it did better than $8,700 in the first three days. Other first weeks include $6,644 at Towne, Baltimore; $9,700 at Orpheum, Seattle, and $6,482 at Centre, Salt Lake City. It goes into the third week at the Paramount New York tomorrow after drawing $74,650 the first week.

Name Anderson

(*Continued from page* 1)

district will comprise the Des Moines, Kansas City, Omaha and St. Louis branches.

The changes take effect immediately.

20-Cent Price Cut

CINCINNATI, July 1.—The Palace Theatre, independent downtown run in Hamilton, playing double features, has made a 20-cent price reduction good two days each week.

Arbitration

(*Continued from page* 1)

for a week or more before completing its work or setting a date for resumption of the industry conference which went into recess on June 18 when a stalemate arose over the acceptability of several points in the Drafting Committee's report.

This possibility hinged on two factors: the committee's progress on the report has not been fast, and one of its members, Abram F. Myers, Allied general counsel, was scheduled to depart this evening for Chicago to join in the Republican National Convention activities.

On the other hand, committee members declined to concede that they might not finish their task by today or tomorrow. Although the group presumably could continue without Myers' being present, it was regarded as unlikely that it would want to.

When asked if the committee, which consists of five representatives each from exhibition and distribution, appeared to be on the way toward compromising the differences over bidding and other points that brought about the conference impasse, a spokesman for the group said the word "compromise" is not appropriate for reference to the committee's activity. He said the 10 were tackling the job with "tenacity," a word he employed several times in describing the effort being made.

Einfeld Concludes

(*Continued from page* 1)

in November, the company reported here yesterday.

Einfeld conducted the discussions aided by Fritz Micucci, 20th's manager for Italy, during which distribution personnel of the company's Italian organization and leading exhibitors took part.

Einfeld will leave tomorrow for Central Europe where he is scheduled to hold similar sessions in Munich over the weekend before continuing on to Switzerland, Holland and France.

Kalmine Chairman

(*Continued from page* 1)

and Edward L. Fabian of Fabian Theatres, are co-chairman of the industry-wide JDA effort.

The JDA is seeking $5,000,000 to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Defense Appeal Luncheon

The importance of the local Joint Defense Appeal drive was stressed at an industry luncheon at the Hotel Astor here yesterday. Speakers included Leon Goldberg, Ed Fabian, Harry Brandt and Irving Engel.

Approve Cinecolor Financing Plan

HOLLYWOOD, July 1.—Cinecolor's financing plan which was favorably acted upon by the majority of stockholders and the board of directors, last March, has been approved by the California Corporation Commissioner.

The securities to be issued under the plan will be available to stockholders immediately after the registration statement has been declared effective by the Securities and Exchange Commission.



TRADE SHOWINGS

ALBANY
Fox Screening Room
1052 Broadway
Tues. 7/8 2:00 P.M.

ATLANTA
RKO Screening Room
195 Luckie St., N.W.
Tues. 7/8 2:30 P.M.

BOSTON
RKO Screening Room
122-28 Arlington St.
Wed. 7/9 10:30 A.M.

BUFFALO
Mo. Pic. Oper. Scr. Rm.
498 Pearl Street
Tues. 7/8 2:00 P.M.

CHARLOTTE
Fox Screening Room
308 S. Church St.
Tues. 7/8 2:00 P.M.

CHICAGO
RKO Screening Room
1300 S. Wabash Ave.
Tues. 7/8 2:00 P.M.

CINCINNATI
RKO Screening Room
12 East 6th St.
Wed. 7/9 8:00 P.M

CLEVELAND
Fox Screening Room
2219 Payne Ave.
Tues. 7/8 2:30 P.M.

DALLAS
Republic Screen. Room
412 South Harwood St.
Tues. 7/8 2:30 P.M.

DENVER
Paramount Screen. Rm.
2100 Stout Street
Tues. 7/8 2:00 P.M.

DES MOINES
Fox Screening Room
1300 High Street
Tues. 7/8 2:00 P.M.

DETROIT
Blumenthals Scr. Rm.
2310 Cass Avenue
Tues. 7/8 2:30 P.M.

INDIANAPOLIS
Universal Screen. Rm.
517 N. Illinois Street
Tues. 7/8 1:00 P.M.

KANSAS CITY
Paramount Screen. Rm.
1800 Wyandotte Street
Tues. 7/8 2:30 P.M.

LOS ANGELES
RKO Screening Room
1980 S. Vermont Ave.
Tues. 7/8 2:00 P.M.

MEMPHIS
Fox Screening Room
151 Vance Avenue
Tues. 7/8 12:15 Noon

MILWAUKEE
Warner Screen.Room
212 W. Wisconsin Ave.
Tues. 7/8 2:00 P.M.

MINNEAPOLIS
Fox Screening Room
1015 Currie Avenue
Tues. 7/8 1:30 P.M.

NEW HAVEN
Fox Screening Room
40 Whiting Street
Tues. 7/8 2:00 P.M.

NEW ORLEANS
Fox Screening Room
200 S. Liberty Street
Tues. 7/8 10:30 A.M.

NEW YORK
RKO Screening Room
630 Ninth Avenue
Tues. 7/8 2:30 P.M.

OKLAHOMA
Fox Screening Room
10 North Lee Street
Tues. 7/8 10:30 A.M.

OMAHA
Fox Screening Room
1502 Davenport St.
Tues. 7/8 1:00 P.M.

PHILADELPHIA
RKO Screening Room
250 N. 13th Street
Tues. 7/8 2:30 P.M.

PITTSBURGH
RKO Screening Room
1809-13 Blvd. of Allies
Tues. 7/8 1:30 P.M.

PORTLAND
Film Exch. Screen. Rm.
925 N.W. 19th Avenue
Tues. 7/8 2:30 P.M.

ST. LOUIS
RKO Screening Room
3143 Olive Street
Tues. 7/8 11:00 A.M.

SALT LAKE CITY
Fox Screening Room
216 East 1st St. S.
Tues. 7/8 1:00 P.M.

SAN FRANCISCO
Fox Screening Room
245 Hyde Street
Tues. 7/8 2:00 P.M.

SEATTLE
Jewel Box Scr. Room
2318 Second Avenue
Tues. 7/8 1:30 P.M.

SIOUX FALLS
Hollywood Theatre
212 N. Philips Ave.
Tues. 7/8 10:00 A.M.

WASHINGTON
Film Center Scr. Room
932 New Jersey Ave.
Tues. 7/8 2:00 P.M.

co-starring
KIRK DOUGLAS · DEWEY MARTIN · ELIZABETH THREATT · ARTHUR HUNNICUTT

DIRECTED AND PRODUCED BY HOWARD HAWKS · SCREENPLAY BY DUDLEY NICHOLS

Based upon the novel "THE BIG SKY" by Pulitzer Prize winner A. B. GUTHRIE, Jr. · A Winchester Production

Distributed by RKO RADIO PICTURES

Trailer Traces the History of Universal

"From Then Till Now," a special one-reel film recounting the 40-year history of Universal Pictures, is being made available to exhibitors this week as part of the company's campaign on its 40th anniversary film, "The World In His Arms," Technicolor production starring Gregory Peck and Ann Blyth.

The short opens with newsreel clips from the turn of the Century, contains scenes from early Universal pictures, a picture in the making on the studio lot in 1918 and builds to a climax with scenes from "World in His Arms." The subject is being made available to exhibitors as an advance trailer for "The World in His Arms." It was written and supervised by Bob Faber.

Lippert TV Unit

(*Continued from page* 1)

producer of filmed television programs.

Tele-Pictures signed an agreement on April 1, 1951 with the AFM, and at the same time contracted with the trustee of the music Performance Trust Fund to pay a five per cent royalty on films carrying music sound tracks and shown for television broadcast. "In addition, Tele-Pictures agreed that in making available to television music-scored movies, originally produced for theatre showing, it would make a new music track, using the same number of musicians employed in the making of the original track for theatre use," it was stated.

At the Federation's office it was pointed out that the Lippert company had been the first motion picture producer to accept the union's royalty contract for filmed television sound track use. Under the agreement the trust fund will provide "live" music for worthy causes and events at no cost to the listeners, the AFM added.

FCC Goes to Work

(*Continued from page* 1)

groups, the first grants will probably come where there are fewer applicants than the number of channels available, and some of these might be okayed within 30 days.

Even after an applicant gets his request approved, considerable time would have to elapse before the station was actually built and on the air.

For Lease

GRAND CENTRAL: Opposite Chrysler Building, a powerful permanent location. Entire building, 137 E. 43rd St.

One-story commercial building, 7,000 sq. ft., side drive for cars, now being erected on Magnolia Ave., JOURNAL SQUARE, Jersey City, opposite rear Loew's Theatre.

Owner, L. N. Rosenbaum & Son
Financing & Reorganizations
565 Fifth Ave., N. Y. PLaza 3-7510

Television--Radio

Comment and Opinion

INFORMALITY was the keynote and Edward R. Murrow again proved his ingenuity as a television reporter Sunday when he presented a filmed interview with Gen. Dwight D. Eisenhower on CBS-TV's "See It Now" show. It was the kind of program that makes politics on TV both dramatic and enlightening.

Murrow's expert handling of the questioning, his relaxed approach and the excellence of the photography combined to give viewers an intimate closeup of the Eisenhower personality. The interview produced many good and useful quotes, but more important still, it caught candidate Eisenhower in a variety of moods and situations with a minimum of staging.

"See It Now," the Alcoa-sponsored TV document, has maintained consistently high standards from the very start. The second half of last Sunday's show was a filmed account of a mock air attack on New York and its factual and skillful coverage packed a dramatic punch.

☆ ☆ ☆

Self-regulation and not government controls must guide radio and TV in setting and maintaining moral standards for broadcasts and telecasts, Harold E. Fellows, president of the NARTB, told a Congressional sub-committee investigating offensive programming last week. Speaking of the radio and TV code, Fellows declared, "we have produced no miracles overnight, but the evidence of tangible progress . . . is very gratifying."

☆ ☆ ☆

Whether Americans in a hundred years from now will still be listening to radio is questionable, but ABC apparently banks on the longevity of the medium in its radio presentation of "Time Capsule." Arthur van Horn is the narrator of the series which is designed to enlighten citizens of 2052 on the "spirit and flavor" of our day. "Time Capsule" leans heavily on the arts and their practitioners. It's a lively show with a nice twist.

☆ ☆ ☆

If WNBC and WNBT, NBC's flagship stations in New York City, today command a vast and appreciative audience, the credit must go largely to restless, imaginative Ted Cott, NBC vice-president and general manager of these key outlets. With a fine sense for the "different" in radio and TV entertainment, Cott has been responsible for a string of outstanding public service and educational programs which have brought credit to himself and to the industry. This year, on WNBT, he originated the provocative "Inside Our Schools" series, the charming "Through the Enchanted Gate" children's art education programs, "It's a Problem," etc. On radio, he set the industry pace again when he instituted WNBC's all-night classical music program. Cott joined NBC in 1950, having started his radio career at the age of 16 on the staff of New York City's WNYC. In 1939 he joined CBS and in 1944 moved over to WNEW as director of programming. Versatile and ever on the prowl for new ideas, Cott has written books and taught radio writing and directing.



Ted Cott

As a replacement for the "I Love Lucy" show on CBS-TV Monday nights, "My Little Margie" has the difficult task of following in the footsteps of TV's most popular program. Unfortunately, producer Hal Roach, Jr., hasn't outdone himself with this filmed series which stars Charles Farrell and Gale Storm. The situation comedy is hackneyed and performances are not up to par. Director Hal Yates seems unable to overcome the show's static quality and Miss Storm's characterization is void of charm or warmth, which doesn't help any.

☆ ☆ ☆

"Information Please" made its TV debut Sunday over CBS-TV and while the show retains its appeal, it was not an unqualified success. There were some nice touches of humor, but the program still has one foot in radio. Clifton Fadiman was on hand again as the genial master-of-ceremonies, and so were Franklin P. Adams and John Kieran. James Michener was a somewhat unrelaxed guest. A little more visual appeal could improve the show a great deal. It certainly has the stuff to make it top TV entertainment.

—FRED HIFT

'Ned Depinet Sales Drive' Completed

RKO Radio's "Ned E. Depinet 1952 Sales Drive" concluded this week, and members of the drive committee have begun checking to determine winners.

The drive was for 27-weeks. Leaders at the end of the 26th week were Sioux Falls, New Orleans, Portland and Dallas. In Canada, top exchanges were Montreal, Winnipeg and Toronto. Among the districts, leaders were Canadian, Southeastern and Southwestern.

Skiatron Deal Points To Pay TV Test

Skiatron Electronics and Television Corp. has further cleared the way for the formal test of its Subscriber-Vision pay-as-you-see television system here later this year by entering into a joint working agreement with Hanovia Chemical and Manufacturing Co. of Newark, a unit of the Engelhard Industries, Skiatron president Arthur Levey reports.

Gives Company Facilities

Pointing out that Skiatron has concentrated its technical activities this past year on its pay-as-you-see system, Levey said that the agreement gives the company facilities to produce the components for the subscription system, as well as to carry on extensive research and development of products under Skiatron patents not yet ready for commercial markets.

CBS Anticipates Mass. Transmitter

BOSTON, July 1.—The Columbia Broadcasting System has taken an option on eight acres of land in Natick, Mass., on which would be built a television transmission station. Taking the option is in anticipation of new channels to be assigned to the Boston area. The project is also contingent on the Natick Board of Appeals giving the owner of the land a permit to build.

Pincuses to Make Films

Norman and Irving Pincus, producers of "Ellery Queen," "Mr. I. Magination" and "Authors League Theatre," have formed a television film production unit. Norman Pincus will leave for the Coast shortly to complete arrangements for the new setup, including acquisition of a studio and key personnel.

MITCHELL MAY, Jr. CO., INC.

INSURANCE

•

Specializing
in requirements of the
Motion Picture Industry

75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

Sen. Nixon Praises 'Walk East,' Murphy

WASHINGTON, July 1. — Senator Richard Nixon (R., Calif.), has included in the Congressional Record a long statement in praise of Louis de Rochemont's "Walk East on Beacon" and of the picture's star, George Murphy.

Nixon lauded the film for "dramatically portraying the FBI's never-ending battle against the intrigue of Soviet espionage." He said it was particularly appropriate that Murphy star in the film because Murphy "has carried on a long, unrelenting and effective fight against Communism in the film capital." While Murphy was president of the Screen Actors Guild, "he was aware of the attempts of anti-American forces to subvert the motion picture industry and turn it into a mill for the dissemination of Red propaganda," Nixon declared. "His group took effective countermeasures. They studied Communist publications in order to become acquainted with party terminology. They learned to recognize the party line, and got to know the tricks which the Communists employed in their attempts to control meetings. Knowing those tricks was the key to combating them."

Nixon included various newspaper articles and editorials endorsing the picture.

Same Show in Every House, Fan Gripes

CHICAGO, July 1. — Mae Tinee, Chicago *Tribune* film critic, quotes a letter from a movie fan in her column of Sunday, June 29. "Dear Mae Tinee," the letter reads, "Can you do something about all the theatres showing the same feature at the same time? I had one of my few urges to go to the movies, but could find nothing at the better second run houses but a film I had already seen. I think the theatre owners are making a mistake."

Mae Tinee answers the letter, saying "Judging from the number of letters containing the same complaint, I'm inclined to agree that such booking is not profitable, but I have been unable to obtain any satisfactory explanation for the practice. When a new film is booked in such fashion, it is generally for the purpose of quick return for the money expended. The process was once airily described to me by a bright young press agent as 'saturation penetration.' I agree with the 'saturation' part of it."

Crescent Gets Tax Cut

NASHVILLE, July 1.—The City Board of Equalization has granted the Crescent Amusement Co. reduction in the tax valuation of the new Tennessee Theatre from $1,225,000 to $1,000,000 and on the Princess Theatre from $600,000 to $425,000. Headquarters of Crescent are in the Princess Theatre Building.

N. O. In Blood Drive

NEW ORLEANS, July 1.—The American Red Cross Blood Bank program is richer by over 100 pints given by the film industry in New Orleans. Co-chairmaned by Henry Plitt and Billy Briant, the Red Cross set up a fully equipped unit in the 20th Century-Fox exchange, with all the firms participating by giving employes time off.

'Hall' Gets Ready For New Prosperity

To accommodate holiday audiences, New York's Radio City Music Hall has scheduled extra performances of "Where's Charley?", starring Ray Bolger, and its stage spectacle on the Fourth of July, with the doors opening at 8:30 a.m. during the weekend holidays.

Selling Away from Cincinnati 1st-Runs

CINCINNATI, July 1.—With the temporary closing of the Capitol and Keith's theatres here, product is being sold away from first-runs, the initial booking being 20th Century-Fox's, "Wait Till the Sun Shines, Nellie," currently playing the suburban Twin Drive-in, a unit of the Reuben Shor circuit.

At Jackson, O., Paramount has sold 14 first-runs to the Town and Country Drive-in, with the proviso that the product has not been and will not be shown at any regular theatres there until after the drive-in runs.

Two Theatres Sold, Being Converted

ALBANY, July 1.—Neil Hellman has sold the Palace, Troy neighborhood house, to the Papermakers Union for use as a combined bowling center and union office building. The Palace ha been dark since April, when it was damaged by fire.

The Colonial, Manchester, Vt., served out of Albany exchanges, has been sold to Mrs. Helen Hadley and her father, Charles Orr, who will convert it to commercial purposes. The house had been operating weekends only. Mrs. Hadley also operates the Playhouse in Manchester.

Philippine Grosses Off, Commerce Says

WASHINGTON, July 1.—Gross receipts in theatres in the Philippines are expected to be off sharply this year, the Commerce Department said. Film chief Nathan D. Golden cited high living costs and heavy unemployment as reasons. Gross receipts in 1951, he said, were about 10 per cent above those for 1950, with U. S. films grossing about $15,000,000. Golden said the popularity of Philippine-produced Tagalog films continues to increase.

Plan Production of Mexican Color Films

MEXICO CITY, July 1.—Regular production in Mexico of color pictures is being arranged by the trade's own bank, the semi-official Banco Nacional Cinematografico, announced its director general, Eduardo Vidal Cruz. The bank, he added, is accumulating a fund, in dollars, to establish color laboratories there. Plans are being worked out with producers.

Harris Drops Ken Hoel

PITTSBUGH, Pa., July 1.—After 25 years of service, publicity director Ken Hoel and the Harris Amusement Co. have severed connections. Also dropped from the Harris payroll in the shakeup was artist George Marlier.

Canadian Product Income Up Sharply

OTTAWA, July 1.—Income from Canadian motion pictures exclusive of the output of the National Film Board of Canada, increased nearly two and a half times from 1941 to 1951, according to a survey of Canada's motion picture industry by the government.

An index of gross revenues of film producing companies reporting to the government increased in the 10 years from the base of 100 in 1941 to 245.7 in 1951. The index rose in each successive year of the war years to a peak of 158.1 for 1945, dropped to 140.6 for 1946, then rose to 159.6 for 1947 and 168.9 for 1948, climbing sharply to 207.6 for 1949 and more gradually to 213.5 for 1950, rising sharply again to the figure of 245.7 for 1951.

The government reports exports of films dropped to $467,000 in May against $609,000 last year in the same month and declined to $1,972,000 in the first five months, against $2,373,000 a year ago.

Coming Events

July 2—Allied Theatre Owners of New Jersey annual summer outing and meeting, Berkeley-Carteret Hotel, Asbury Park.

July 9—National Television Film Council fourth anniversary luncheon-meeting, Warwick Hotel, New York.

July 9—Cinema Stamp Club meeting, Hotel Astor, New York.

July 16—Kansas-Missouri Theatre Association grievance board meeting, Hotel Phillips, Kansas City.

July 28—IATSE general executive board mid-summer meeting, Hotel Nicollet, Minneapolis.

Aug. 2-3—IATSE district convention, Hotel Nicollet, Minneapolis.

Aug. 4-8—IATSE 41st international convention, Hotel Nicollet, Minneapolis.



FLY TO
LOS ANGELES



on United's luxurious
"OVERNIGHT HOLLYWOOD"
only 10 hrs. 55 min. one-stop!

All the luxury that has made "the Hollywood" and "the Advance Hollywood" famous is now yours when you fly United's "Overnight Hollywood" to Los Angeles.

You enjoy a delicious brook trout or breakfast steak aloft, and every mile of the way United's courteous stewardesses are on hand to bring you famous "Service in the Mainliner Manner."

"The Overnight Hollywood" leaves New York at 12:45 a.m., *stops only at Denver en route*, and arrives in Los Angeles at 8:40 a.m., giving you the full day for business.

Daylight Savings Times Quated

United AIR LINES
One of The Scheduled Airlines of The U. S.

Airlines Terminal, 80 E. 42nd St.; Hatel Statler; 1 Wall Street; Rackefeller Center (7 W. 49th St.); Braaklyn Airlines Terminal (oppasite Abraham and Straus), and La Guardia and Newark Airparts, Call MUrray Hill 2-7300. Newark: 13 Cammerce St. Call MArket 3-6207 ar an autharized travel agent.

HOT FLASH



RAY BOLGER

IS BOWLING 'EM OVER IN

"Where's Charley?"

WITH
ALLYN McLERIE

SCREEN PLAY BY
JOHN MONKS, Jr.

Dance and Production Numbers
Staged by Michael Kidd

DIRECTED BY DAVID BUTLER

COLOR BY TECHNICOLOR

FIRST 4 DAYS BIGGEST OF ANY WARNER PICTURE IN HISTORY OF RADIO CITY MUSIC HALL!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 2 NEW YORK, U. S. A., WEDNESDAY, JULY 2, 1952 TEN CENTS

Progress Slow In New Talks On Arbitration

Continuations Unit May Adjourn Meetings Today

While the Industry Arbitration Conference's Continuations Committee at its meetings here so far this week is proving to be less unwieldly than the full conference was in analyzing and amending the Drafting Committee's blueprint for a system of arbitration, indications following the Continuations session yesterday were that little genuine headway had been made toward producing a universally acceptable document.

Another meeting of the Continuations group of 10, the third in as many days, will be held today at the Fabian Theatres home office. Prior to the opening of the session at 10 A.M., exhibition members of the committee will gather at breakfast in the Hotel Astor to consult on a number of points which will be taken up today.

A strong possibility existed when the meeting ended yesterday that the committee would adjourn this evening

(*Continued on page 4*)

TOA Headquarters Being Streamlined

Streamlining of operations and facilities at Theatre Owners of America headquarters here has been instituted by Mitchell Wolfson, organization president.

With the commencement of a new fiscal year this month, Wolfson has called for the elimination of at least half the space occupied by TOA on the fourth floor of the Paramount Building on Times Square. The rooms which will be unloaded were used primarily for storage purposes and no longer are needed.

Other changes included the dis-

(*Continued on page 4*)

Einfeld Concludes Meetings in Italy

Charles Einfeld, vice-president of 20th Cenutry-Fox, concluded a "highly successful" series of merchandising meetings in Italy yesterday following sessions held in Naples, Genoa and Rome on plans for the merchandising of forthcoming company pictures, as well as preliminary talks setting up the global premiere of Darryl F. Zanuek's "The Snows of Kilimanjaro"

(*Continued on page 4*)

FCC Goes to Work on TV Applications

WASHINGTON, July 1.—The Federal Communications Commission today began processing close to 400 applications for new television stations.

There's a chance that some of the applications might be approved by the end of the month.

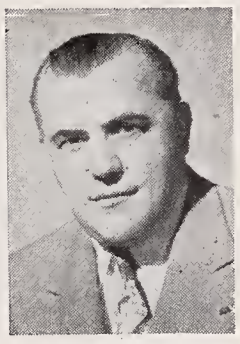
When the Commission lifted the television "freeze" back in March, it said it would begin processing applications on July 1. As of three o'clock today, there were 379 new or amended applications on file, and more were coming in.

First priority is being given to areas which have never had TV stations or which are going to pioneer in the use of the new UHF band. Within those

(*Continued on page 6*)

Kalmine Chairman Of JDA Unit Drive

Harry M. Kalmine, president and general manager of Warner Brothers Theatres, has been named chairman of the home office division of the industry's drive in behalf of the Joint Defense Appeal, it was announced here yesterday by Irving M. Engel, chairman of the 1952 Joint Defense Appeal of New York. Leon Goldberg of Universal Pictures,



Harry Kalmine

(*Continued on page 4*)

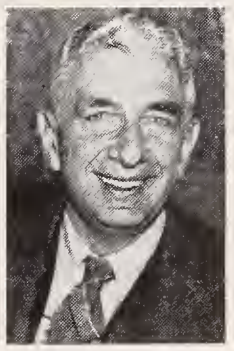
Lippert TV Unit Renews with AFM

Describing the deal as being "significant of the growing acceptance by industry of the American Federation of Musicians' royalty contract for filmed music on television," the AFM national headquarters announced here yesterday that it is renewing without change, and at the request of Robert L. Lippert, Jr., in behalf of Tele-Pictures, Inc., its contract with that

(*Continued on page 6*)

Tax Campaign Puts Compo on Survival Road, Mayer Says

The new industry drive for repeal of the 20 per cent Federal admission tax is a project into which the Council of Motion Picture Organizations can "sink its teeth," to the extent that COMPO now has reason for surviving and thriving, Arthur L. Mayer, former COMPO executive vice-president, declared here yesterday following his return from a tour of Europe.



Arthur Mayer

Mayer held that the reason COMPO foundered somewhat a few months

(*Continued on page 4*)

Name Anderson WB District Manager

The promotion of Art Anderson, Warner Brothers acting Prairie district manager, to the post of Midwest district manager, succeeding Harry A. Seed, who has been granted an indefinite leave of absence due to ill health, was announced here yesterday by Ben Kalmenson, company vice-president. Anderson will make his headquarters in Chicago.

The Minneapolis branch office returns to the Midwest district which will now comprise the Chicago, Detroit, Milwaukee and Minneapolis branches.

Hall Walsh, it was also announced, has returned from a leave of absence to resume his duties as the company's Prairie district manager, with headquarters in St. Louis. The Prairie

(*Continued on page 4*)

COMPO Warned on *Journal's* Article

The Council of Motion Picture Organizations protested to the *Wall Street Journal* in advance of the publication last week of its roundup reports on theatre closings but its protests were disregarded, it was learned yesterday.

Exhibitors in various parts of the country from whom interviews had been sought by correspondents of the

(*Continued on page 4*)

Co-ordinator Sought for Tax Campaign

Weigh Appointment at COMPO Meeting Here

Designation of a coordinator for the industry's campaign to win repeal of the Federal admission tax will command the attention of Council of Motion Picture Organizations' officials when they meet here next Tuesday, it is learned.

In addition, formal organization work for the campaign is expected to be materially advanced at next week's sessions which may be attended by Col. H. A. Cole and Pat McGee, COMPO co-chairmen for the tax campaign, as well as the COMPO governing body, consisting of Al Lichtman, Trueman Rembusch and Sam Pinanski.

Numerous names have been mentioned for the post of coordinator of the campaign, a full-time post. Among them are H. M. Richey of Loew's, who served in a similar capacity in the last anti-tax campaign, but who is believed not to be available now be-

(*Continued on page 4*)

Record Booth Sale For TESMA Show

LOS ANGELES, July 1.—In the first 24 hours during which the booths were on sale, 48 were sold to equipment manufacturers, concessionares and candy and beverage purveyors for the joint trade show to be sponsored by the Theatre Equipment and Supply Manufacturers' Association, Theatre Equipment Dealers Association and Allied States Association. This was reported here today by Ray Boomer, secretary-treasurer of TESMA, who said that the sale breaks the former record of 1950.

Wage Hike for Mass. Theatre Employees

BOSTON, July 1.—A 7½ cents an hour pay increase for employees in the amusement and recreation businesses in Massachusetts was set by the State Department of Labor and Industries to be effective on August 18, as an order for a 62½ cent basic minimum wage for regular and casual employees and for theatre ushers employed in the theatres in Massachusetts was signed today by John J. Delmonte, who is the Commissioner of the department.

Personal Mention

CHARLES SKOURAS, president of National Theatres, and EDWIN ZABEL are scheduled to leave here for the Coast today.

•

JOHN TOMLINSON, booker for Florida State Theatre in Jacksonville, has resigned to replace JACK KIRBY as salesman for Warner Brothers in Florida. Kirby went to the Warner Charlotte branch.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, will be in Des Moines today and Thursday, from Detroit, conferring with A. H. BLANK.

•

MISS CLARA FRIEDMAN, secretary to ROBERT SHERMAN of RKO Theatres, will sail from here today aboard the *S.S. Independence* for a short stay in Italy.

•

T. A. MACDOUGLAS, formerly with Martin Theatres in Columbus, Ga., has become city manager of the circuit in Eufaula, Ala.

•

SAMUEL PINANSKI, governing committeeman of the Council of Motion Picture Organizations, is here from Boston.

•

ARTHUR EHRLICH, Warner Brothers booker in Cleveland, is resting in Mt. Sinai Hospital there from a slight heart attack.

•

GERALD HARDY, president of Westland Theatres, and MRS. HARDY are on vacation in Canada from San Francisco.

•

MRS. FRED R. GREENWAY, wife of the manager of Loew's Poli Palace in Hartford, has returned home from a long hospitalization.

•

ROBERT L. HOWELL, manager of the Warner Regal Theatre at Hartford, and MRS. HOWELL are parents of a boy, ROBERT L.

•

KNOX HADDOW, head of Paramount's branch service department, left here yesterday for Omaha.

96 - City Billboard Drive Set for 'Glory'

In a national advertising campaign utilizing billboard advertising, 20th Century-Fox is sponsoring a 96-city drive for "What Price Glory" beginning in late July, it was announced here.

The display on the Technicolor production, part of a month-long out-of-doors pre-selling effort, is designed to capture maximum public attention during the peak summer driving season. Going into effect to give exhibitors a minimum of 26 advance and 5 post-opening days of billboard play in all situations, the "What Price Glory" sheets will provide space for incorporating local playdate credits. Openings of the picture, wherever possible, will be made to synchronize with the 31-day posting plan.

Business Better in Corn Belt; Exhibitor Tears, Once Walnut-Sized, Now Pea Size

Des Moines, July 1.—When business improves nowadays, the signs are to be found in smaller-sized tears on exhibitors' cheeks, says Charles Jones, secretary of Allied of Iowa-Nebraska and Mid-Central, in his current bulletin to members.

Here is his report on an improvement in the state of the theatre business in this territory: "Things have picked up quite some considerable over the April lows. Have talked to a few up this way and their tears seem to be a little more the size of peas than the walnut-sized April lachrymations.

"Actually, the weather has turned out good, the corn looks good and the attitude of the patron is much better than it was in the spring. We have a sneaking suspicion that economic trends have much more to do with this business than we credit them with."

D. of J.'s Crescent Appeal Docketed

WASHINGTON, July 1.—The Justice Department's appeal in the Crescent case has been formally docketed at the Supreme Court.

The Department is appealing the action of the Nashville District Court, dismissing the Department's civil contempt charges against Crescent. A companion case, involving criminal contempt charges, has been appealed to the Sixth Circuit Court of Appeals. Justice argues that Crescent has failed to live up to the terms of its consent decree.

The high court will not indicate whether or not it will hear the appeal before the start of its new term in October.

W.Pa.Allied to Name A New President

PITTSBURGH, July 1. — A special meeting of the executive board of Allied Motion Picture Theatre Owners of Western Pennsylvania has been called for next Tuesday to name a successor president to Fred Beedle of Canonsburg, who has resigned that position because of pressure of business. Norman Mervis is vice-president, but it is understood that he has declined the position of president.

100 NY Houses Will Play 'King Kong'

Some 100 theatres in New York will play "King Kong" when the picture is brought here on August 12, Robert Mochrie, RKO Radio sales vice-president, reports.

The area opening will be preceded by an all-out television campaign of a minimum of 150 spots.

Silver Is Leaving Souvaine Post

Milton Silver, director of advertising-publicity for Souvaine Selective Pictures for the past year, completes his 10-picture special assignment and will leave the company on July 11. During his stay with Souvaine, Silver organized the advertising-publicity set-up for the firm, including accessories, trailers and screening schedules.

N. E. Drive-ins to Aid 'Jimmy Fund'

BOSTON, July 1.—A committee consisting of Ray Canavan, George Roberts and Ray Fecley met with co-chairmen Michael Redstone and James Mahoney, general chairman Arthur H. Lockwood, and Variety Club's William S. Koster, to plan for drive-in theatres' cooperation in the forthcoming "Jimmy" Fund campaign.

Redstone and Mahoney, who were re-appointed co-chairmen by Lockwood, have formulated a plan for taking up collections at the drive-ins. The committee expects to visit each drive-in in New England and explain the method to be used in showing a "Jimmy" Fund trailer and taking up collections.

Sam Rosen, of Rosen Film Delivery, New Haven; George Schwartz of the Lake Drive-in at Waterville, and George Landers of Loew's, in Hartford, will serve on the committee for Connecticut.

Senate Group Okays Crowe Judgeship

WASHINGTON, July 1.—The Senate Judiciary Committee today approved the nomination of Guthrie F. Crowe, president of the Kentucky Association of Theatre Owners, to be U. S. District Judge for the Canal Zone. Senate confirmation is expected later in the week.

Blatner Champion

ALBANY, N. Y.—July 1.—Henry L. Blatner, theatre architect, won the local Variety Club golf championship at the 10th annual tournament at the Shaker Ridge course yesterday. Other winners were Irwin Ullman, manager of the Mohawk Drive-In, and William Rennie of the Rennie Nut Co.

Paper Raises Ad Rates

COLUMBUS, O., July 1.—The *Columbus Dispatch* has announced an increase in amusement ad rates effective October 1. New rates will be 33 cents per line daily and 36 cents per line Sunday. Present rates are 32 cents daily and 34 cents Sunday. Two-cent increase in ad rates in the *Columbus Citizen* went into effect today. The new rate is 25½ cents per line daily and Sunday.

Newsreel Parade

DEAN ACHESON in Berlin and Miss Universe are current newsreel highlights. Other items include the forthcoming political conventions, and sports. Complete contents follow:

MOVIETONE NEWS, No. 54—Reds train German youths. Korea POW's re-screened. Colorado governor greets film stars. Miss Universe. Acheson in London, Berlin. Weight lifting, track, racing.

NEWS OF THE DAY, No. 288—U. S. political pot keeps boiling. Koje prisoners choose sides. Rioting in Tokyo. Miss Finland named world beauty queen. Tax chief takes office. Track, water skiing.

PARAMOUNT NEWS, No. 31—Jet war plane with a brain. Vice-president's step-daughter weds. Red riots in Tokyo. Dean Acheson in Berlin. Sports: Track.

TELENEWS DIGEST, No. 27A—Raw materials crisis in the U. S. Attempted Rhee assassination. Houston battles polio. Miss Universe. Unusual Dodgers rooter. Track.

UNIVERSAL NEWS, No. 574—Miss Universe. Tax commissioner sworn in. New Lockheed plane. Sports: Weight lifters. Olympic track and field finals.

WARNER PATHE NEWS, No. 93—Firemen fight Brooklyn fire. Battle for Texas delegates. French veterans in pilgrimage. Acheson in Berlin. Will Rogers highway. Jet car. Soap box derby. Olympic trials.

GOP Convention May Get Special 'Reels

Full crews of cameramen and technicians of the five major newsreels are already in Chicago setting up arrangements for complete coverage of the Republican convention there next week. Whether or not there will be any special issues depends on the nature of the material, according to newsreel officials here.

The reels will be sent by air to accounts all over the country. If warranted there will be daily editions.

Walsh Executive Art Director of Columbia

Everett Walsh has been appointed to the post of executive art director of Columbia Pictures here, a position last held by Jack Meyer, who died early in 1951, the company reports. Walsh assumes his new duties immediately.

Walsh goes to Columbia from the Buchanan Ad Agency, where he has been art director for a number of years. Prior to that he held the same post with Warner Brothers, and for some time was associated with McFadden Publications in an executive capacity.

SAG Sets Support Of '52 'Movietime'

HOLLYWOOD, July 1.—The Screen Actors Guild today voted unanimously to support the Council of Motion Picture Organizations' 1952 "Movietime. U.S.A." tours, and appointed Ronald Reagan, Walter Pidgeon, Richard Carlson, George Murphy and Kenneth Thomson to a committee which will meet immediately with Bob O'Donnell, national director, and Marvin Schenck, Hollywood chairman.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative. 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

PARDON US FOR POINTING!

(and with pride!)



"LOVELY TO LOOK AT"

(Technicolor)

Here's great news! First engagement following the Music Hall rocks Philadelphia. Tops "Show Boat" by $89. Three day total is second highest non-holiday M-G-M gross in 3 years, beaten only by Mario Lanza personal appearance!

Starring Kathryn Grayson • Red Skelton • Howard Keel • Marge and Gower Champion • Ann Miller • with Zsa Zsa Gabor • Kurt Kasznar



"PAT AND MIKE"

Biggest M-G-M first week in 11 months at Capitol, N.Y. Everybody's eager to see the picture that Time Magazine calls: "One of the season's gayest comedies" and syndicated columnists like Louis Sobol rate as: "The happiest picture of the season." Just what the fans ordered for summer diversion.

Starring Spencer Tracy • Katharine Hepburn co-starring Aldo Ray • with William Ching



"IVANHOE"

(Technicolor)

M-G-M's Giant Spectacle that broke a 23-year-old record in its World Premiere engagement has won the acclaim of the entire trade press. **Variety says:** "In the same lavish class as 'Quo Vadis.' Big scale Technicolor box-office natural that cannot miss." **Boxoffice Magazine says:** "Star-studded, magnificently produced, superbly photographed Technicolor box-office winner." **Film Daily says:** "High spot of the film year. Will shine brightly and long." **M. P. Daily says:** "Just about everything an enthusiastic showman could hope for." **Film Bulletin says:** "It will be one of the biggest grossers in movie history." **M. P. Herald says:** "Guaranteed to any audience, anywhere, anytime. They'll tell their friends about it." **Showmen's Trade Review says:** "Big in every sense of the word." **The Exhibitor says:** "Outstanding. Big box-office." **Daily Variety** *(Coast)* **says:** "Top flight spectacle for solid box-office returns." **Hollywood Reporter says:** "Magnificent epic that should be packing theatres for long, long time to come."

Starring Robert Taylor • Elizabeth Taylor • Joan Fontaine • George Sanders • Emlyn Williams

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS
of

"FAITHFUL CITY"

ALBANY
Fox Scr. Rm. Tues. 7/8 3:30 P.M.
1052 B'way

ATLANTA
RKO Scr. Rm. Tues. 7/8 10:30 A.M.
195 Luckie St., N.W.

BOSTON
RKO Scr. Rm. Wed. 7/9 2:30 P.M.
122-28 Arlington St.

BUFFALO
Mo. Pic. Oper. Scr. Rm.
498 Pearl St. Tues. 7/8 3:30 P.M.

CHARLOTTE
Fox Scr. Rm. Tues. 7/8 3:30 P.M.
308 S. Church St.

CHICAGO
RKO Scr. Rm. Tues. 7/8 11:00 A.M.
1300 S. Wabash Ave.

CINCINNATI
RKO Scr. Rm. Wed. 7/9 10:30 P.M.
12 East 6th St.

CLEVELAND
Fox Scr. Rm. Tues. 7/8 10:30 A.M.
2219 Payne Ave.

DALLAS
Rep. Scr. Rm. Tues. 7/8 10:30 A.M.
412 S. Harwod St.

DENVER
Para. Scr. Rm. Tues. 7/8 3:30 P.M.
2100 Stout St.

DES MOINES
Fox Scr. Rm. Tues. 7/8 10:30 A.M.
1300 High St.

DETROIT
Blumenthals Scr. Rm.
2310 Cass Ave. Tues. 7/8 10:30 A.M.

INDIANAPOLIS
Univ. Scr. Rm. Tues. 7/8 2:30 P.M.
517 N. Illinois St.

KANSAS CITY
Para Scr. Rm. Wed. 7/9 2:30 P.M.
1800 Wyandotte St.

LOS ANGELES
RKO Scr. Rm. Tues. 7/8 10:30 A.M.
1980 S. Vermont Ave.

MEMPHIS
Fox Scr. Rm. Tues. 7/8 2:30 P.M.
151 Vance Ave.

MILWAUKEE
Warner Screen
Room Tues. 7/8 10:30 A.M.
212 W. Wisconsin Ave.

MINNEAPOLIS
Fox Scr. Rm. Tues. 7/8 10:30 A.M.
1015 Currie Ave.

NEW HAVEN
Fox Scr. Rm. Tues. 7/8 3:30 P.M.
40 Whiting St.

NEW ORLEANS
Fox Scr. Rm. Tues. 7/8 2:30 P.M.
200 S. Liberty St.

NEW YORK
RKO Scr. Rm. Tues. 7/8 11:00 A.M.
630 Ninth Ave.

OKLAHOMA
Fox Scr. Rm. Tues. 7/8 2:30 P.M.
10 N. Lee St.

OMAHA
Fox Scr. Rm. Tues. 7/8 10:00 A.M.
1502 Davenport St.

PHILADELPHIA
RKO Scr. Rm. Tues. 7/8 10:30 A.M.
250 N. 13th St.

PITTSBURGH
RKO Scr. Rm. Tues. 7/8 3:00 P.M.
1809-13 Blvd. of Allies

PORTLAND
Film Exchange
Screen Room Tues. 7/8 10:00 A.M.
925 N.W. 19th Ave.

ST. LOUIS
RKO Scr. Rm. Tues. 7/8 2:30 P.M.
3143 Olive St.

SALT LAKE CITY
Fox Scr. Rm. Tues. 7/8 3:00 P.M.
216 E. 1st St. S.

SAN FRANCISCO
Fox Scr. Rm. Tues. 7/8 10:30 A.M.
245 Hyde St.

SEATTLE
Jewel Box Scr. Rm.
2318 2nd Ave. Tues. 7/8 3:00 P.M.

SIOUX FALLS
Hollyw'd Thea. Tues. 7/8 9:00 A.M.
212 N. Philips Ave.

WASHINGTON
Film Center
Scr. Rm. Tues. 7/8 10:30 A.M.
932 New Jersey Ave.

Spencer Tracy Named 1st Honorary President of Boys' Town Alumni

Spencer Tracy was elected the first honorary president of the Boys Town National Alumni Association at its first meeting held at Boys Town, Omaha, this week, Metro-Goldwyn-Mayer announced here yesterday.

At the same meeting, Tony Villone was elected its active president.

Back in 1938, Tony was a member of Boys Town and met Tracy who was starring as Father Flanagan in M-G-M's "Boys Town." The two became friends and together with Dore Schary, the writer of the picture, were a close knit trio—so close that following his graduation Tony went to Hollywood to work in the studio art department, of which he has since become an important part, M-G-M reported.

The star, the boy, and Schary, now head of production at M-G-M, are still the pals they were at Boys Town 14 years ago.

Tax Coordinator

(*Continued from page* 1)

cause of his work with the industry arbitration conference.

Also mentioned has been Maurice Bergman of Universal, who also would be prevented from serving by pressure of other duties. Paul Short of National Screen Service, Dallas, an official of Texas COMPO, is another whose name is being mentioned. Additional names are sure to be introduced at next week's meetings of the campaign directors.

Preliminary Work Advances

Preliminary organization work for the industry's campaign is being advanced daily by COMPO personnel here under the direction of Robert Coyne, special counsel, and Charles E. McCarthy, director of information. Policy matters, basic campaign strategy and instructions are expected to be well in hand for transmission to all parts of the country as soon as the campaign directors complete their national organization.

Designation of regional and local campaign drectors, constituting the organizational framework, may be completed at next week's sessions, it is believed.

COMPO Warned

(*Continued from page* 1)

Wall Street Journal had advised COMPO officials that the survey was in progress and that, from the tenor of the questions being asked, it appeared to the exhibitors that the article in preparation would be incomplete, erroneously interpreted or wrongly emphasized.

Acting on information, COMPO officials urged that industry counsel on the article in preparation be sought or that publication be withheld until an accurately interpretative article could be prepared. The *Wall Street Journal* ignored the requests and published its misleading roundup of theatre closings last Friday, widely regarded in the industry as unfair and injurious.

TOA Headquarters

(*Continued from page* 1)

charge of two minor clerical employes. Several weeks ago the TOA president disposed of the office's telephone switchboard system.

TOA's executive director, Gael Sullivan, is on leave of absence to manage the campaign for Presidential aspirant Estes Kefauver. Dick Pitts is serving as acting executive director.

Compo Survival

(*Continued from page* 1)

ago was its lack of a "sufficiently specific" program. "The vague term public relations," he said, has none of the magic for unifying the industry behind COMPO that is suggested by the material reward inherent in a fight for elimination of the tax.

Gratification was expressed by Mayer over the selection of Al Lichtman, Trueman Rembusch and Samuel Pinanski as the committee which will direct COMPO's affairs until an election of officers can be held, possibly not sooner than next February. Asked if he intended to assist with the anti-tax campaign or other COMPO projects, Mayer replied that he "always will be at COMPO's disposal."

Mayer found theatre business to be "excellent" in England, France and Italy, the countries he visited. He said several deals for the importation of product from these countries are being worked out by his distribution firm, Mayer-Kingsley, Inc., in consequence of the trip.

Mayer had at hand yesterday the final page proofs of his new book about the industry, "Merely Colossal," which Simon & Schuster will publish in the fall.

'Clash' Grosses Are Strong in 6 Cities

Wald-Krasna's "Clash by Night" is tallying top grosses in many cities, according to RKO Radio, distributor.

At the Orpheum in Denver it was held over after an $11,090 first week. It also holds over for a second week at the Brandeis, Omaha, after $5,287 in the first. At the St. Louis in Missouri it did better than $8,700 in the first three days. Other first weeks include $6,644 at Towne, Baltimore; $9,700 at Orpheum, Seattle, and $6,482 at Centre, Salt Lake City. It goes into the third week at the Paramount New York tomorrow after drawing $74,650 the first week.

Name Anderson

(*Continued from page* 1)

district will comprise the Des Moines, Kansas City, Omaha and St. Louis branches.

The changes take effect immediately.

20-Cent Price Cut

CINCINNATI, July 1.—The Palace Theatre, independent downtown run in Hamilton, playing double features, has made a 20-cent price reduction good two days each week.

Arbitration

(*Continued from page* 1)

for a week or more before completing its work or setting a date for resumption of the industry conference which went into recess on June 18 when a stalemate arose over the acceptability of several points in the Drafting Committee's report.

This possibility hinged on two factors: the committee's progress on the report has not been fast, and one of its members, Abram F. Myers, Allied general counsel, was scheduled to depart this evening for Chicago to join in the Republican National Convention activities.

On the other hand, committee members declined to concede that they might not finish their task by today or tomorrow. Although the group presumably could continue without Myers' being present, it was regarded as unlikely that it would want to.

When asked if the committee, which consists of five representatives each from exhibition and distribution, appeared to be on the way toward compromising the differences over bidding and other points that brought about the conference impasse, a spokesman for the group said the word "compromise" is not appropriate for reference to the committee's activity. He said the 10 were tackling the job with "tenacity," a word he employed several times in describing the effort being made.

Einfeld Concludes

(*Continued from page* 1)

in November, the company reported here yesterday.

Einfeld conducted the discussions aided by Fritz Micucci, 20th's manager for Italy, during which distribution personnel of the company's Italian organization and leading exhibitors took part.

Einfeld will leave tomorrow for Central Europe where he is scheduled to hold similar sessions in Munich over the weekend before continuing on to Switzerland, Holland and France.

Kalmine Chairman

(*Continued from page* 1)

and Edward L. Fabian of Fabian Theatres, are co-chairman of the industry-wide JDA effort.

The JDA is seeking $5,000,000 to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Defense Appeal Luncheon

The importance of the local Joint Defense Appeal drive was stressed at an industry luncheon at the Hotel Astor here yesterday. Speakers included Leon Goldberg, Ed Fabian, Harry Brandt and Irving Engel.

Approve Cinecolor Financing Plan

HOLLYWOOD, July 1.—Cinecolor's financing plan which was favorably acted upon by the majority of stockholders and the board of directors, last March, has been approved by the California Corporation Commissioner.

The securities to be issued under the plan will be available to stockholders immediately after the registration statement has been declared effective by the Securities and Exchange Commission.



TRADE SHOWINGS

ALBANY
Fox Screening Room
1052 Broadway
Tues. 7/8 2:00 P.M.

ATLANTA
RKO Screening Room
195 Luckie St., N.W.
Tues. 7/8 2:30 P.M.

BOSTON
RKO Screening Room
122-28 Arlington St.
Wed. 7/9 10:30 A.M.

BUFFALO
Mo. Pic. Oper. Scr. Rm.
498 Pearl Street
Tues. 7/8 2:00 P.M.

CHARLOTTE
Fox Screening Room
308 S. Church St.
Tues. 7/8 2:00 P.M.

CHICAGO
RKO Screening Room
1300 S. Wabash Ave.
Tues. 7/8 2:00 P.M.

CINCINNATI
RKO Screening Room
12 East 6th St.
Wed. 7/9 8:00 P.M

CLEVELAND
Fox Screening Room
2219 Payne Ave.
Tues. 7/8 2:30 P.M.

DALLAS
Republic Screen. Room
412 South Harwood St.
Tues. 7/8 2:30 P.M.

DENVER
Paramount Screen. Rm.
2100 Stout Street
Tues. 7/8 2:00 P.M.

DES MOINES
Fox Screening Room
1300 High Street
Tues. 7/8 2:00 P.M.

DETROIT
Blumenthals Scr. Rm.
2310 Cass Avenue
Tues. 7/8 2:30 P.M.

INDIANAPOLIS
Universal Screen. Rm.
517 N. Illinois Street
Tues. 7/8 1:00 P.M.

KANSAS CITY
Paramount Screen. Rm.
1800 Wyandotte Street
Tues. 7/8 2:30 P.M.

LOS ANGELES
RKO Screening Room
1980 S. Vermont Ave.
Tues. 7/8 2:00 P.M.

MEMPHIS
Fox Screening Room
151 Vance Avenue
Tues. 7/8 12:15 Noon

MILWAUKEE
Warner Screen Room
212 W. Wisconsin Ave.
Tues. 7/8 2:00 P.M.

MINNEAPOLIS
Fox Screening Room
1015 Currie Avenue
Tues. 7/8 1:30 P.M.

NEW HAVEN
Fox Screening Room
40 Whiting Street
Tues. 7/8 2:00 P.M.

NEW ORLEANS
Fox Screening Room
200 S. Liberty Street
Tues. 7/8 10:30 A.M.

NEW YORK
RKO Screening Room
630 Ninth Avenue
Tues. 7/8 2:30 P.M.

OKLAHOMA
Fox Screening Room
10 North Lee Street
Tues. 7/8 10:30 A.M.

OMAHA
Fox Screening Room
1502 Davenport St.
Tues. 7/8 1:00 P.M.

PHILADELPHIA
RKO Screening Room
250 N. 13th Street
Tues. 7/8 2:30 P.M.

PITTSBURGH
RKO Screening Room
1809-13 Blvd. of Allies
Tues. 7/8 1:30 P.M.

PORTLAND
Film Exch. Screen. Rm.
925 N.W. 19th Avenue
Tues. 7/8 2:30 P.M.

ST. LOUIS
RKO Screening Room
3143 Olive Street
Tues. 7/8 11:00 A.M.

SALT LAKE CITY
Fox Screening Room
216 East 1st St. S.
Tues. 7/8 1:00 P.M.

SAN FRANCISCO
Fox Screening Room
245 Hyde Street
Tues. 7/8 2:00 P.M.

SEATTLE
Jewel Box Scr. Room
2318 Second Avenue
Tues. 7/8 1:30 P.M.

SIOUX FALLS
Hollywood Theatre
212 N. Philips Ave.
Tues. 7/8 10:00 A.M.

WASHINGTON
Film Center Scr. Room
932 New Jersey Ave.
Tues. 7/8 2:00 P.M.

co-starring
KIRK DOUGLAS · DEWEY MARTIN · ELIZABETH THREATT · ARTHUR HUNNICUTT

DIRECTED AND PRODUCED BY HOWARD HAWKS · SCREENPLAY BY DUDLEY NICHOLS

Based upon the novel "THE BIG SKY" by Pulitzer Prize winner A. B. GUTHRIE, Jr. · A Winchester Production

Distributed by
RKO RADIO PICTURES

Trailer Traces the History of Universal

"From Then Till Now," a special one-reel film recounting the 40-year history of Universal Pictures, is being made available to exhibitors this week as part of the company's campaign on its 40th anniversary film, "The World In His Arms," Technicolor production starring Gregory Peck and Ann Blyth.

The short opens with newsreel clips from the turn of the Century, contains scenes from early Universal pictures, a picture in the making on the studio lot in 1918 and builds to a climax with scenes from "World in His Arms." The subject is being made available to exhibitors as an advance trailer for "The World in His Arms." It was written and supervised by Bob Faber.

Lippert TV Unit

(*Continued from page* 1)

producer of filmed television programs.

Tele-Pictures signed an agreement on April 1, 1951 with the AFM, and at the same time contracted with the trustee of the music Performance Trust Fund to pay a five per cent royalty on films carrying music sound tracks and shown for television broadcast. "In addition, Tele-Pictures agreed that in making available to television music-scored movies, originally produced for theatre showing, it would make a new music track, using the same number of musicians employed in the making of the original track for theatre use," it was stated.

At the Federation's office it was pointed out that the Lippert company had been the first motion picture producer to accept the union's royalty contract for filmed television sound track use. Under the agreement the trust fund will provide "live" music for worthy causes and events at no cost to the listeners, the AFM added.

FCC Goes to Work

(*Continued from page* 1)

groups, the first grants will probably come where there are fewer applicants than the number of channels available, and some of these might be okayed within 30 days.

Even after an applicant gets his request approved, considerable time would have to elapse before the station was actually built and on the air.

For Lease

GRAND CENTRAL: Opposite Chrysler Building, a powerful permanent location. Entire building, 137 E. 43rd St.

One-story commercial building, 7,000 sq. ft., side drive for cars, now being erected on Magnolia Ave., JOURNAL SQUARE, Jersey City, opposite rear Loew's Theatre.

Owner, L. N. Rosenbaum & Son
Financing & Reorganizations
565 Fifth Ave., N. Y. PLaza 3-7510

Television--Radio

Comment and Opinion

INFORMALITY was the keynote and Edward R. Murrow again proved his ingenuity as a television reporter Sunday when he presented a filmed interview with Gen. Dwight D. Eisenhower on CBS-TV's "See It Now" show. It was the kind of program that makes politics on TV both dramatic and enlightening.

Murrow's expert handling of the questioning, his relaxed approach and the excellence of the photography combined to give viewers an intimate closeup of the Eisenhower personality. The interview produced many good and useful quotes, but more important still, it caught candidate Eisenhower in a variety of moods and situations with a minimum of staging.

"See It Now," the Alcoa-sponsored TV document, has maintained consistently high standards from the very start. The second half of last Sunday's show was a filmed account of a mock air attack on New York and its factual and skillful coverage packed a dramatic punch.

☆ ☆ ☆

Self-regulation and not government controls must guide radio and TV in setting and maintaining moral standards for broadcasts and telecasts, Harold E. Fellows, president of the NARTB, told a Congressional sub-committee investigating offensive programming last week. Speaking of the radio and TV code, Fellows declared, "we have produced no miracles overnight, but the evidence of tangible progress . . . is very gratifying."

☆ ☆ ☆

Whether Americans in a hundred years from now will still be listening to radio is questionable, but ABC apparently banks on the longevity of the medium in its radio presentation of "Time Capsule." Arthur van Horn is the narrator of the series which is designed to enlighten citizens of 2052 on the "spirit and flavor" of our day. "Time Capsule" leans heavily on the arts and their practitioners. It's a lively show with a nice twist.

☆ ☆ ☆

If WNBC and WNBT, NBC's flagship stations in New York City, today command a vast and appreciative audience, the credit must go largely to restless, imaginative Ted Cott, NBC vice-president and general manager of these key outlets. With a fine sense for the "different" in radio and TV entertainment, Cott has been responsible for a string of outstanding public service and educational programs which have brought credit to himself and to the industry. This year, on WNBT, he originated the provocative "Inside Our Schools" series, the charming "Through the Enchanted Gate" children's art education programs, "It's a Problem," etc. On radio, he set the industry pace again when he instituted WNBC's all-night classical music program. Cott joined NBC in 1950, having started his radio career at the age of 16 on the staff of New York City's WNYC. In 1939 he joined CBS and in 1944 moved over to WNEW as director of programming. Versatile and ever on the prowl for new ideas, Cott has written books and taught radio writing and directing.



Ted Cott

As a replacement for the "I Love Lucy" show on CBS-TV Monday nights, "My Little Margie" has the difficult task of following in the footsteps of TV's most popular program. Unfortunately, producer Hal Roach, Jr., hasn't outdone himself with this filmed series which stars Charles Farrell and Gale Storm. The situation comedy is hackneyed and performances are not up to par. Director Hal Yates seems unable to overcome the show's static quality and Miss Storm's characterization is void of charm or warmth, which doesn't help any.

☆ ☆ ☆

"Information Please" made its TV debut Sunday over CBS-TV and while the show retains its appeal, it was not an unqualified success. There were some nice touches of humor, but the program still has one foot in radio. Clifton Fadiman was on hand again as the genial master-of-ceremonies, and so were Franklin P. Adams and John Kieran. James Michener was a somewhat unrelaxed guest. A little more visual appeal could improve the show a great deal. It certainly has the stuff to make it top TV entertainment.

—FRED HIFT

'Ned Depinet Sales Drive' Completed

RKO Radio's "Ned E. Depinet 1952 Sales Drive" concluded this week, and members of the drive committee have begun checking to determine winners.

The drive was for 27-weeks. Leaders at the end of the 26th week were Sioux Falls, New Orleans, Portland and Dallas. In Canada, top exchanges were Montreal, Winnipeg and Toronto. Among the districts, leaders were Canadian, Southeastern and Southwestern.

Skiatron Deal Points To Pay TV Test

Skiatron Electronics and Television Corp. has further cleared the way for the formal test of its Subscriber-Vision pay-as-you-see television system here later this year by entering into a joint working agreement with Hanovia Chemical and Manufacturing Co. of Newark, a unit of the Engelhard Industries, Skiatron president Arthur Levey reports.

Gives Company Facilities

Pointing out that Skiatron has concentrated its technical activities this past year on its pay-as-you-see system, Levey said that the agreement gives the company facilities to produce the components for the subscription system, as well as to carry on extensive research and development of products under Skiatron patents not yet ready for commercial markets.

CBS Anticipates Mass. Transmitter

BOSTON, July 1.—The Columbia Broadcasting System has taken an option on eight acres of land in Natick, Mass., on which would be built a television transmission station. Taking the option is in anticipation of new channels to be assigned to the Boston area. The project is also contingent on the Natick Board of Appeals giving the owner of the land a permit to build.

Pincuses to Make Films

Norman and Irving Pincus, producers of "Ellery Queen," "Mr. I. Magination" and "Authors League Theatre," have formed a television film production unit. Norman Pincus will leave for the Coast shortly to complete arrangements for the new setup, including acquisition of a studio and key personnel.

MITCHELL MAY, Jr. CO., INC.

INSURANCE

•

Specializing
in requirements of the
Motion Picture Industry

75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

Sen. Nixon Praises 'Walk East,' Murphy

WASHINGTON, July 1. — Senator Richard Nixon (R., Calif.), has included in the Congressional Record a long statement in praise of Louis de Rochemont's "Walk East on Beacon" and of the picture's star, George Murphy.

Nixon lauded the film for "dramatically portraying the FBI's never-ending battle against the intrigue of Soviet espionage." He said it was particularly appropriate that Murphy star in the film because Murphy "has carried on a long, unrelenting and effective fight against Communism in the film capital." While Murphy was president of the Screen Actors Guild, "he was aware of the attempts of anti-American forces to subvert the motion picture industry and turn it into a mill for the dissemination of Red propaganda," Nixon declared. "His group took effective countermeasures. They studied Communist publications in order to become acquainted with party terminology. They learned to recognize the party line, and got to know the tricks which the Communists employed in their attempts to control meetings. Knowing those tricks was the key to combating them."

Nixon included various newspaper articles and editorials endorsing the picture.

Same Show in Every House, Fan Gripes

CHICAGO, July 1. — Mae Tinee, Chicago *Tribune* film critic, quotes a letter from a movie fan in her column of Sunday, June 29. "Dear Mae Tinee," the letter reads, "Can you do something about all the theatres showing the same feature at the same time? I had one of my few urges to go to the movies, but could find nothing at the better second run houses but a film I had already seen. I think the theatre owners are making a mistake."

Mae Tinee answers the letter, saying "Judging from the number of letters containing the same complaint, I'm inclined to agree that such booking is not profitable, but I have been unable to obtain any satisfactory explanation for the practice. When a new film is booked in such fashion, it is generally for the purpose of quick return for the money expended. The process was once airily described to me by a bright young press agent as 'saturation penetration.' I agree with the 'saturation' part of it."

Crescent Gets Tax Cut

NASHVILLE, July 1.—The City Board of Equalization has granted the Crescent Amusement Co. reduction in the tax valuation of the new Tennessee Theatre from $1,225,000 to $1,000,000 and on the Princess Theatre from $600,000 to $425,000. Headquarters of Crescent are in the Princess Theatre Building.

N. O. In Blood Drive

NEW ORLEANS, July 1.—The American Red Cross Blood Bank program is richer by over 100 pints given by the film industry in New Orleans. Co-chairmaned by Henry Plitt and Billy Briant, the Red Cross set up a fully equipped unit in the 20th Century-Fox exchange, with all the firms participating by giving employes time off.

'Hall' Gets Ready For New Prosperity

To accommodate holiday audiences, New York's Radio City Music Hall has scheduled extra performances of "Where's Charley?", starring Ray Bolger, and its stage spectacle on the Fourth of July, with the doors opening at 8:30 a.m. during the weekend holidays.

Selling Away from Cincinnati 1st-Runs

CINCINNATI, July 1.—With the temporary closing of the Capitol and Keith's theatres here, product is being sold away from first-runs, the initial booking being 20th Century-Fox's, "Wait Till the Sun Shines, Nellie," currently playing the suburban Twin Drive-in, a unit of the Reuben Shor circuit.

At Jackson, O., Paramount has sold 14 first-runs to the Town and Country Drive-in, with the proviso that the product has not been and will not be shown at any regular theatres there until after the drive-in runs.

Two Theatres Sold, Being Converted

ALBANY, July 1.—Neil Hellman has sold the Palace, Troy neighborhood house, to the Papermakers Union for use as a combined bowling center and union office building. The Palace has been dark since April, when it was damaged by fire.

The Colonial, Manchester, Vt., served out of Albany exchanges, has been sold to Mrs. Helen Hadley and her father, Charles Orr, who will convert it to commercial purposes. The house had been operating weekends only. Mrs. Hadley also operates the Playhouse in Manchester.

Philippine Grosses Off, Commerce Says

WASHINGTON, July 1.—Gross receipts in theatres in the Philippines are expected to be off sharply this year, the Commerce Department said. Film chief Nathan D. Golden cited high living costs and heavy unemployment as reasons. Gross receipts in 1951, he said, were about 10 per cent above those for 1950, with U. S. films grossing about $15,000,000. Golden said the popularity of Philippine-produced Tagalog films continues to increase.

Plan Production of Mexican Color Films

MEXICO CITY, July 1.—Regular production in Mexico of color pictures is being arranged by the trade's own bank, the semi-official Banco Nacional Cinematografico, announced its director general, Eduardo Vidal Cruz. The bank, he added, is accumulating a fund, in dollars, to establish color laboratories there. Plans are being worked out with producers.

Harris Drops Ken Hoel

PITTSBUGH, Pa., July 1.—After 25 years of service, publicity director Ken Hoel and the Harris Amusement Co. have severed connections. Also dropped from the Harris payroll in the shakeup was artist George Marlier.

Canadian Product Income Up Sharply

OTTAWA, July 1.—Income from Canadian motion pictures exclusive of the output of the National Film Board of Canada, increased nearly two and a half times from 1941 to 1951, according to a survey of Canada's motion picture industry by the government.

An index of gross revenues of film producing companies reporting to the government increased in the 10 years from the base of 100 in 1941 to 245.7 in 1951. The index rose in each successive year of the war years to a peak of 158.1 for 1945, dropped to 140.6 for 1946, then rose to 159.6 for 1947 and 168.9 for 1948, climbing sharply to 207.6 for 1949 and more gradually to 213.5 for 1950, rising sharply again to the figure of 245.7 for 1951.

The government reports exports of films dropped to $467,000 in May against $609,000 last year in the same month and declined to $1,972,000 in the first five months, against $2,373,000 a year ago.

Coming Events

July 2—Allied Theatre Owners of New Jersey annual summer outing and meeting, Berkeley-Carteret Hotel, Asbury Park.

July 9—National Television Film Council fourth anniversary luncheon-meeting, Warwick Hotel, New York.

July 9—Cinema Stamp Club meeting, Hotel Astor, New York.

July 16—Kansas-Missouri Theatre Association grievance board meeting, Hotel Phillips, Kansas City.

July 28—IATSE general executive board mid-summer meeting, Hotel Nicollet, Minneapolis.

Aug. 2-3—IATSE district convention, Hotel Nicollet, Minneapolis.

Aug. 4-8—IATSE 41st international convention, Hotel Nicollet, Minneapolis.



FLY TO
LOS ANGELES



on United's luxurious
"OVERNIGHT HOLLYWOOD"
only 10 hrs. 55 min. one-stop!

All the luxury that has made "the Hollywood" and "the Advance Hollywood" famous is now yours when you fly United's "Overnight Hollywood" to Los Angeles.

You enjoy a delicious brook trout or breakfast steak aloft, and every mile of the way United's courteous stewardesses are on hand to bring you famous "Service in the Mainliner Manner."

"The Overnight Hollywood" leaves New York at 12:45 a.m., *stops only at Denver en route*, and arrives in Los Angeles at 8:40 a.m., giving you the full day for business.

Doylight Savings Times Quoted

United AIR LINES
One of The Scheduled Airlines of The U. S.

Airlines Terminal, 80 E. 42nd St.; Hotel Statler; 1 Woll Street; Rockefeller Center (7 W. 49th St.); Brooklyn Airlines Terminol (oppasite Abrahom and Straus), and La Guardio and Newark Airports, Call MUrroy Hill 2-7300. Newark: 13 Cammerce St. Call MArket 3-6207 or an authorized travel agent.

HOT FLASH



RAY BOLGER

IS BOWLING 'EM OVER IN

"Where's Charley?"

WITH
ALLYN McLERIE

SCREEN PLAY BY
JOHN MONKS, Jr.

Dance and Production Numbers
Staged by Michael Kidd

DIRECTED BY DAVID BUTLER

COLOR BY TECHNICOLOR

FIRST 4 DAYS BIGGEST OF ANY WARNER PICTURE IN HISTORY OF RADIO CITY MUSIC HALL!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 3 NEW YORK, U.S.A., THURSDAY, JULY 3, 1952 TEN CENTS

Report French Negotiations In Stalemate

Talks End with France Still Seeking Subsidy

PARIS, July 2.—Franco-American negotiations for a new film import agreement apparently reached a stalemate here today following day and night meetings.

Both sides exchanged proposals at the lengthy sessions but it was apparent, when they adjourned, that no agreement and very little progress had been made. Moreover, no date was set for the next session, presumably in order to permit the American industry representatives to confer with their principals.

It is understood that F. W. Allport, representing the Motion Picture Association of America, will return to his London headquarters and that Alfred W. Crown, representing the Society of Independent Motion Picture

(*Continued on page 4*)

Smith Named MPAA Manager in Europe

Theodore Smith, administrative assistant to John G. McCarthy, Motion Picture Association of America international division vice-president, has been appointed Continental European representative, it was announced yesterday by Eric Johnston, MPAA president.

Johnston at the same time disclosed that Robert Corkery, former European Coordinator of the U. S. Displaced Persons Commission, will fill

(*Continued on page 4*)

N. J. Allied Prepares For Anti-Tax Drive

ASBURY PARK, N. J., July 2.—Allied of New Jersey today indicated that it is ready to hold a special membership meeting to get started on the drive for repeal of the 20 per cent Federal admission tax. All the organization is waiting for are the directives that are expected to come from the Council of Motion Picture Organizations leadership and tax committee chairmen following their meeting in New York on Tuesday.

Wilbur Snaper reported following the business meeting held in conjunc-

(*Continued on page 4*)

Newsreels Set for Record Coverage of Conventions

The newsreels are gearing for the greatest coverage and fastest job in their histories. For the most part they will rush footage shot at the Chicago political conventions to theatres within a few hours after filming.

Edmund Reek, production chief of 20th Century-Fox's Movietonews, yesterday reported that his reel has assigned to the convention scene head cameraman Jack Painter and a crew of nine lensmen; make-up editor Louis Tetunic; Arthur Lincer, of the Washington Bureau, and chief cutter Fred Ahrens from New York.

A crew of 26 Movietonews men will handle the on-the-spot film processing within hours, while an expediting platoon of eight will forward prints to theatres.

The Movietone contingent will work in conjunction with a staff of United Press correspondents and editors to lens official floor proceedings and interviews with key delegates and candidates.

Tom Mead, head of Universal-International's Newsreel, reports that his reel will have a record number of cameramen and technicians on hand for full photographic coverage of both conventions. Jimmy Lyons, who heads U-I's newsreel operations in Washington, will be in charge of the

(*Continued on page 2*)

TV License Refusal For Violation of Trust Law Removed

WASHINGTON, July 2.—House-Senate conferees on a bill to make major changes in the set-up and powers of the Federal Communications Commission have agreed to remove a provision now in the Communications Act authorizing the FCC to refuse radio or television licenses to persons convicted of anti-trust violations in the radio communications field.

The conference added, however, that it felt this did not "impair or modify" the Commission's basic authority to examine into all factors relevant to the character of a licensee.

The most likely effect of the change

(*Continued on page 4*)

Mary Pickford Puts In TV Station Bid

WASHINGTON, July 2.—Additional film industry applications for television stations were filed or disclosed here today.

WSMB of New Orleans, controlled by United Paramount-Richards, is applying for a television station in New Orleans. Exhibitor W. S. Butterfield is seeking a channel in Flint, Mich., and Mary Pickford is an applicant for a station at Winston-Salem.

(*Continued on page 4*)

Testifies Paramount 'Rescued' Scophony

WASHINGTON, July 2.—Paramount Pictures attorney Paul Porter today introduced documents in the Federal Communications Commission's Paramount hearings designed to show that Paramount and General Precision Equipment Corp. were "bailing out" Scophony Corp. when they invested in the latter company.

FCC attorneys have attempted to prove that Paramount invested in

(*Continued on page 4*)

SEMINAR OF SOUTHERN OWNERS AND PUBLISHERS IS PROPOSED

MEMPHIS, July 2.—A joint seminar of Allied Independent Theatre Owners of the Mid-South and the Tennessee Press Association has been proposed by John Mohrstadt of Hayti, Mo., president of the exhibitors' group. Mohrstadt, in a letter to James W. R. White of Martin, Tenn., president of the publishers' group, suggested that the meet be held here December 9-11.

In urging the joint gathering, Mohrstadt wrote: "Publishers of dailies and weeklies and theatre owners have been getting together all over the country in meetings which have developed a good deal of mutual interest and profit."

Copies of Mohrstadt's letter were sent to the other officers of the press Association.

Exhibitor - publisher seminars, first launched in Hartford, where a second session was held weeks ago, have also been held in Binghamton, N. Y., Houston, Rochester, N. Y. and Minneapolis.

Arbitration Sessions End Until August

10 Conferees Will Report Back to Own Groups

After meeting here two and a half days, during which only limited progress was made in analyzing and amending the blueprint for an industry arbitration system, the Arbitration Conference's Continuations Committee of 10 yesterday adjourned its sessions until "early next month."

In the interim the committee members will report to the various distributors and exhibitor organizations participating in the Conference on the topics discussed at the sessions held at the Fabian Theatres home office. The success or failure of the whole conference may hinge on the instructions the participating organizations give their representatives after hearing their reports.

There was said to be little likelihood

(*Continued on page 2*)

All New England Houses Back Drive

BOSTON, July 2.—Arthur Lockwood, general chairman of the 1952 "Jimmy Fund Drive," co-sponsored by Variety Club Tent No. 23 and the Boston Braves, disclosed today that 967 theatres in the six New England States have pledged their support to the drive. The theatres comprise all of the regular conventional type, all drive-ins, and for the first time all summer stock theatres throughout New England.

Lockwood stated that this is the greatest number ever to participate.

Marciano - Matthews Bout Off Home TV

The International Boxing Corp. has decided not to sell rights to the Marciano-Matthews fight at Yankee Stadium here on the night of July 28 to home television and radio.

No deal for an exclusive theatre telecast of the fight had been concluded yesterday.

Arbitration

(Continued from page 1)

that the Conference itself, which adjourned June 18 when debate over the blueprint became too complex, would reconvene before the fall. Vacations and other commitments of members of the Continuations Committee during August may compel the group to meet only sporadically, if at all.

The committee, consisting of five representatives each from distribution and exhibition, has been instructed to set a date for reconvening of the Conference when the blueprint, or Drafting Committee report, has been amended to the satisfaction of the 10.

Strict secrecy on the nature of the discussions which commenced Monday has been observed by the Continuations Committee so far as the press is concerned. Members did indicate privately, however, that "all was not sweet agreement" behind the closed door of the meeting room. In fact, they said, there was more disagreement than agreement, although at no point in the sessions did any member voice the pessimism that cut off the last full Conference.

It was pointed out that when a particular subject, such as runs, was settled to the satisfaction of all present, the next subject that arose suggested additional qualifying and changing of the settled subject. This was said to have been true of all meetings on the three days.

Adjournment came at around two o'clock yesterday afternoon when members pointed out that they had other appointments. Distribution representatives Abe Montague and Al Lichtman had a date to attend a board meeting of the Will Rogers Memorial Hospital in the afternoon; Wilbur Snaper, Allied president, was late for the outing yesterday of New Jersey Allied which he also heads; Abram F. Myers, Allied general counsel, was scheduled to leave later in the day for Chicago to attend the Republican Convention, and other members had business appointments.

Present at the meetings were the following: from exhibition—Myers, Snaper, Herman M. Levy, S. H. Fabian, Emanuel Frisch; from distribution—Austin Keough, Adolph Schimel, Lichtman, Montague, William F. Rodgers. Sitting in also were Ralph D. Hetzel, Jr., vice-president of the Motion Picture Association of America, and Henderson M. Richey, secretary of the Arbitration Conference.

D. Henderson's Mother

Mrs. Albert F. Henderson, mother of Donald Henderson, secretary and treasurer of 20th Century-Fox, died Tuesday in Middleton, Mass. Funeral services will be held today in Danvers, Mass.

No Paper Tomorrow

Motion Picture Daily **will not be published tomorrow, Independence Day, a legal holiday.**

Personal Mention

GEORGE J. SCHAEFER has returned to New York following conferences with STANLEY KRAMER on the Coast.

•

ROBERT LAMONT, office manager for Lamont Theatres and brother of Albany TOA president HARRY LAMONT, and his wife announce the birth of a second child, a daughter, in St. Mary's Hospital in Troy on Sunday.

•

CHARLES ROSMARIN, RKO Radio manager for Argentina, accompanied by MRS. ROSMARIN, has arrived here for several weeks' stay.

•

GENERAL E. P. CURTIS, vice-president of Eastman Kodak Co., and MRS. CURTIS, will arrive here today from Europe aboard the *S.S. Mauretania.*

•

CHARLES A. SMAKWITZ, Warner Brothers Upstate zone manager, is here from Albany.

•

LYNN FARNOL and MRS. FARNOL will leave here by plane tonight for a two weeks' vacation visit to Europe.

•

ARTHUR CANTON, M-G-M field press representative, is due back today from a tour Upstate.

•

JOHN P. BYRNE, Eastern M-G-M sales manager, has returned from a vacation.

HERMAN M. LEVY, general counsel of the Theatre Owners of America, will attend the National Republican convention in Chicago next week.

•

MRS. MAX WOHLEGEMUTH, whose husband is with National Screen Service in San Francisco, underwent emergency surgery at Doctor's Hospital there.

•

PETER G. PERAKOS, head of the Perakos Theatres Circuit, New Britain, Conn., and a son, PETER, JR., assistant district manager, are in Greece on a vacation trip.

•

RUTH RAPPEPORT, office manager and head booker at the Buffalo Warner Brothers Exchange, has returned to work after two weeks of illness.

•

EDWARD A. SMITH, managing director of the Paramount Theatre, Springfield, Mass., has returned to his desk after a long illness.

•

HARRY and IKE KATZ of Kay Exchanges, Atlanta, have returned there from visits to their Memphis and New Orleans branches.

•

BRIG. GENERAL DAVID SARNOFF, RCA board chairman, will sail from here today for Europe on the maiden voyage of the *S.S. United States.*

WB Gets Month's Decree Extension

WASHINGTON, July 2.—Justice Department officials said they were giving Warner Brothers a one-month extension, until August 4, to get rid of one theatre which was supposed to have been disposed of under the consent decree by this weekend.

They said Warners had done very well in complying with the divestiture schedule, under which they were to get rid of 27 theatres by July 5. Warners has actually sold and transferred 26, they said, and would have sold the 27th if the prospective purchaser had not been in an auto accident. The spokesman said they thought the one-month extension would cover the sale of the 27th house.

U. K. Awards to Four U. S. Documentaries

WASHINGTON, July 2.—British Ambassador Sir Oliver Franks today presented awards to U. S. officials for four government documentary films which won honors at last year's Edinburgh Film Festival.

The presentation was at a ceremony at the British Embassy. Assistant Navy Secretary John F. Floberg received awards for two Navy documentaries, while Assistant Secretary of the Interior Robert R. Rose accepted an award for a film produced by his Department and International Information Administrator Wilson F. Compton accepted an award for a State Department documentary.

Recruitment Short Effectively Made

A special press screening of the 10-minute short subject, "The Real Miss America," produced under the auspices of Council of Motion Picture Organizations acting in cooperation with the Department of Defense, was held here yesterday. The short, designed to assist in the recruitment of women for the Armed Forces, was written by Robert E. Sherwood and Jerome Brondfield.

The subject is well made and, despite its purpose, has an entertainment and informative value. Shown are the various opportunities open to women in the Armed Forces as well as the recreational facilities and travel opportunities offered.

Henry Fonda does the narration for the subject which was produced by Jay Bonafield of RKO-Pathe. The picture goes into release today with all the major companies participating in the distribution. —M. HERBSTMAN

4 Mono. Films Before Cameras This Month

HOLLYWOOD, July 2.—Monogram-Allied Artists will have four films before the cameras this month. On Monday Lindsley Parsons' "Down Periscope" went into production at New London, Conn. Currently shooting at Chatsworth, Cal., is Walter Wanger's "Battle Zone," while another Wanger film, "Kansas Pacific," is set to roll Monday. Later this month, Jerry Thomas will begin "Stranglehold."

Newsreels

(Continued from page 1)

set-up in Chicago. Floyd Traynham, head of U-I's Chicago operation, has already set all preliminary arrangements. U-I is also sending several men from New York and will have an augmented crew of soundmen and electricians.

While it is understood that the newsreels have indicated they will not attempt special editions, a decision on this matter will probably be determined by the way things go at the conventions.

Charles Mack, Washington contact man for News-of-the-Day, will be in complete charge of that newsreels' coverage of the convention. His regular crew will be on hand as well as the regular Chicago crew and a special group from New York. Martin Barnett heads the Chicago unit and Walter Bredin, assignment editor, will head the New York contingent.

Paramount News said it also is organizing its most comprehensive coverage in history for the conventions. A. J. Richards, Managing Editor of the reel, has left New York for Chicago to organize the preparations, "designed to handle every type of emergency." He will work with a staff of 15 camera and soundmen recruited from Paramount News' Washington, New York and Chicago offices.

Loew's Circuit Here Sets 'Film Festival'

Reporting that efforts of Loew's Theatres ad-publicity department and individual theatre managers and staffs will be directed toward away-from-the-theatre promotion for summertime product, Ernest Emerling, ad-publicity director disclosed yesterday that the circuit is planning a "Film Festival" as the peg on which to hang its promotional campaigns.

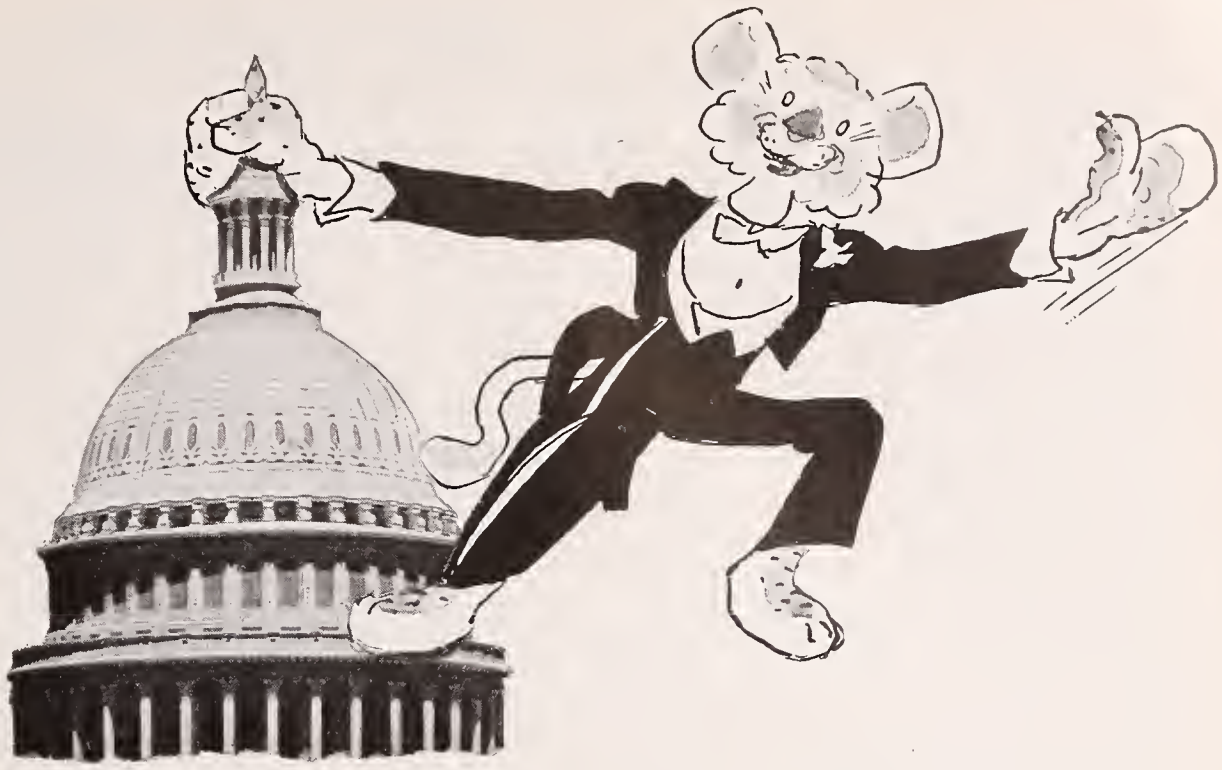
NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY BOLGER in
"WHERE'S CHARLEY?"
Color by TECHNICOLOR
A WARNER BROS. PICTURE
plus SPECTACULAR STAGE PRESENTATION

BARBARA STANWYCK · PAUL DOUGLAS
ROBERT RYAN · MARILYN MONROE
in CLASH BY NIGHT
in person LES PAUL and MARY FORD
JOEY · TOMMY · BISHOP EDWARDS BROTHERS
PEIRO
and RALPH MARTERIE ORCHESTRA
PARAMOUNT
Midnight Feature Nightly

Walt Disney's Story of
ROBIN HOOD
Color by TECHNICOLOR
and
Walt Disney's WATER BIRDS
A True Life Adventure
Walt Disney's "LITTLE HOUSE"
Technicolor Cartoon
Print by Technicolor—Distributed by RKO
COOL CRITERION B'WAY & 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20. N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



IT HAPPENED IN WASHINGTON!

M-G-M's very proud of last week's festive World Premiere of "WASHINGTON STORY" right in the Capital itself! And proud of the results!

This ballyhoo was heard across the nation and will help launch the picture throughout America.

Everybody was there and everybody loved M-G-M's grand entertainment.

We wish you could have seen the turn-out of Washington's top names, Congressmen, officials, celebrities, with Speaker of the House Sam Rayburn as Guest of Honor.

There was a reception at the Willard Hotel, from which the guests marched to the Palace Theatre. They were attended by an honor guard, each of whom held a flag of one of the 48 states. M-G-M sent stars from the studio, there were lights, music, newsreels and showmanship!

"WASHINGTON STORY" has lots to offer of action, youthful romance, and fun. We put a big show behind its Premiere and at press time, the opening day's business beats top hits like "Father's Little Dividend" and proves it's the kind of entertainment the fans go for.

★

M-G-M presents "WASHINGTON STORY" starring Van Johnson • Patricia Neal
Louis Calhern • with Sidney Blackmer • Written and Directed by Robert Pirosh
Produced by Dore Schary

French Pact

(*Continued from page* 1)

Producers, will leave for New York by an early plane.

The negotiations were conducted on the government level with Gerald Mayer of the American Embassy sitting in for the American motion picture industry, and the American film representatives present primarily as observers.

Insist on Subsidy

Indications are that the stalemate developed over the French insistence upon a subsidy in some form, if only to finance the sale and exploitation of their films in the U. S., as is being done for the Italian industry. Both the U. S. State Department and SIMPP are opposed to recognition of a subsidy in any form in the new agreement.

Despite the present apparent stalemate, it seemed certain the negotiations could be resumed at any time in the immediate future that either side was ready to present a new proposal, or compromise, which it felt might warrant discussion after the just concluded exchange of views. Thus, a new meeting might be set next week or the week after.

There appeared to be no danger of the American industry discontinuing shipments of films here, despite the fact that the old agreement expired June 30. The American companies have been unable to withdraw any monies from France for the past year, so they have, essentially, been selling without an agreement for that length of time, anyhow.

A continuation on that basis involves no change of status and does not require a new agreement. The companies have about $4,500,000 in blocked francs here.

It was considered possible that John McCarthy, head of MPAA's international division, or Eric Johnston, president, might be on the scene if and when the negotiations are resumed.

Smith Named

(*Continued from page* 1)

Smith's position at the New York office.

Smith, who returned recently from a seven-month assignment in Indonesia and the Philippines, will depart for Paris later this month to assume his new duties. The Continental post has been temporarily filled by Marc Spiegel and Eugene Van Dee, MPAA representatives in Germany and Italy, respectively, since the resignation last August of Gerald Mayer.

Prior to serving with the DP Commission, Corkery, from 1945 to 1947, was director of UNRRA activities in the U. S. zone of Austria, and later served as director of Field Services of the International Refugee Organization with headquarters in Geneva, Switzerland.

NEED SPECIAL TRAILERS QUICK?
QUICK SERVICE
FREE COPY SERVICE
BEST ART-WORK
YOU'LL GET IT FROM FILMACK SEND-US YOUR ORDER
ALL-AROUND KNOW-HOW
FINEST QUALITY
TRY US AND SEE
CHICAGO, 1327 S. Wabash Av - NEW YORK, 630 9th Av.

TV AND RADIO

with Pinky Herman

JAMES L. CADDIGAN, Production Chief at WABD has a dramatic series lined up for the fall which will introduce a brand new technique in TV presentation. . . . Series will be scripted by freelance writers and will star different personalities each week. . . . Ace Sportscaster Harry Wismer has traveled more miles to witness and describe sporting events than any other contemporary. . . . Mel Allen is runner-up. . . . After but four performances, Dennis James' sparkling emceeing of "Chance of a Lifetime," has hit a Nielson-sational rating of 16.5, making it the sixth most popular daytime series on ABC-TV. . . .

• •

Have a little inside stuff: As late as the end of the Crosby-Hope Telethon to raise funds for the U.S. Olympics, the only one of the four Milwaukee Beer companies (Pabst, Schlitz, Blatz and Hi-Life) which didn't make a donation was the latter, despite personal pitch on the program by Lou Costello, who is sponsored by that outfit. . . . Bing also stated that he'd never made a TV appearance before, but must've forgotten the special TV film for a sequence he made exclusively for a Philco Telecast two years ago. . . .

• •

Alvy West has been named musical director for the new "Bob & Ray Show" which will NBTee-off Saturday nite for Alka-Seltzer. . . . Alvy's big little band has provided the music for Conrad Nagel's TV CBSeries, "Celebrity Time," these past four years. . . . Watch DuMont execs hike Frank Bunetta's salary. . . . The energetic director of "Cavalcade of Stars" has just nixed a fine offer to move over to NBT. . . . Charlie Curran of Times Square Productions, has been named co-ordinator by Herbert Swope, Jr., producer of the forthcoming "Fu Manchu" series of NBTelecasts. . . . First episode, "The Zayat Kiss," directed by William Cameron Menzies and filmed in New York, stars Sir Cedric Hardwicke as Inspector Nayland Smith with John Carradine as "Dr. Fu Manchu" and Colin Keith-Johnson as Sir Crichton Davies.

• •

Look for several DuMont programs to originate at that net's new studios located at 62nd St. and 3rd Ave. in New York starting in October. Exec and administration offices will follow gradually. . . . Dick Rubin radio and TV exec at MCA sails tomorrow on the new liner *"United States"* to scout new talent and to set up subsequent TV deals. He'll be gone about a month. . . . After producer Peter Arnell sold his TV Audience-Participation package to Sealy Mattress Co. for Fall presentation via CBS, he discovered he'd forgotten to include his own salary within the program budget (Peter ain't done right by Arnell). . . .

• •

Believing that they are another "Marge & Gower Champion," Max Liebman has signed the team of Bambi Linn and Rod Alexander to an exclusive pact for next season's "Your Show of Shows."... He's due back from Europe late this month. . . . Ever since the recent wholesale exit of so many there, MCA'ers have become jitters-bugs. . . . Just retrenching?? (just asking). . . . Thanks to the Chicago political conventions, Producer-Director Robert Stevens whose CBS-TVehicle "Suspense," has been telecast uninterruptedly for 156 consecutive weeks, can snatch himself a two-week vacation. He'll fly to Europe to relax. . . . Jack NBCostello, announcer emcee and newscaster, started out as a cub reporter on the St. Paul Dispatch. . . . As we go to press there is no reply from Guy Gabrielson to the wire sent him by NBC prexy Joseph M. McConnell in which he asked the Republican National Committee to reconsider its decision for (and we quote Mr. McConnell), "The banning is contrary to the public interests and to the spirit of the First Amendment to the Constitution" (unquote) (first Amendment, of course, is Freedom of Speech or in this case Freedom of the Press).

Golden Returning Soon

WASHINGTON, July 2.—Commerce Department film chief Nathan D. Golden is scheduled to return to his desk here in mid-July, after a three-month tour of European film centers.

Golden, who left on April 16, is slated to sail from Le Havre on July 12 and arrive in New York on the 18th or 19th. Most recently, he has been taking part in the Paris negotiations for a new U.S.-French film pact.

Cleveland Council Elects

CLEVELAND, July 2.—The Motion Picture Council of Greater Cleveland has elected the following new slate of officers: President, Mrs. Margaret Brown, director of education of the Cleveland Museum of Art; vice-president, Virginia Beard, head of the film bureau of the public library; secretary, Ruth Thompson of Young America Films; treasurer, Mrs. E. V. Burt, of the Lakewood PTA.

TV License

(*Continued from page* 1)

would be to decrease the weight that can be given by the FCC to previous anti-trust violations in the radio communications field, and this, of course, would indirectly decrease the weight that can be given by the FCC to anti-trust violations in other fields such as has been the subject of hearings on the United Paramount Theatres-American Broadcasting Co. merger and has been broached in connection with film industry applications for TV channels.

Both House and Senate had previously passed differing versions of the bill. The Senate measure included the change in the anti-trust provision; the House measure would have left the present law unchanged. The conferees agreed to the Senate version.

Both House and Senate are expected to approve promptly the new compromise conference bill.

The final bill would drop a House-approved provision to forbid the FCC from discriminating against an applicant because he owned a newspaper or other medium for gathering and disseminating information. The conferees said they felt the Commission is not now authorized to discriminate against any persons on this ground, and that therefore the provision was unnecessary.

Pickford Bid

(*Continued from page* 1)

N. C. Turner-Farrar Association, Allied with Turner-Farrar Theatres, has applied for a station at Harrisburg, Ill., while Ferguson Theatres, Inc., is an applicant in Mansfield, Ohio.

Milwaukee exhibitor L. F. Gran, who was revealed earlier as a stockholder in a company seeking a station in Rockford, Ill., is also a minority stockholder in a company which today applied for a new station in Duluth. Bing Crosby was revealed as owning a 47 per cent interest in a film seeking a Spokane TV outlet.

Paramount,Scophony

(*Continued from page* 1)

Scophony to suppress any attempts by Scophony to achieve technical advances in the radio-television field. Skiatron president Arthur Levey, a former Scophony official, was back on the stand at the hearings today for further cross-examination by Porter. Porter introduced stacks of documents which he said would show that Scophony was on the verge of bankruptcy and was being hounded by creditors when Paramount and GPE came along and supplied new funds.

N. J. Allied

(*Continued from page* 1)

tion with New Jersey Allied's one-day summer outing at the Berkeley-Carteret Hotel here that members have besieged him with requests "to get going" on the anti-tax campaign.

Discussion also centered around availabilities. Also, the charge was made that Paramount was asking for "excessive playing time" for "The Greatest Show on Earth."

Plans for stimulating business during the summer were examined. It was agreed that steps should be taken to encourage greater attendance at theatres by children.

UPT Heads Meet on Product,Promotions

DETROIT, July 2.—United Paramount Theatre executives met here this week to discuss new product for the summer and fall, and the methods of promotion which will be accorded them.

A topic of interest, also, was developments in big screen theatre television, and the experiences of theatres here and elsewhere with the closed-channel telecast last Thursday to thousands of Civil Defense workers in the first public service program of its kind.

In Detroit more than 3,000 policemen and civil defense workers were briefed on procedures in protecting the public in case of atomic attack.

Discuss TV of Fight

In addition, the recent sell-out TV shows at the Michigan and Palms theatres here of the Robinson-Maxim title bout last week in New York were discussed.

Attending the sessions were Edward L. Hyman, vice-president of United Paramount and Simon Siegel, comptroller of the corporation, both of New York; Eugene Street, general manager of Paramount Theatres, Poughkeepsie; Ira Epstein, general manager of Monroe Amusement Co., Rochester; Arthur Krolick, general manager of Paramount Theatres of Buffalo; Ben Rosenberg, general manager of Penn-Paramount Corp. of Wilkes Barre, Pa., and Selig Seligman, of Northio Theatres, Cincinnati.

Host to the group was Earl J. Hudson, president of United Detroit Theatres.

Review

"Junction City"

(Columbia)

CHARLES STARRETT once again dons the robes of the Durango Kid. In "Junction City" he has a good deal more plot to work with than ordinarily. The tale concerns the efforts of some scheming guardians to murder their pretty ward. Much of the story, written by Barry Shipman, is told in flashbacks which are easy to follow and make the film a bit different from standard Durango fare. Comic Smiley Burnette and stalwart Jack Mahoney, Durango's long-time pals, also are on hand in major supporting roles.

Pretty Kathleen Case is the ward in question. When she runs away from her guardians, however, it's Jack Mahoney, an innocent stage driver, who is accused of kidnapping her. While Kathleen hides, the Junction City sheriff jails Mahoney and a hanging is threatened unless Kathleen appears. Starrett saves the day when he reveals that the supposedly grieving guardians actually are out to murder the ward and Kathleen is found before any harm can be done to her or Mahoney. The flashback sub-plot, tells of Kathleen's childhood when Durango was instrumental in bringing her feuding grandfathers together and securing her rights to a fabulously rich gold mine.

The story is told briskly and features a song from the Sunshine Boys as well as one from Burnette. Colbert Clark produced the picture and Ray Nazarro directed.

Running time, 54 minutes. General audience classification. July release.

Final Dedication of Will Rogers Highway

SANTA MONICA, Cal., July 2.—Culminating nine days of cross-country ceremonies, the final dedication of the Will Rogers Highway was conducted at Palisades Park here, with state, civic and screen celebrities participating.

Will Rogers, Jr., who portrays his father in Warner Brothers' "The Story of Will Rogers," assisted Lt. Gov. Goodwin Knight, Santa Monica's Mayor Russell K. Hart and other officials in dedicating the marker for the Pacific Coast terminus of the memorial. Dedication ceremonies were conducted at state borders all along the 2,200-mile highway.

'Caligari,' 'Laugh' To Be Reissued

Two top silent films, "The Cabinet of Dr. Caligari" and "The Last Laugh" will be reissued by Famous Films Productions in their original versions, with new synchronized musical scores being prepared abroad. National release is scheduled following their opening in New York shortly.

Shor Renews Suit Vs. RKO Pictures

CINCINNATI, July 2.—The S. & S. Amusement Corp., headed by Reuben Shor, operating the Twin Drive-in, only outdoor theatre within the city limits, has filed suit in U. S. District Court here against RKO Pictures, RKO Midwest Corp. and Cino Theatres of Ohio, seeking an injunction to restrain them from continuing practices which were said to deprive the plaintiff from booking first-run product. The suit also asks for $150,000 in damages.

Similar Action Before

In November, 1951, the papers state, the plaintiff had released the defendants in a similar action when the defendants agreed to cease "monopolistic and discriminatory practices," but the agreement was not lived up to, it is alleged.

Additionally, it is charged that RKO Midwest has failed to comply with the decree of the U. S. District Court of New York, whereby it was required to dispose of two of its seven theatres here. All seven have continued to operate as "a monopolistic group," the suit alleges.

Extra 'Hall' Shows Sat.

Radio City Music Hall, which had previously announced extra performances of its holiday stage show and the film, "Where's Charley?," for Friday, has also scheduled extra performances and an early opening for Saturday. Doors will open on Friday at 8:30 A.M. and on Saturday at 8:45 A.M.



Profit Notes From Paramount

Our big summer and fall product is music at the boxoffice! And it includes plenty of tune-filled hits—one every month, starting with:

JULY



HAL WALLIS'

Jumping Jacks

starring
Dean Martin and Jerry Lewis
co-starring
Mona Freeman

AUGUST



SON OF Paleface

starring
Bob Hope, Jane Russell,
Roy Rogers and Trigger
Color by
TECHNICOLOR

SEPTEMBER

JUST FOR YOU

starring
Bing Crosby, Jane Wyman,
Ethel Barrymore
Color by
TECHNICOLOR

OCTOBER

PERLBERG-SEATON'S

Somebody Loves Me

starring
Betty Hutton, Ralph Meeker
Color by
TECHNICOLOR



NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 3 NEW YORK, U. S. A., THURSDAY, JULY 3, 1952 TEN CENTS

Report French Negotiations In Stalemate

Talks End with France Still Seeking Subsidy

PARIS, July 2.—Franco-American negotiations for a new film import agreement apparently reached a stalemate here today following day and night meetings.

Both sides exchanged proposals at the lengthy sessions but it was apparent, when they adjourned, that no agreement and very little progress had been made. Moreover, no date was set for the next session, presumably in order to permit the American industry representatives to confer with their principals.

It is understood that F. W. Allport. representing the Motion Picture Association of America, will return to his London headquarters and that Alfred W. Crown, representing the Society of Independent Motion Picture

(*Continued on page 4*)

Smith Named MPAA Manager in Europe

Theodore Smith, administrative assistant to John G. McCarthy, Motion Picture Association of America international division vice-president, has been appointed Continental European representative, it was announced yesterday by Eric Johnston, MPAA president.

Johnston at the same time disclosed that Robert Corkery, former European Coordinator of the U. S. Displaced Persons Commission, will fill

(*Continued on page 4*)

N. J. Allied Prepares For Anti-Tax Drive

ASBURY PARK, N. J., July 2.—Allied of New Jersey today indicated that it is ready to hold a special membership meeting to get started on the drive for repeal of the 20 per cent Federal admission tax. All the organization is waiting for are the directives that are expected to come from the Council of Motion Picture Organizations leadership and tax committee chairmen following their meeting in New York on Tuesday.

Wilbur Snaper reported following the business meeting held in conjunc-

(*Continued on page 4*)

Newsreels Set for Record Coverage of Conventions

The newsreels are gearing for the greatest coverage and fastest job in their histories. For the most part they will rush footage shot at the Chicago political conventions to theatres within a few hours after filming.

Edmund Reek, production chief of 20th Century-Fox's Movietonews, yesterday reported that his reel has assigned to the convention scene head cameraman Jack Painter and a crew of nine lensmen; make-up editor Louis Tetunic; Arthur Lincer, of the Washington Bureau, and chief cutter Fred Ahrens from New York.

A crew of 26 Movietonews men will handle the on-the-spot film processing within hours, while an expediting platoon of eight will forward prints to theatres.

The Movietone contingent will work in conjunction with a staff of United Press correspondents and editors to lens official floor proceedings and interviews with key delegates and candidates.

Tom Mead, head of Universal-International's Newsreel, reports that his reel will have a record number of cameramen and technicians on hand for full photographic coverage of both conventions. Jimmy Lyons, who heads U-I's newsreel operations in Washington, will be in charge of the

(*Continued on page 2*)

TV License Refusal For Violation of Trust Law Removed

WASHINGTON, July 2.—House-Senate conferees on a bill to make major changes in the set-up and powers of the Federal Communications Commission have agreed to remove a provision now in the Communications Act authorizing the FCC to refuse radio or television licenses to persons convicted of anti-trust violations in the radio communications field.

The conference added, however, that it felt this did not "impair or modify" the Commission's basic authority to examine into all factors relevant to the character of a licensee.

The most likely effect of the change

(*Continued on page 4*)

Mary Pickford Puts In TV Station Bid

WASHINGTON, July 2.—Additional film industry applications for television stations were filed or disclosed here today.

WSMB of New Orleans, controlled by United Paramount-Richards, is applying for a television station in New Orleans. Exhibitor W. S. Butterfield is seeking a channel in Flint. Mich., and Mary Pickford is an applicant for a station at Winston-Salem.

(*Continued on page 4*)

Testifies Paramount 'Rescued' Scophony

WASHINGTON, July 2.—Paramount Pictures attorney Paul Porter today introduced documents in the Federal Communications Commission's Paramount hearings designed to show that Paramount and General Precision Equipment Corp. were "bailing out" Scophony Corp. when they invested in the latter company.

FCC attorneys have attempted to prove that Paramount invested in

(*Continued on page 4*)

SEMINAR OF SOUTHERN OWNERS AND PUBLISHERS IS PROPOSED

MEMPHIS, July 2.—A joint seminar of Allied Independent Theatre Owners of the Mid-South and the Tennessee Press Association has been proposed by John Mohrstadt of Hayti, Mo., president of the exhibitors' group. Mohrstadt, in a letter to James W. R. White of Martin, Tenn., president of the publishers' group, suggested that the meet be held here December 9-11.

In urging the joint gathering, Mohrstadt wrote: "Publishers of dailies and weeklies and theatre owners have been getting together all over the country in meetings which have developed a good deal of mutual interest and profit."

Copies of Mohrstadt's letter were sent to the other officers of the press Association.

Exhibitor - publisher seminars, first launched in Hartford, where a second session was held weeks ago, have also been held in Binghamton, N. Y., Houston, Rochester, N. Y. and Minneapolis.

Arbitration Sessions End Until August

10 Conferees Will Report Back to Own Groups

After meeting here two and a half days, during which only limited progress was made in analyzing and amending the blueprint for an industry arbitration system, the Arbitration Conference's Continuations Committee of 10 yesterday adjourned its sessions until "early next month."

In the interim the committee members will report to the various distributors and exhibitor organizations participating in the Conference on the topics discussed at the sessions held at the Fabian Theatres home office. The success or failure of the whole conference may hinge on the instructions the participating organizations give their representatives after hearing their reports.

There was said to be little likelihood

(*Continued on page 2*)

NEWS FLASHES

BOSTON, July 2. -- Nine hundred sixty-seven theatres in six New England states have pledged their support to the 1952 "Jimmy Fund Drive" co-sponsored by Variety Club Tent No. 23 and the Boston Braves, it was disclosed here today by Arthur Lockwood, chairman of the campaign, who noted that it was the greatest number ever to participate.

•

Rights to the Marciano-Matthews fight at Yankee Stadium here on the night of July 28 will not be sold to home television and radio, the International Boxing Corp. has decided. No deal for an exclusive theatre telecast of the fight had been concluded yesterday.

Arbitration

(Continued from page 1)

that the Conference itself, which adjourned June 18 when debate over the blueprint became too complex, would reconvene before the fall. Vacations and other commitments of members of the Continuations Committee during August may compel the group to meet only sporadically, if at all.

The committee, consisting of five representatives each from distribution and exhibition, has been instructed to set a date for reconvening of the Conference when the blueprint, or Drafting Committee report, has been amended to the satisfaction of the 10.

Strict secrecy on the nature of the discussions which commenced Monday has been observed by the Continuations Committee so far as the press is concerned. Members did indicate privately, however, that "all was not sweet agreement" behind the closed door of the meeting room. In fact, they said, there was more disagreement than agreement, although at no point in the sessions did any member voice the pessimism that cut off the last full Conference.

It was pointed out that when a particular subject, such as runs, was settled to the satisfaction of all present, the next subject that arose suggested additional qualifying and changing of the settled subject. This was said to have been true of all meetings on the three days.

Adjournment came at around two o'clock yesterday afternoon when members pointed out that they had other appointments. Distribution representatives Abe Montague and Al Lichtman had a date to attend a board meeting of the Will Rogers Memorial Hospital in the afternoon; Wilbur Snaper, Allied president, was late for the outing yesterday of New Jersey Allied which he also heads; Abram F. Myers, Allied general counsel, was scheduled to leave later in the day for Chicago to attend the Republican Convention, and other members had business appointments.

Present at the meetings were the following: from exhibition—Myers, Snaper, Herman M. Levy, S. H. Fabian, Emanuel Frisch; from distribution—Austin Keough, Adolph Schimel, Lichtman, Montague, William F. Rodgers. Sitting in also were Ralph D. Hetzel, Jr., vice-president of the Motion Picture Association of America, and Henderson M. Richey, secretary of the Arbitration Conference.

D. Henderson's Mother

Mrs. Albert F. Henderson, mother of Donald Henderson, secretary and treasurer of 20th Century-Fox, died Tuesday in Middleton, Mass. Funeral services will be held today in Danvers, Mass.

No Paper Tomorrow

Motion Picture Daily **will not be published tomorrow, Independence Day, a legal holiday.**

Personal Mention

GEORGE J. SCHAEFER has returned to New York following conferences with STANLEY KRAMER on the Coast.

•

ROBERT LAMONT, office manager for Lamont Theatres and brother of Albany TOA president HARRY LAMONT, and his wife announce the birth of a second child, a daughter, in St. Mary's Hospital in Troy on Sunday.

•

CHARLES ROSMARIN, RKO Radio manager for Argentina, accompanied by MRS. ROSMARIN, has arrived here for several weeks' stay.

•

GENERAL E. P. CURTIS, vice-president of Eastman Kodak Co., and MRS. CURTIS, will arrive here today from Europe aboard the *S.S. Mauretania.*

•

CHARLES A. SMAKWITZ, Warner Brothers Upstate zone manager, is here from Albany.

•

LYNN FARNOL and MRS. FARNOL will leave here by plane tonight for a two weeks' vacation visit to Europe.

•

ARTHUR CANTON, M-G-M field press representative, is due back today from a tour Upstate.

•

JOHN P. BYRNE, Eastern M-G-M sales manager, has returned from a vacation.

HERMAN M. LEVY, general counsel of the Theatre Owners of America, will attend the National Republican convention in Chicago next week.

•

MRS. MAX WOHLEGEMUTH, whose husband is with National Screen Service in San Francisco, underwent emergency surgery at Doctor's Hospital there.

•

PETER G. PERAKOS, head of the Perakos Theatres Circuit, New Britain, Conn., and a son, PETER, JR., assistant district manager, are in Greece on a vacation trip.

•

RUTH RAPPEPORT, office manager and head booker at the Buffalo Warner Brothers Exchange, has returned to work after two weeks of illness.

•

EDWARD A. SMITH, managing director of the Paramount Theatre, Springfield, Mass., has returned to his desk after a long illness.

•

HARRY and IKE KATZ of Kay Exchanges, Atlanta, have returned there from visits to their Memphis and New Orleans branches.

•

BRIG. GENERAL DAVID SARNOFF, RCA board chairman, will sail from here today for Europe on the maiden voyage of the *S.S. United States.*

WB Gets Month's Decree Extension

WASHINGTON, July 2.—Justice Department officials said they were giving Warner Brothers a one-month extension, until August 4, to get rid of one theatre which was supposed to have been disposed of under the consent decree by this weekend.

They said Warners had done very well in complying with the divestiture schedule, under which they were to get rid of 27 theatres by July 5. Warners has actually sold and transferred 26, they said, and would have sold the 27th if the prospective purchaser had not been in an auto accident. The spokesman said they thought the one-month extension would cover the sale of the 27th house.

U. K. Awards to Four U. S. Documentaries

WASHINGTON, July 2.—British Ambassador Sir Oliver Franks today presented awards to U. S. officials for four government documentary films which won honors at last year's Edinburgh Film Festival.

The presentation was at a ceremony at the British Embassy. Assistant Navy Secretary John F. Floberg received awards for two Navy documentaries, while Assistant Secretary of the Interior Robert R. Rose accepted an award for a film produced by his Department and International Information Administrator Wilson F. Compton accepted an award for a State Department documentary.

Recruitment Short Effectively Made

A special press screening of the 10-minute short subject, "The Real Miss America," produced under the auspices of Council of Motion Picture Organizations acting in cooperation with the Department of Defense, was held here yesterday. The short, designed to assist in the recruitment of women for the Armed Forces, was written by Robert E. Sherwood and Jerome Brondfield.

The subject is well made and, despite its purpose, has an entertainment and informative value. Shown are the various opportunities open to women in the Armed Forces as well as the recreational facilities and travel opportunities offered.

Henry Fonda does the narration for the subject which was produced by Jay Bonafield of RKO-Pathe. The picture goes into release today with all the major companies participating in the distribution. —M. HERBSTMAN

4 Mono. Films Before Cameras This Month

HOLLYWOOD, July 2.—Monogram-Allied Artists will have four films before the cameras this month. On Monday Lindsley Parsons' "Down Periscope" went into production at New London, Conn. Currently shooting at Chatsworth, Cal., is Walter Wanger's "Battle Zone," while another Wanger film, "Kansas Pacific," is set to roll Monday. Later this month, Jerry Thomas will begin "Stranglehold."

Newsreels

(Continued from page 1)

set-up in Chicago. Floyd Traynham, head of U-I's Chicago operation, has already set all preliminary arrangements. U-I is also sending several men from New York and will have an augmented crew of soundmen and electricians.

While it is understood that the newsreels have indicated they will not attempt special editions, a decision on this matter will probably be determined by the way things go at the conventions.

Charles Mack, Washington contact man for News-of-the-Day, will be in complete charge of that newsreels' coverage of the convention. His regular crew will be on hand as well as the regular Chicago crew and a special group from New York. Martin Barnett heads the Chicago unit and Walter Bredin, assignment editor, will head the New York contingent.

Paramount News said it also is organizing its most comprehensive coverage in history for the conventions. A. J. Richards, Managing Editor of the reel, has left New York for Chicago to organize the preparations, "designed to handle every type of emergency." He will work with a staff of 15 camera and soundmen recruited from Paramount News' Washington, New York and Chicago offices.

Loew's Circuit Here Sets 'Film Festival'

Reporting that efforts of Loew's Theatres ad-publicity department and individual theatre managers and staffs will be directed toward away-from-the-theatre promotion for summertime product, Ernest Emerling, ad-publicity director disclosed yesterday that the circuit is planning a "Film Festival" as the peg on which to hang its promotional campaigns.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY BOLGER in
"WHERE'S CHARLEY?"
Color by TECHNICOLOR
A WARNER BROS. PICTURE
plus SPECTACULAR STAGE PRESENTATION

BARBARA STANWYCK · PAUL DOUGLAS
ROBERT RYAN · MARILYN MONROE
in CLASH BY NIGHT
PARAMOUNT
in person LES PAUL and MARY FORD
JOEY · TOMMY · BISHOP EDWARDS · PEIRO BROTHERS
Emcee RALPH MARTERIE and ORCHESTRA
Midnight Feature Nightly

Walt Disney's Story of
ROBIN HOOD
Color by TECHNICOLOR
—and—
Walt Disney's WATER BIRDS
A True Life Adventure
Walt Disney's "LITTLE HOUSE"
Technicolor Cartoon
Print by Technicolor—Distributed by RKO
COOL CRITERION B'WAY & 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President, Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



IT HAPPENED IN WASHINGTON!

M-G-M's very proud of last week's festive World Premiere of "WASHINGTON STORY" right in the Capital itself! And proud of the results!

This ballyhoo was heard across the nation and will help launch the picture throughout America.

Everybody was there and everybody loved M-G-M's grand entertainment.

We wish you could have seen the turn-out of Washington's top names, Congressmen, officials, celebrities, with Speaker of the House Sam Rayburn as Guest of Honor.

There was a reception at the Willard Hotel, from which the guests marched to the Palace Theatre. They were attended by an honor guard, each of whom held a flag of one of the 48 states. M-G-M sent stars from the studio, there were lights, music, newsreels and showmanship!

"WASHINGTON STORY" has lots to offer of action, youthful romance, and fun. We put a big show behind its Premiere and at press time, the opening day's business beats top hits like "Father's Little Dividend" and proves it's the kind of entertainment the fans go for.

★

M-G-M presents "WASHINGTON STORY" starring Van Johnson • Patricia Neal Louis Calhern • with Sidney Blackmer • Written and Directed by Robert Pirosh Produced by Dore Schary

French Pact

(Continued from page 1)

Producers, will leave for New York by an early plane.

The negotiations were conducted on the government level with Gerald Mayer of the American Embassy sitting in for the American motion picture industry, and the American film representatives present primarily as observers.

Insist on Subsidy

Indications are that the stalemate developed over the French insistence upon a subsidy in some form, if only to finance the sale and exploitation of their films in the U. S., as is being done for the Italian industry. Both the U. S. State Department and SIMPP are opposed to recognition of a subsidy in any form in the new agreement.

Despite the present apparent stalemate, it seemed certain the negotiations could be resumed at any time in the immediate future that either side was ready to present a new proposal, or compromise, which it felt might warrant discussion after the just concluded exchange of views. Thus, a new meeting might be set next week or the week after.

There appeared to be no danger of the American industry discontinuing shipments of films here, despite the fact that the old agreement expired June 30. The American companies have been unable to withdraw any monies from France for the past year, so they have, essentially, been selling without an agreement for that length of time, anyhow.

A continuation on that basis involves no change of status and does not require a new agreement. The companies have about $4,500,000 in blocked francs here.

It was considered possible that John McCarthy, head of MPAA's international division, or Eric Johnston, president, might be on the scene if and when the negotiations are resumed.

Smith Named

(Continued from page 1)

Smith's position at the New York office.

Smith, who returned recently from a seven-month assignment in Indonesia and the Philippines, will depart for Paris later this month to assume his new duties. The Continental post has been temporarily filled by Marc Spiegel and Eugene Van Dee, MPAA representatives in Germany and Italy, respectively, since the resignation last August of Gerald Mayer.

Prior to serving with the DP Commission, Corkery, from 1945 to 1947 was director of UNRRA activities in the U. S. zone of Austria, and later served as director of Field Services of the International Refugee Organization with headquarters in Geneva, Switzerland.

NEED SPECIAL TRAILERS QUICK?
QUICK SERVICE
FREE COPY SERVICE
BEST ART-WORK
YOU'LL GET IT FROM
FILMACK
SEND-US YOUR ORDER
ALL-AROUND KNOW-HOW
FINEST QUALITY
TRY US AND SEE
CHICAGO, 1327 S. Wabash Av - NEW YORK, 630 9th Av.

TV AND RADIO

with Pinky Herman

JAMES L. CADDIGAN, Production Chief at WABD has a dramatic series lined up for the fall which will introduce a brand new technique in TV presentation. . . . Series will be scripted by freelance writers and will star different personalities each week. . . . Ace Sportscaster Harry Wismer has traveled more miles to witness and describe sporting events than any other contemporary. . . . Mel Allen is runner-up. . . . After but four performances, Dennis James' sparkling emceeing of "Chance of a Lifetime," has hit a Nielson-sational rating of 16.5, making it the sixth most popular daytime series on ABC-TV. . . .

• •

Have a little inside stuff: As late as the end of the Crosby-Hope Telethon to raise funds for the U.S. Olympics, the only one of the four Milwaukee Beer companies (Pabst, Schlitz, Blatz and Hi-Life) which didn't make a donation was the latter, despite personal pitch on the program by Lou Costello, who is sponsored by that outfit. . . . Bing also stated that he'd never made a TV appearance before, but must've forgotten the special TV film for a sequence he made exclusively for a Philco Telecast two years ago. . . .

• •

Alvy West has been named musical director for the new "Bob & Ray Show" which will NBTee-off Saturday nite for Alka-Seltzer. . . . Alvy's big little band has provided the music for Conrad Nagel's TV CBSeries, "Celebrity Time," these past four years. . . . Watch DuMont execs hike Frank Bunetta's salary. . . . The energetic director of "Cavalcade of Stars" has just nixed a fine offer to move over to NBT. . . . Charlie Curran of Times Square Productions, has been named co-ordinator by Herbert Swope, Jr., producer of the forthcoming "Fu Manchu" series of NBTelecasts. . . . First episode, "The Zayat Kiss," directed by William Cameron Menzies and filmed in New York, stars Sir Cedric Hardwicke as Inspector Nayland Smith with John Carradine as "Dr. Fu Manchu" and Colin Keith-Johnson as Sir Crichton Davies.

• •

Look for several DuMont programs to originate at that net's new studios located at 62nd St. and 3rd Ave. in New York starting in October. Exec and administration offices will follow gradually. . . . Dick Rubin radio and TV exec at MCA sails tomorrow on the new liner *"United States"* to scout new talent and to set up subsequent TV deals. He'll be gone about a month. . . . After producer Peter Arnell sold his TV Audience-Participation package to Sealy Mattress Co. for Fall presentation via CBS, he discovered he'd forgotten to include his own salary within the program budget (Peter ain't done right by Arnell). . . .

• •

Believing that they are another "Marge & Gower Champion," Max Liebman has signed the team of Bambi Linn and Rod Alexander to an exclusive pact for next season's "Your Show of Shows."... He's due back from Europe late this month. . . . Ever since the recent wholesale exit of so many there, MCA'ers have become jitters-bugs. . . . Just retrenching?? (just asking). . . . Thanks to the Chicago political conventions, Producer-Director Robert Stevens whose CBS-TVehicle "Suspense," has been telecast uninterruptedly for 156 consecutive weeks, can snatch himself a two-week vacation. He'll fly to Europe to relax. . . . Jack NBCostello, announcer emcee and newscaster, started out as a cub reporter on the St. Paul Dispatch. . . . As we go to press there is no reply from Guy Gabrielson to the wire sent him by NBC prexy Joseph M. McConnell in which he asked the Republican National Committee to reconsider its decision for (and we quote Mr. McConnell), "The banning is contrary to the public interests and to the spirit of the First Amendment to the Constitution" (unquote) (first Amendment, of course, is Freedom of Speech or in this case Freedom of the Press).

Golden Returning Soon

WASHINGTON, July 2.—Commerce Department film chief Nathan D. Golden is scheduled to return to his desk here in mid-July, after a three-month tour of European film centers.

Golden, who left on April 16, is slated to sail from Le Havre on July 12 and arrive in New York on the 18th or 19th. Most recently, he has been taking part in the Paris negotiations for a new U.S.-French film pact.

Cleveland Council Elects

CLEVELAND, July 2.—The Motion Picture Council of Greater Cleveland has elected the following new slate of officers: President, Mrs. Margaret Brown, director of education of the Cleveland Museum of Art; vice-president, Virginia Beard, head of the film bureau of the public library; secretary, Ruth Thompson of Young America Films; treasurer, Mrs. E. V. Burt, of the Lakewood PTA.

TV License

(Continued from page 1)

would be to decrease the weight that can be given by the FCC to previous anti-trust violations in the radio communications field, and this, of course, would indirectly decrease the weight that can be given by the FCC to anti-trust violations in other fields such as has been the subject of hearings on the United Paramount Theatres-American Broadcasting Co. merger and has been broached in connection with film industry applications for TV channels.

Both House and Senate had previously passed differing versions of the bill. The Senate measure included the change in the anti-trust provision; the House measure would have left the present law unchanged. The conferees agreed to the Senate version.

Both House and Senate are expected to approve promptly the new compromise conference bill.

The final bill would drop a House-approved provision to forbid the FCC from discriminating against an applicant because he owned a newspaper or other medium for gathering and disseminating information. The conferees said they felt the Commission is not now authorized to discriminate against any persons on this ground, and that therefore the provision was unnecessary.

Pickford Bid

(Continued from page 1)

N. C. Turner-Farrar Association, Allied with Turner-Farrar Theatres, has applied for a station at Harrisburg, Ill., while Ferguson Theatres, Inc., is an applicant in Mansfield, Ohio.

Milwaukee exhibitor L. F. Gran, who was revealed earlier as a stockholder in a company seeking a station in Rockford, Ill., is also a minority stockholder in a company which today applied for a new station in Duluth. Bing Crosby was revealed as owning a 47 per cent interest in a film seeking a Spokane TV outlet.

Paramount,Scophony

(Continued from page 1)

Scophony to suppress any attempts by Scophony to achieve technical advances in the radio-television field. Skiatron president Arthur Levey, a former Scophony official, was back on the stand at the hearings today for further cross-examination by Porter. Porter introduced stacks of documents which he said would show that Scophony was on the verge of bankruptey and was being hounded by creditors when Paramount and GPE came along and supplied new funds.

N. J. Allied

(Continued from page 1)

tion with New Jersey Allied's one-day summer outing at the Berkeley-Carteret Hotel here that members have besieged him with requests "to get going" on the anti-tax campaign.

Discussion also centered around availabilities. Also, the charge was made that Paramount was asking for "excessive playing time" for "The Greatest Show on Earth."

Plans for stimulating business during the summer were examined. It was agreed that steps should be taken to encourage greater attendance at theatres by children.

UPT Heads Meet on Product, Promotions

DETROIT, July 2.—United Paramount Theatre executives met here this week to discuss new product for the summer and fall, and the methods of promotion which will be accorded them.

A topic of interest, also, was developments in big screen theatre television, and the experiences of theatres here and elsewhere with the closed-channel telecast last Thursday to thousands of Civil Defense workers in the first public service program of its kind.

In Detroit more than 3,000 policemen and civil defense workers were briefed on procedures in protecting the public in case of atomic attack.

Discuss TV of Fight

In addition, the recent sell-out TV shows at the Michigan and Palms theatres here of the Robinson-Maxim title bout last week in New York were discussed.

Attending the sessions were Edward L. Hyman, vice-president of United Paramount and Simon Siegel, comptroller of the corporation, both of New York; Eugene Street, general manager of Paramount Theatres, Poughkeepsie; Ira Epstein, general manager of Monroe Amusement Co., Rochester; Arthur Krolick, general manager of Paramount Theatres of Buffalo; Ben Rosenberg, general manager of Penn-Paramount Corp. of Wilkes Barre, Pa., and Selig Seligman, of Northio Theatres, Cincinnati.

Host to the group was Earl J. Hudson, president of United Detroit Theatres.

Review

"Junction City"

(Columbia)

CHARLES STARRETT once again dons the robes of the Durango Kid. In "Junction City" he has a good deal more plot to work with than ordinarily. The tale concerns the efforts of some scheming guardians to murder their pretty ward. Much of the story, written by Barry Shipman, is told in flashbacks which are easy to follow and make the film a bit different from standard Durango fare. Comic Smiley Burnette and stalwart Jack Mahoney, Durango's long-time pals, also are on hand in major supporting roles.

Pretty Kathleen Case is the ward in question. When she runs away from her guardians, however, it's Jack Mahoney, an innocent stage driver, who is accused of kidnapping her. While Kathleen hides, the Junction City sheriff jails Mahoney and a hanging is threatened unless Kathleen appears. Starrett saves the day when he reveals that the supposedly grieving guardians actually are out to murder the ward and Kathleen is found before any harm can be done to her or Mahoney. The flashback sub-plot, tells of Kathleen's childhood when Durango was instrumental in bringing her feuding grandfathers together and securing her rights to a fabulously rich gold mine.

The story is told briskly and features a song from the Sunshine Boys as well as one from Burnette. Colbert Clark produced the picture and Ray Nazarro directed.

Running time, 54 minutes. General audience classification. July release.

Final Dedication of Will Rogers Highway

SANTA MONICA, Cal., July 2.—Culminating nine days of cross-country ceremonies, the final dedication of the Will Rogers Highway was conducted at Palisades Park here, with state, civic and screen celebrities participating.

Will Rogers, Jr., who portrays his father in Warner Brothers' "The Story of Will Rogers," assisted Lt. Gov. Goodwin Knight, Santa Monica's Mayor Russell K. Hart and other officials in dedicating the marker for the Pacific Coast terminus of the memorial. Dedication ceremonies were conducted at state borders all along the 2,200-mile highway.

'Caligari,' 'Laugh' To Be Reissued

Two top silent films, "The Cabinet of Dr. Caligari" and "The Last Laugh" will be reissued by Famous Films Productions in their original versions, with new synchronized musical scores being prepared abroad. National release is scheduled following their opening in New York shortly.

Shor Renews Suit Vs. RKO Pictures

CINCINNATI, July 2.—The S. & S. Amusement Corp., headed by Reuben Shor, operating the Twin Drive-in, only outdoor theatre within the city limits, has filed suit in U. S. District Court here against RKO Pictures, RKO Midwest Corp. and Cino Theatres of Ohio, seeking an injunction to restrain them from continuing practices which were said to deprive the plaintiff from booking first-run product. The suit also asks for $150,000 in damages.

Similar Action Before

In November, 1951, the papers state, the plaintiff had released the defendants in a similar action when the defendants agreed to cease "monopolistic and discriminatory practices," but the agreement was not lived up to, it is alleged.

Additionally, it is charged that RKO Midwest has failed to comply with the decree of the U. S. District Court of New York, whereby it was required to dispose of two of its seven theatres here. All seven have continued to operate as "a monopolistic group," the suit alleges.

Extra 'Hall' Shows Sat.

Radio City Music Hall, which had previously announced extra performances of its holiday stage show and the film, "Where's Charley?," for Friday, has also scheduled extra performances and an early opening for Saturday. Doors will open on Friday at 8:30 A.M. and on Saturday at 8:45 A.M.

ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!

"You've noticed that I'm wearing my official black coat as marriage broker."

"For your dead friend here, I presume?"



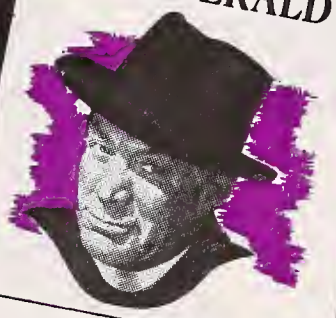
HERBERT J. YATES presents

THE QUIET MAN

Color by TECHNICOLOR • Directed by JOHN FORD

A REPUBLIC PICTURE

starring JOHN WAYNE MAUREEN O'HARA BARRY FITZGERALD



with WARD BOND as Father Lonergan

He isn't above a bit of conniving if it might be the means of saving a soul . . . or promoting a little happiness.

Profit From Notes Paramount

Our big summer and fall product is music at the boxoffice! And it includes plenty of tune-filled hits—one every month, starting with:

JULY



HAL WALLIS'

Jumping Jacks

starring
Dean Martin and Jerry Lewis
co-starring
Mona Freeman

AUGUST



SON OF Paleface

starring
Bob Hope, Jane Russell,
Roy Rogers and Trigger
Color by
TECHNICOLOR

SEPTEMBER

JUST FOR YOU

starring
Bing Crosby, Jane Wyman,
Ethel Barrymore
Color by
TECHNICOLOR

OCTOBER

PERLBERG-SEATON'S

Somebody Loves Me

starring
Betty Hutton, Ralph Meeker
Color by
TECHNICOLOR



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 4 NEW YORK, U.S.A., MONDAY, JULY 7, 1952 TEN CENTS

Tradewise...

By SHERWIN KANE

THE characteristically inflated prognostications of television "authorities" are currently in for another radical revising — downwards, of course.

When the Federal Communications Commission issued its April 14 order lifting the ban on new TV stations there were predictions from all corners of the television arena that "hundreds" of new stations would be on the air by the end of 1952 and "thousands" later.

In the initial period for filing applications for new stations, ended on July 1, there were fewer than 400 new or amended applications on file as FCC prepared to start processing them. The most optimistic estimates from TV sources now are that about 25 new stations may be on the air this year.

Certainly, there has been no great rush for new station permits and, as this department pointed out back in April, the market will not stand any huge number of additional stations and still yield a profit to broadcasters. No doubt several hundred more can make a living. But add "thousands" of new TV stations and you have financial chaos in that industry.

• •

FROM the cryptic and uninformative statement of the industry arbitration conferees at the conclusion of their two and one-half days of meetings here last week it was impossible to tell whether or not it was being demonstrated that a few individuals are capable of reaching agreement more rapidly than could a large number.

It was the first time the new committee of 10 had convened and relieved the large and unwieldy Arbitration Conference which preceded it of the burden of drafting an industry arbitration plan. It had been hoped that greater harmony and more rapid progress might be achieved by reducing the number of architects around the board.

Granted that too much in the way of results cannot be expected from two and one-half days of meetings, the many in the industry who were looking for a progress report from the new streamlined drafting committee with special interest, because of the hope it might offer for the future, were doomed to disappointment by the committee's uncommunicative statement.

Hit US Quota Defaults Again In Commons

By PETER BURNUP

LONDON, July 6. — Labourite M.P.'s returned to their attack on Film Quota Act defaulters in Commons late last week, goading Peter Thorneycroft, president of the Board of Trade, into revealing that he has ordered "a substantial number of quota prosecutions to be instituted as soon as possible."

Labourite M.P. Stephen Swingler charged that the procedure of the Board of Trade in taking recommendations for prosecution or non-prosecution of quota defaulters from the Films Council, whose members include persons connected with defaulting theatres, "is an open conspiracy to defy the law."

Swingler was especially critical of Loew's Empire Theatre here, which

(Continued on page 3)

U. K. Films Earned $6,300,000 Abroad

LONDON, July 6.—British films earned for their producers £2,250,000 ($6,300,000) in foreign markets in 1950, Peter Thorneycroft, Board of Trade president, told the House of Commons in reply to a question.

He added that 1950 is the first year

(Continued on page 3)

Republic 6-Month Net Is $379,551

Republic Pictures reports a net profit of $379,551 after taxes for the 26-week period ended last April 25. The figure compares with $426,830 for the same period in the previous year.

The net this year was $794,-551 before taxes, compared with $771,830 for the same period last year.

20 Will Attend Tax MeetHereTomorrow

Some 20 circuit operators and industry executives are scheduled to join in the meeting here tomorrow of the Council of Motion Picture Organizations' governing committeemen and the co-chairmen of the COMPO tax committee. The meeting will get underway at 10 A.M. at the Hotel Astor.

Due to be on hand are: Julian Brylawski, E. D. Martin, Alfred Starr, Robert E. Bryant, Oscar Doob,

(Continued on page 2)

Planners Named for Allied Convention

CHICAGO, July 6.—Jack Kirsch, president of Allied Theatres of Illinois and general chairman of the forthcoming Allied States national convention, to be held at the Morrison Hotel, here, November 17-19, at the weekend announced the names of

(Continued on page 3)

Can't Afford Convention on Theatre Video

Price to Houses for GOP Show Is 50c Per Seat

Television - equipped theatres throughout the country, facing, along with thousands of other theatres the competition of the free home telecasts of proceedings this week at the Republican National Convention in Chicago, will be unable to pick up the telecasts without paying for them.

The television pool for the convention coverage wants 50 cents per seat from any theatre that takes the free-for-home-TV telecasts off the air waves or cables.

The charge effectively thwarts those exhibitors with large screen TV equipment who had any idea of using it for a tune-in on the Chicago proceedings, along with their regular film programs. Many had hoped that might be possible and had toyed tentatively with putting on their screens

(Continued on page 3)

Actors Get More for Re-Televising Film

HOLLYWOOD, July 6.—Added payment to actors for re-televising entertainment films made for television is provided for, for the first time, in the collective bargaining contract between Screen Actors Guild, Alliance of Television Film Producers, and other independent producers aggregating 80 per cent of the present telefilm production, it was announced at the weekend.

The contract, the first ever negotiated governing wages and conditions for actors in television entertainment films, takes effect July 21 and runs three years.

Congress Prober to Coast Tomorrow on Trade Inquiry

By J. A. OTTEN

WASHINGTON, July 6.—An investigator for the Senate Small Business Committee flies to Los Angeles on Tuesday to start the Committee's full-scale investigation of industry trade practices.

William D. Amis is the man who is going to conduct the investigation on the West Coast, and in the other cities which the Committee has tentatively set as "sore spots," from which exhibitor complaints have been received. The West Coast investigation is first on the list because the Committee was impressed with the lengthy brief submitted by the Southern California Theatre Owners Association.

Gillis W. Long, Committee counsel, will supervise the investigation by remote control. He is slated to spend the next six months serving on the House Campaign Expenditures

(Continued on page 3)

Walter Shirley to Address NTFC Weds.

Walter T. Shirley, Commissioner of Commerce and Motion Picture and Television Coordinator for New York City, will be the Guest Speaker at the National Television Film Council's fourth anniversary luncheon meeting at the Warwick Hotel on Wednesday, it was announced by Melvin L. Gold, NTFC president.

Shirley, who is sparking a move in

(Continued on page 2)

Harvey Resigns from ITO Presidency

San Francisco, July 6.— Rotus Harvey, president of the Western Theatre Owners, has resigned his dual post of president of the Independent Theatre Owners of Northern California. His stated reason for resigning was because of his WTO and other activities.

Personal Mention

L. C. MONTGOMERY and ELDON F. BRIWA left here yesterday for New Orleans after several days of conferences with home office sales executives on their new film buying and booking organization in that city.

•

ENS. LEVERE C. MONTGOMERY, JR., and MRS. MONTGOMERY are parents of a daughter, Leah Anne, born at Marine Hospital, Staten Island, last week. ENS. MONTGOMERY is the son of L. C. MONTGOMERY, New Orleans film and theatre executive.

•

WILLIAM ZIMMERMAN, assistant to RKO Radio sales vice-president Robert Mochrie, will leave here for Houston today.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, has returned here from Detroit and Des Moines.

•

REAVIS WINCKLER, publicist for Jerry Fairbanks, Inc., becomes publicity-promotion director for Filmcraft as of today.

•

GEORGE D. BURROWS, Monogram-Allied Artists executive vice-president and treasurer, has returned to Hollywood from New York.

•

E. WALKER CHAPMAN, assistant general manager of Royal Amusement Co. of Honolulu, is in San Francisco until August 1.

State Reports Col. in Capital Reduction

ALBANY, N. Y., July 6.—Columbia Pictures Corp. filed a certificate with the Secretary of State showing elimination of 7,451 shares of $4.25 cumulative preferred stock and a reduction of capital from $17,609,306.91 to $17,126,778.91.

The total number of shares is henceforth set at 1,063,714 shares without par value classified, so that 63,714 remain $4.25 cumulative preferred and one million common.

New York Variety Plans an Outing

Edward Fabian has been named chairman of a committee consisting of Marvin Kirsch, Martin Kornbluth, Edward Lachman and Ira Meinhardt to formulate plans for a New York Variety Club Tent No. 35 outing to be held late in August.

Senate Approves Crowe Judgeship

WASHINGTON, July 6.—The Senate has confirmed President Truman's nomination of Guthrie F. Crowe as U. S. District Court Judge for the Canal Zone. Crowe has been for the past several years president of the Kentucky Association of Theatre Owners.

NPA Ups Allotments of Copper and Aluminum

WASHINGTON, July 6.—Most manufacturers of film and theatre equipment have had their copper and aluminum allotments for the third quarter increased, and will get fourth quarter allotments at the same high third quarter rate, the National Production Authority revealed.

Steel supplies, however, remain an unknown quantity.

NPA announced that firms would be able in the third quarter to use about 50 per cent of their pre-Korean copper consumption and about 55 per cent of their pre-Korean aluminum usage. This compares with earlier limits of 35 per cent to 40 per cent on copper in the third quarter and 45 per cent on aluminum. Fourth quarter consumption will be at about the same level, NPA said.

May Revise Upward Again

The agency said it had increased the amount of copper alloted to the film division for parcelling out to industry firms in the current three months from 1,162,000 pounds to 1,284,000 pounds. Initial fourth quarter allotment will be 1,276,000 pounds, with a possibility of a later upward revision.

The film division's final third quarter allotment of aluminum has been boosted to 3,268,000 pounds from an initial allotment of 2,900,000 pounds. The initial allotment for the fourth quarter is 3,101,000 pounds.

Companies will be allowed to place advance fourth quarter orders for 80 per cent of their third quarter steel allotments, NPA said. This limit is due to the steel strike, and could be increased later.

Tax Meeting

(*Continued from page* 1)

Henderson Richey, Sam Rosen, Harry Brandt, Chris F. Pfister, Ben Marcus, Emanuel Frisch, Sam Gillette, Allen Johnson, Martin J. Mullin, Nate Yamins, Abe Berenson and Rotus Harvey.

The meeting is designed to bring about the completion of plans for the industry's campaign for repeal of the 20 per cent Federal admission tax.

The COMPO governing committeemen are Samuel Pinanski, Trueman T. Rembusch and Al Lichtman. Presiding at the meeting will be Col. H. A. Cole and Pat McGee, co-chairmen of the tax committee.

Walter Shirley

(*Continued from page* 1)

bchalf of a television film production center in New York, will speak on "New York—The Television Film Production Center of the World".

Mann to Europe on New Film Deals

SAN FRANCISCO, July 6.—George M. Mann, president of Mann's Theatre Service, will arrive in New York on Thursday en route to a two months European trip during which he will seek product.

Franco-US Impasse Seen Not Serious

Motion Picture Association of America and Society of Independent Motion Picture Producers officials here expressed no undue concern over the disruption of talks, due to a stalemate reached late last week in the negotiations for a new film import and remittance agreement with France.

The talks, it was pointed out, are being conducted on the government level and can be resumed at any time by French and American government officials in Washington. The situation does not call for the presence of American industry representatives except as observers, it was stated. Thus, should the government principals succeed in advancing the negotiations later on, the American industry representatives could return to the scene.

Alfred W. Crown of Samuel Goldwyn Productions, who represented SIMPP at the conferences, returned to New York from Paris by plane last Thursday.

All Area Premieres Now Set for 'Kong'

Dates for area premieres of "King Kong" have now been set for the entire country, Robert Mochrie, RKO Radio sales vice-president, disclosed. Philadelphia gets the lead-off spot on July 12.

On July 16 "King Kong" will open in Boston, Buffalo, Albany, New Haven, Los Angeles, San Francisco, Portland, Seattle and Salt Lake City. On July 30 it is scheduled for Denver. Also late in July it will open in Washington. Memphis, Chicago, Milwaukee, Minneapolis and Sioux Falls follow on August 6, and two days later it will break across Canada. It is set for New York on August 12; New Orleans, Atlanta, Dallas, Oklahoma City on August 20, and St .Louis, Kansas City, Des Moines, Omaha and Charlotte later in the month.

Para. Winners End Visit

HOLLYWOOD, July 6.—Seven Paramount branch managers, winners of the "Y. Frank Freeman Championship Contest," have wound up a week's stay in Hollywood, their reward for placing first in their respective sales division in the contest to obtain maximum bookings for the summer. The winners were: John Moore, Boston; Ed Chumley, Jacksonville; Ulrik Smith, Philadelphia; Don Hicks, Des Moines; Buck Weaver, Oklahoma City; H. Neal East, San Francisco; Robert Murphy, Vancouver.

Newsreel Parade

GOP pre-convention events and the new U. S. Army tank are current newsreel highlights. Other items include sports, human interest stories and personalities in the news. Complete contents follow:

MOVIETONE NEWS, No. 55—Eruption of Hawaiian volcano. Army shows new tank. Moving day for monkeys. Diving, chariot racing. Cure for backseat driving.

NEWS OF THE DAY, No. 289—GOP convention curtain-raiser. Attempt on life of Rhee. U. S. tank. Queen Elizabeth in Scotland. Venezuela highway. Aerial thriller. Monkey land. Badminton. Chariot race.

PARAMOUNT NEWS, No. 32—Army shows new tank. Queen Elizabeth in Scotland. Theatres linked in Civil Defense demonstration. Date with a cyclist. Convention fever in Chicago.

TELENEWS DIGEST, No. 27-B—Henry Krejewski, a "dark horse." Riots before Korean assembly. America's newest weapons revealed. Royalty visits Northern provinces. Olympic torch marathon begins.

UNIVERSAL NEWS, No. 575—New U. S. Army tank. Monkey land. Twin wedding in Arkansas. New highway in Venezuela. Shipboard fashions. Olympic diving tryouts.

WARNER PATHE NEWS, No. 94—GOP convention activities. Typhoon floods Japanese coast. Army's new tanks. Queen Elizabeth in Scotland. Venezuela highway. Daredevil riders. Monkey hunt. Diving.

Harvey Outlines A 3-Point Program

SAN FRANCISCO, July 6.—A three-point program is presented in the latest issue of *Exhibitors Digest* by Rotus Harvey, president of Western Theatre Owners, "if thousands of theatres are to be saved to give livelihood to many thousands of theatre owners and employes, and saved to keep revenues flowing to the producers."

The first step, he said, is to work toward the repeal of the 20 per cent admission tax. The tax is the difference between profit and loss for thousands of theatres, he added.

"Secondly, ways and means must be found to stop 'multiple runs'." He said running the same picture in a number of theatres in the same area at the same time "has done more to ruin the business than any other single factor."

Cited by Harvey as the third point was the need for incentive selling and freedom to book.

5,000 Attended 20th's Eidophor Showings

More than 5,000 persons witnessed 20th Century-Fox's recent series of 26 demonstrations of Eidophor here, it was revealed by the company.

Urban In New Post

Gasper Urban, formerly office manager-head booker of the Paramount branch in Boston, has been assigned temporarily to the Charlotte branch in the same position, following his discharge from the Marines.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Hit Quota

(*Continued from page* 1)

he termed the "most notorious defaulter" that has not been prosecuted.

The Parliamentary quota critics are friends and mouthpieces of the Left-Wing studio unions here which are busily engaged in a campaign to create an anti-American atmosphere in advance of the coming governmental monetary agreement talks governing remittances for American films.

Their campaign in Commons is expected to be intensified with the next likely step being a demand that the government deal with the U. S. State Department, rather than with American film industry representatives, following the current example of the French government, when the talks on the new pact open here next month.

Another anticipated political demand of the Left-Wing unions is expected to be one for full employment of studio technicians whether justified by the production potential or not.

Swingler asked how many cases of quota defaults Thorneycroft had decided to prosecute where prosecution was not recommended by the Films Council. Asserting that six members of the Council are associated with companies some of whose theatres did not meet their quota in 1950 and 1951, Thorneycroft said he always considers the Council's advice very carefully and finds it very valuable, but that the responsibility for prosecution of defaulters is entirely his.

Swingler then suggested that Thorneycroft either disregard the Council's recommendations or ask its members connected with defaulting circuits to resign. Another Labourite, Woodrow Wyatt, demanded that the people concerned with management of defaulting theatres be removed from the Council.

Thorneycroft retorted he didn't accept the Opposition's description of the Council, which consists of 22 members, seven of whom are independents. He said he doesn't think changes in the Council are necessary, adding that it is part of the Council's procedure that members of its defaults committee withdraw during the consideration of cases in which they have a personal interest, and that such members take no part in the subsequent discussion of the cases by the full Council.

U. K. Films Gross

(*Continued from page* 1)

for which such figures are available and that 1951 figures are not complete yet.

Thorneycroft said that excluding British films made by American subsidiaries here, 10 British films have been given bookings on American theatre circuits in the last three years, namely, two in 1949; two in 1950 and six in 1951.

Karl Macdonald's Father

Wallace A. Macdonald, 87, father of Karl Macdonald, vice-president of Warner Brothers International, died last Wednesday in San Diego, Cal. Macdonald left for his father's home in Mesa, Arizona where funeral services will be held early this week.

Review

"Fearless Fagan"

(*Metro-Goldwyn-Mayer*)

A SPRIGHTLY COMEDY has been worked out of a real-life incident in "Fearless Fagan." The title derives from a pet circus lion of the same name. When its master is inducted into the Armed Forces a knotty problem arises of how to dispose of the domesticated king of the beasts. The story is quite funny and has a strong novel appeal, although, in time the idea begins to thin. Shapely Janet Leigh, playing an entertainer visiting Army camps, is the name for the marquee, with Carleton Carpenter playing the lead opposite her as the unsophisticated master of the pet.

When Carpenter receives his call to service he weighs the alternative of giving his pet to a zoo or selling it. Neither seems satisfactory so Carpenter secretes the lion in a caged automobile and takes it off with him to an army post. All the imaginable confusion and fear does happen when the presence of the animal is detected, and the screenplay by Charles Lederer milks it for many laughs.

As usual, Keenan Wynn, top sergeant, turns in a strong and affecting characterization that provide some of the film's best laughs. Presently it becomes the problem of the Army to find a home for the lion and this involves considerable doings. The whirligig churns round and round and the situation grows darker and darker for Fagan. When all seems lost, in steps Miss Leigh, now in love with Carpenter, and she offers the pet a luxurious berth in her Hollywood mansion for the duration. Stanley Donen directed and Edwin H. Knopf produced.

Running time, 79 minutes. General audience classification. For August release.

MANDEL HERBSTMAN

Can't Afford Convention

(*Continued from page* 1)

some part of the Republican goings-on, such as General MacArthur's keynote address tonight, that of Herbert Hoover, the last Republican President and the only living U. S. ex-President, tomorrow night, and any dramatic developments of the balloting later in the week.

Exhibitors familiar with large screen TV know that they can't sell what's being given away, so they can't boost their admission prices to cover the TV pool's charge for the free home TV telecasts from Chicago. If they absorb the charge, the net result would be as bad, or worse, on their books than the probable loss of patronage of the stay-at-homes.

Most exhibitors, small and large, appear resigned to facing tough competition this week, and again the week of July 21 when the Democratic National Convention gets under way. Many who anticipated it have arranged the strongest possible bookings for both weeks and are going all-out on exploitation activities in an effort to capture all but the dyed-in-the-wool TV addict.

They take comfort in the fact that the political proceedings will be of only passing interest to the teen-age and early 20's age groups which form so large a segment of their patronage. Bookings and special campaigns were designed by many with an eye to that patronage in the hope of offsetting the indicated loss of customers in the older age brackets during the weeks in question.

If the convention, which opens today, can pick a Presidential candidate on an early ballot this week, theatre business is not going to suffer to any appreciable degree from the home television coverage of the event, in the opinion of many circuit executives here.

Therefore, as one executive put it, "a lot of exhibitors' fingers are going to be crossed" as the convention gets underway. Memories of what the telecasts of the Kefauver Crime Committee investigations did to theatre business in many localities will occupy exhibitors' minds, he said.

If it runs a "normal course," the Republican convention won't offer the kind of "entertainment" that kept so many thousands glued to their TV sets during testimony of witnesses before the Kefauver group, was the general opinion. Only the balloting for President and Vice-President will captivate radio and TV audiences, for little else at political conventions has the galvanic effect of such voting, theatremen contend.

Thus if the race between General Eisenhower and Senator Taft is resolved early—by, say, Wednesday afternoon—normal summertime theatre business should prevail. If, on the other hand, a long, drawn-out balloting battle develops, "people aren't going to be thinking about going to the movies," showmen said.

'TV City' Planned by St. Louis Amusement

ST. LOUIS, July 6.—The St. Louis Amusement Co. has announced its intention of converting the St. Louis Theatre into the "nucleus of a television city." Hence, the company has refiled its application for TV channel No. 11 pursuant to the ruling of the Federal Communications Commission requiring all applicants to refile by July 1.

Edward B. Arthur, president of the company, said: "We will use a 50 kilowatt transmitter, and will utilize RCA equipment in our operation. A 500-foot tower will be erected behind the Theatre building, with a 12-bay antenna which will enable us to take advantage of full allowable effective radiated power."

Johnson Amnesia Victim

TORONTO, July 6.—Missing since last August, 40-year-old Ken Johnson, former manager of the Odeon Theatre, London, Ont., turned up at the Toronto home of his mother-in-law and is undergoing hospital treatment after reportedly being a victim of amnesia.

Okay Overhauling Communications Act

Washington, July 6.—Both House and Senate have approved the conference report on legislation to overhaul the Federal Communications Act, clearing the bill for the President.

Congress Probe

(*Continued from page* 1)

Committee, and will not actually go to the Coast or to any of the other cities on the Committee list. However, he has worked over the program with Amis and will keep in constant touch with him.

Long said present plans were for Amis to conduct on-the-spot investigations in six or seven cities during the next few months, and to have things all lined up for hearings in each of the cities early next year, possibly starting in January. He said he doubted any hearings will be held before then, "because of the political situation."

Chicago Next

The Committee's plan for investigations and hearings lists these cities in the following order: Los Angeles, for the lead-off probe and hearings; Chicago next; then Atlanta or New Orleans; New York; Washington, D. C., and Minneapolis or Omaha.

The Small Business Committee functions on a more or less bi-partisan basis, and plans for the probe are not likely to be affected by any change in the make-up of the Senate.

Long said he did not know how long Amis would be on the West Coast or in any of the other cities, since this would depend on how the investigation goes in each place.

After the exhibitor hearings around the country are finished, there will probably be hearings in Washington for testimony from the Justice Department and other Government officials, Long said. Then there will be hearings here or in New York to get "the distributors' side of the case."

Long and Amis had a lengthy three-hour session last week with Maurice Silverman, anti-trust division attorney working on the Paramount consent decrees, and got an exhaustive briefing on the Paramount case and the current industry situation.

Allied Convention

(*Continued from page* 1)

members of the committees set up to handle the event. He said it promises to be the largest industry convention ever held as a result of running concurrently with the Theatre Equipment Dealers and Theatre Equipment Supply Manufacturers' Association conventions and trade show.

Local industry members appointed by Kirsch to head the various committes are: S. J. Papas, chairman, and Arthur Schoenstadt, vice-chairman yearbook; Richard Salkin, chairman, entertainment; Bruce Trinz, chairman, publicity; Arthur Sass, chairman, reception and registration; Jack Rose, chairman, special events and Sam Krimstein, chairman, decorations.

Wives of members of Allied of Illinois will serve on a women's committee to arrange a program of activities and events for wives accompanying members to the convention.

PARAMOUNT writes this fact down in black and white:

These are the two great

released in one month by

Cecil B. DeMille's

THE

GREATEST SHOW ON EARTH

Color by TECHNICOLOR

Starring

BETTY HUTTON · CORNEL WILDE
CHARLTON HESTON · DOROTHY LAMOUR
GLORIA GRAHAME

with HENRY WILCOXON · LYLE BETTGER · LAWRENCE TIERNEY
EMMETT KELLY · CUCCIOLA · ANTOINETTE CONCELLO

and **JAMES STEWART**

Produced and Directed by CECIL B. DeMILLE
Produced with the cooperation of Ringling Bros.-Barnum & Bailey Circus
Screenplay by FREDRIC M. FRANK, BARRE LYNDON and THEODORE ST. JOHN
Story by FREDRIC M. FRANK, THEODORE ST. JOHN and FRANK CAVETT



It has awarded boxoffices up to *600%* of normal business in pre-release dates, Boxoffice Magazine reports. There has never been a grosser like it — anywhere — any time!

AND SPEAKING OF AWARDS

Photoplay Magazine Achievement Award

Parents' Magazine Medal

Seventeen Magazine Plaque

Christian Herald Award

Southern California M. P. Council Award

Hollywood Foreign Correspondents Award

Exhibitor Magazine Laurel Award

Advertising Club of Los Angeles Award

Consolidated Freightways Award

Golden Peanut Award

Volunteers of America Award

Cine Review Award

Greenfield-Ashfield, Mass., Award

Swan, Iowa, Citation

Foreign Press of Hollywood Award

—and more honors daily

...est money-attractions ever
...One Company! Both in July



Trade shows and sneak previews have established it as the *biggest* for the biggest team in show business! Full of fast fun—musical production numbers and a terrific score of hit songs . . .

"Top laugh-getter for the team to date!" —*Hollywood Reporter*

"Should outgross all their other pictures." —*Showmen's Trade Review*

"Will literally roll audiences in the aisles." —*Variety*

"Sure-fire seat-selling attraction!" —*Boxoffice*

"Will create boxoffice pandemonium." —*M. P. Herald*

"Never enjoyed Martin & Lewis as much!" —*M. P. Daily*

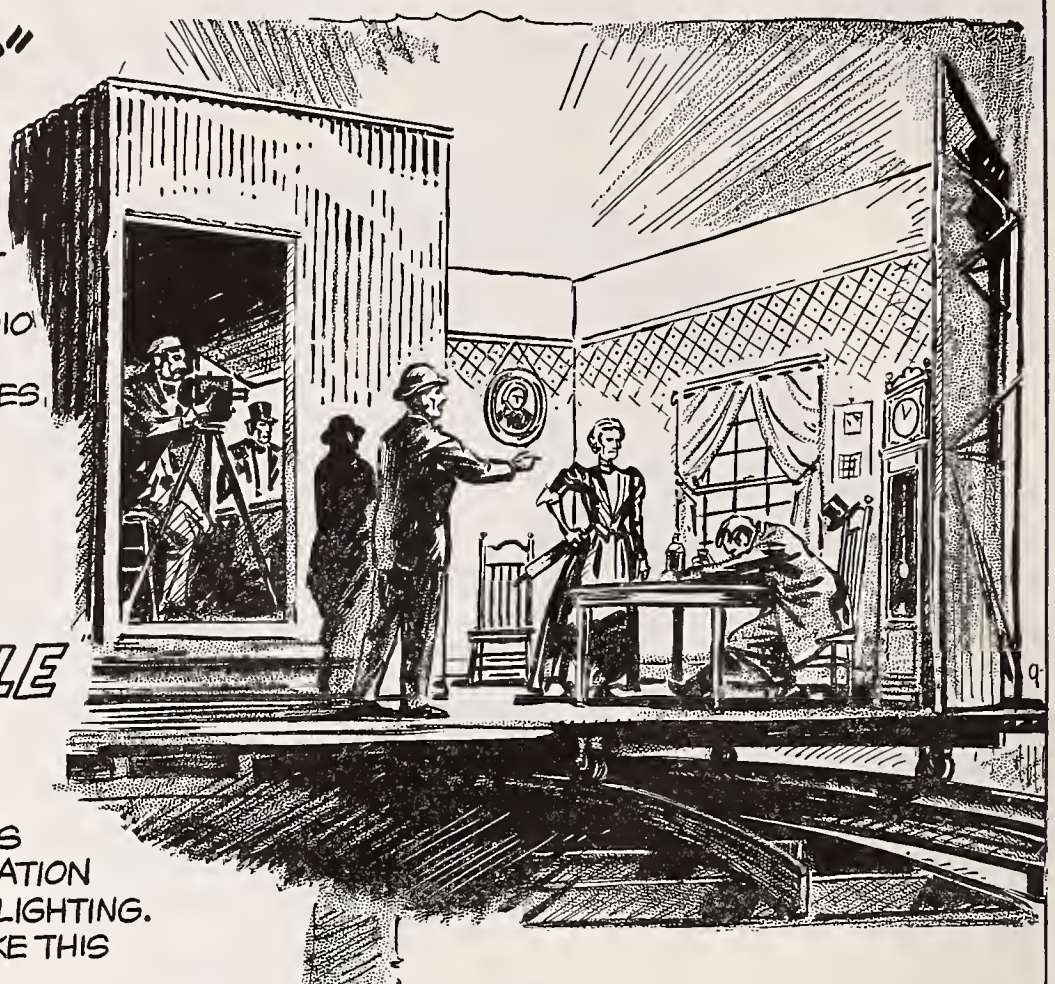
"Surefire returns in every playdate." —*Daily Variety*

ALSO IN JULY: W. Somerset Maugham's Mass Appeal Hit "ENCORE"
...the wonderful comedy about the foolish things people sometimes do when they're in love!

SEEING IS BELIEVING!

"BLACK MARIAS"

LIGHTED THE INFANT FILM INDUSTRY BY LITERALLY FOLLOWING THE SUN. NAMED AFTER AN ORIGINAL **EDISON** DESIGN BUILT IN 1893, THIS REVOLVING STUDIO PROVIDED A SHED FOR THE CAMERA, AND METAL FRAMES, TO WHICH SCENERY WAS ATTACHED.



BRILLIANT, CONTROLLABLE WHITE LIGHT

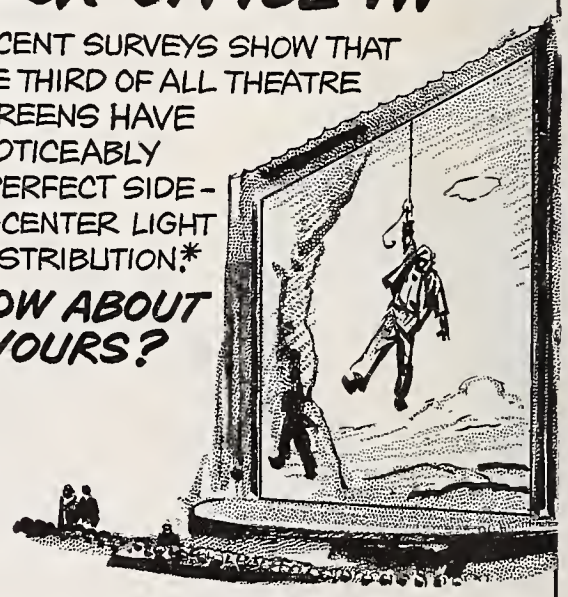
OF "NATIONAL" CARBON ARCS BROUGHT VIRTUAL EMANCIPATION FROM THE SUN FOR STUDIO LIGHTING. WHOLE MINIATURE CITIES LIKE THIS SET FOR **UNIVERSAL'S "BROADWAY"** (1929) WERE LIGHTED BY "NATIONAL" CARBON ARCS.



BOX OFFICE TIP

RECENT SURVEYS SHOW THAT ONE THIRD OF ALL THEATRE SCREENS HAVE NOTICEABLY IMPERFECT SIDE-TO-CENTER LIGHT DISTRIBUTION.*

HOW ABOUT YOURS?



*Report on Screen Brightness Committee Theatre Survey, Journal SMPTE, September, 1951.



GET IN THE SCRAP FOR DEFENSE
—SAVE YOUR COPPER DRIPPINGS!

THE "NATIONAL" CARBON ARC... NOTHING BRIGHTER UNDER THE SUN

The term "National" is a registered trade-mark of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY

A Division of Union Carbide and Carbon Corporation

30 East 42nd Street, New York 17, New York

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: National Carbon Limited, Montreal, Toronto, Winnipeg

AIR MAIL EDITION

MOTION PICTURE DAILY

NEWS WHILE IT IS NEWS

VOL. 72. NO. 4 NEW YORK, U.S.A., MONDAY, JULY 7, 1952 TEN CENTS

Tradewise...

By SHERWIN KANE

THE characteristically inflated prognostications of television "authorities" are currently in for another radical revising — downwards, of course.

When the Federal Communications Commission issued its April 14 order lifting the ban on new TV stations there were predictions from all corners of the television arena that "hundreds" of new stations would be on the air by the end of 1952 and "thousands" later.

In the initial period for filing applications for new stations, ended on July 1, there were fewer than 400 new or amended applications on file as FCC prepared to start processing them. The most optimistic estimates from TV sources now are that about 25 new stations may be on the air this year.

Certainly, there has been no great rush for new station permits and, as this department pointed out back in April, the market will not stand any huge number of additional stations and still yield a profit to broadcasters. No doubt several hundred more can make a living. But add "thousands" of new TV stations and you have financial chaos in that industry.

• •

FROM the cryptic and uninformative statement of the industry arbitration conferees at the conclusion of their two and one-half days of meetings here last week it was impossible to tell whether or not it was being demonstrated that a few individuals are capable of reaching agreement more rapidly than could a large number.

It was the first time the new committee of 10 had convened and relieved the large and unwieldy Arbitration Conference which preceded it of the burden of drafting an industry arbitration plan. It had been hoped that greater harmony and more rapid progress might be achieved by reducing the number of architects around the board.

Granted that too much in the way of results cannot be expected from two and one-half days of meetings, the many in the industry who were looking for a progress report from the new streamlined drafting committee with special interest, because of the hope it might offer for the future, were doomed to disappointment by the committee's uncommunicative statement.

Hit US Quota Defaults Again In Commons

By PETER BURNUP

LONDON, July 6. — Labourite M.P.'s returned to their attack on Film Quota Act defaulters in Commons late last week, goading Peter Thorneycroft, president of the Board of Trade, into revealing that he has ordered "a substantial number of quota prosecutions to be instituted as soon as possible."

Labourite M.P. Stephen Swingler charged that the procedure of the Board of Trade in taking recommendations for prosecution or non-prosecution of quota defaulters from the Films Council, whose members include persons connected with defaulting theatres, "is an open conspiracy to defy the law."

Swingler was especially critical of Loew's Empire Theatre here, which

(Continued on page 3)

U. K. Films Earned $6,300,000 Abroad

LONDON, July 6.—British films earned for their producers £2,250,000 ($6,300,000) in foreign markets in 1950, Peter Thorneycroft, Board of Trade president, told the House of Commons in reply to a question.

He added that 1950 is the first year

(Continued on page 3)

Republic 6-Month Net Is $379,551

Republic Pictures reports a net profit of $379,551 after taxes for the 26-week period ended last April 25. The figure compares with $426,830 for the same period in the previous year.

The net this year was $794,-551 before taxes, compared with $771,830 for the same period last year.

20 Will Attend Tax MeetHereTomorrow

Some 20 circuit operators and industry executives are scheduled to join in the meeting here tomorrow of the Council of Motion Picture Organizations' governing committeemen and the co-chairmen of the COMPO tax committee. The meeting will get underway at 10 A.M. at the Hotel Astor.

Due to be on hand are: Julian Brylawski, E. D. Martin, Alfred Starr, Robert E. Bryant, Oscar Doob,

(Continued on page 2)

Planners Named for Allied Convention

CHICAGO, July 6.—Jack Kirsch, president of Allied Theatres of Illinois and general chairman of the forthcoming Allied States national convention, to be held at the Morrison Hotel, here, November 17-19, at the weekend announced the names of

(Continued on page 3)

Congress Prober to Coast Tomorrow on Trade Inquiry

By J. A. OTTEN

WASHINGTON, July 6.—An investigator for the Senate Small Business Committee flies to Los Angeles on Tuesday to start the Committee's full-scale investigation of industry trade practices.

William D. Amis is the man who is going to conduct the investigation on the West Coast, and in the other cities which the Committee has tentatively set as "sore spots," from which exhibitor complaints have been received. The West Coast investigation is first on the list because the Committee was impressed with the lengthy brief submitted by the Southern California Theatre Owners Association.

Gillis W. Long, Committee counsel, will supervise the investigation by remote control. He is slated to spend the next six months serving on the House Campaign Expenditures

(Continued on page 3)

Walter Shirley to Address NTFC Weds.

Walter T. Shirley, Commissioner of Commerce and Motion Picture and Television Coordinator for New York City, will be the Guest Speaker at the National Television Film Council's fourth anniversary luncheon meeting at the Warwick Hotel on Wednesday, it was announced by Melvin L. Gold, NTFC president.

Shirley, who is sparking a move in

(Continued on page 2)

Can't Afford Convention on Theatre Video

Price to Houses for GOP Show Is 50c Per Seat

Television - equipped theatres throughout the country, facing, along with thousands of other theatres the competition of the free home telecasts of proceedings this week at the Republican National Convention in Chicago, will be unable to pick up the telecasts without paying for them.

The television pool for the convention coverage wants 50 cents per seat from any theatre that takes the free-for-home-TV telecasts off the air waves or cables.

The charge effectively thwarts those exhibitors with large screen TV equipment who had any idea of using it for a tune-in on the Chicago proceedings, along with their regular film programs. Many had hoped that might be possible and had toyed tentatively with putting on their screens

(Continued on page 3)

NEWS FLASHES

HOLLYWOOD, July 6.--In a collective bargaining contract between Screen Actors Guild, Alliance of Television Films Producers and other independent producers aggregating 80 per cent of present telefilm production, added payment to actors for re-televising entertainment films is for the first time provided for, it was disclosed here at the weekend.

•

SAN FRANCISCO, July 6.--Western Theatre Owners president Rotus Harvey has resigned his dual post of president of the Independent Theatre Owners of Northern California, reportedly because of his WTO and other business activities.

Personal Mention

L. C. MONTGOMERY and ELDON F. BRIWA left here yesterday for New Orleans after several days of conferences with home office sales executives on their new film buying and booking organization in that city.

•

ENS. LEVERE C. MONTGOMERY, JR., and MRS. MONTGOMERY are parents of a daughter, Leah Anne, born at Marine Hospital, Staten Island, last week. ENS. MONTGOMERY is the son of L. C. MONTGOMERY, New Orleans film and theatre executive.

•

WILLIAM ZIMMERMAN, assistant to RKO Radio sales vice-president Robert Mochrie, will leave here for Houston today.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, has returned here from Detroit and Des Moines.

•

REAVIS WINCKLER, publicist for Jerry Fairbanks, Inc., becomes publicity-promotion director for Filmcraft as of today.

•

GEORGE D. BURROWS, Monogram-Allied Artists executive vice-president and treasurer, has returned to Hollywood from New York.

•

E. WALKER CHAPMAN, assistant general manager of Royal Amusement Co. of Honolulu, is in San Francisco until August 1.

State Reports Col. in Capital Reduction

ALBANY, N. Y., July 6.—Columbia Pictures Corp. filed a certificate with the Secretary of State showing elimination of 7,451 shares of $4.25 cumulative preferred stock and a reduction of capital from $17,609,306.91 to $17,126,778.91.

The total number of shares is henceforth set at 1,063,714 shares without par value classified, so that 63,714 remain $4.25 cumulative preferred and one million common.

New York Variety Plans an Outing

Edward Fabian has been named chairman of a committee consisting of Marvin Kirsch, Martin Kornbluth, Edward Lachman and Ira Meinhardt to formulate plans for a New York Variety Club Tent No. 35 outing to be held late in August.

Senate Approves Crowe Judgeship

WASHINGTON, July 6.—The Senate has confirmed President Truman's nomination of Guthrie F. Crowe as U. S. District Court Judge for the Canal Zone. Crowe has been for the past several years president of the Kentucky Association of Theatre Owners.

NPA Ups Allotments of Copper and Aluminum

WASHINGTON, July 6.—Most manufacturers of film and theatre equipment have had their copper and aluminum allotments for the third quarter increased, and will get fourth quarter allotments at the same high third quarter rate, the National Production Authority revealed.

Steel supplies, however, remain an unknown quantity.

NPA announced that firms would be able in the third quarter to use about 50 per cent of their pre-Korean copper consumption and about 55 per cent of their pre-Korean aluminum usage. This compares with earlier limits of 35 per cent to 40 per cent on copper in the third quarter and 45 per cent on aluminum. Fourth quarter consumption will be at about the same level, NPA said.

May Revise Upward Again

The agency said it had increased the amount of copper alloted to the film division for parcelling out to industry firms in the current three months from 1,162,000 pounds to 1,284,000 pounds. Initial fourth quarter allotment will be 1,276,000 pounds, with a possibility of a later upward revision.

The film division's final third quarter allotment of aluminum has been boosted to 3,268,000 pounds from an initial allotment of 2,900,000 pounds. The initial allotment for the fourth quarter is 3,101,000 pounds.

Companies will be allowed to place advance fourth quarter orders for 80 per cent of their third quarter steel allotments, NPA said. This limit is due to the steel strike, and could be increased later.

Tax Meeting

(*Continued from page* 1)

Henderson Richey, Sam Rosen, Harry Brandt, Chris F. Pfister, Ben Marcus, Emanuel Frisch, Sam Gillette, Allen Johnson, Martin J. Mullin, Nate Yamins, Abe Berenson and Rotus Harvey.

The meeting is designed to bring about the completion of plans for the industry's campaign for repeal of the 20 per cent Federal admission tax.

The COMPO governing committeemen are Samuel Pinanski, Trueman T. Rembusch and Al Lichtman. Presiding at the meeting will be Col. H. A. Cole and Pat McGee, co-chairmen of the tax committee.

Walter Shirley

(*Continued from page* 1)

behalf of a television film production center in New York, will speak on "New York—The Television Film Production Center of the World".

Mann to Europe on New Film Deals

SAN FRANCISCO, July 6.—George M. Mann, president of Mann's Theatre Service, will arrive in New York on Thursday en route to a two months European trip during which he will seek product.

Franco-US Impasse Seen Not Serious

Motion Picture Association of America and Society of Independent Motion Picture Producers officials here expressed no undue concern over the disruption of talks, due to a stalemate reached late last week in the negotiations for a new film import and remittance agreement with France.

The talks, it was pointed out, are being conducted on the government level and can be resumed at any time by French and American government officials in Washington. The situation does not call for the presence of American industry representatives except as observers, it was stated. Thus, should the government principals succeed in advancing the negotiations later on, the American industry representatives could return to the scene.

Alfred W. Crown of Samuel Goldwyn Productions, who represented SIMPP at the conferences, returned to New York from Paris by plane last Thursday.

All Area Premieres Now Set for 'Kong'

Dates for area premieres of "King Kong" have now been set for the entire country, Robert Mochrie, RKO Radio sales vice-president, disclosed. Philadelphia gets the lead-off spot on July 12.

On July 16 "King Kong" will open in Boston, Buffalo, Albany, New Haven, Los Angeles, San Francisco, Portland, Seattle and Salt Lake City. On July 30 it is scheduled for Denver. Also late in July it will open in Washington. Memphis, Chicago, Milwaukee, Minneapolis and Sioux Falls follow on August 6, and two days later it will break across Canada. It is set for New York on August 12; New Orleans, Atlanta, Dallas, Oklahoma City on August 20, and St .Louis, Kansas City, Des Moines, Omaha and Charlotte later in the month.

Para. Winners End Visit

HOLLYWOOD, July 6.—Seven Paramount branch managers, winners of the "Y. Frank Freeman Championship Contest," have wound up a week's stay in Hollywood, their reward for placing first in their respective sales division in the contest to obtain maximum bookings for the summer. The winners were: John Moore, Boston; Ed Chumley, Jacksonville; Ulrik Smith, Philadelphia; Don Hicks, Des Moines; Buck Weaver, Oklahoma City; H. Neal East, San Francisco; Robert Murphy, Vancouver.

Newsreel Parade

GOP pre-convention events and the new U. S. Army tank are current newsreel highlights. Other items include sports, human interest stories and personalities in the news. Complete contents follow:

MOVIETONE NEWS, No. 55—Eruption of Hawaiian volcano. Army shows new tank. Moving day for monkeys. Diving, chariot racing. Cure for backseat driving.

NEWS OF THE DAY, No. 289—GOP convention curtain-raiser. Attempt on life of Rhee. U. S. tank. Queen Elizabeth in Scotland. Venezuela highway. Aerial thriller. Monkey land. Badminton. Chariot race.

PARAMOUNT NEWS, No. 32—Army shows new tank. Queen Elizabeth in Scotland. Theatres linked in Civil Defense demonstration. Date with a cyclist. Convention fever in Chicago.

TELENEWS DIGEST, No. 27-B—Henry Krejewski, a "dark horse." Riots before Korean assembly. America's newest weapons revealed. Royalty visits Northern provinces. Olympic torch marathon begins.

UNIVERSAL NEWS, No. 575—New U. S. Army tank. Monkey land. Twin wedding in Arkansas. New highway in Venezuela. Shipboard fashions. Olympic diving tryouts.

WARNER PATHE NEWS, No. 94—GOP convention activities. Typhoon floods Japanese coast. Army's new tanks. Queen Elizabeth in Scotland. Venezuela highway. Daredevil riders. Monkey hunt. Diving.

Harvey Outlines A 3-Point Program

SAN FRANCISCO, July 6.—A three-point program is presented in the latest issue of *Exhibitors Digest* by Rotus Harvey, president of Western Theatre Owners, "if thousands of theatres are to be saved to give livelihood to many thousands of theatre owners and employes, and saved to keep revenues flowing to the producers."

The first step, he said, is to work toward the repeal of the 20 per cent admission tax. The tax is the difference between profit and loss for thousands of theatres, he added.

"Secondly, ways and means must be found to stop 'multiple runs'." He said running the same picture in a number of theatres in the same area at the same time "has done more to ruin the business than any other single factor."

Cited by Harvey as the third point was the need for incentive selling and freedom to book.

5,000 Attended 20th's Eidophor Showings

More than 5,000 persons witnessed 20th Century-Fox's recent series of 26 demonstrations of Eidophor here, it was revealed by the company.

Urban In New Post

Gasper Urban, formerly office manager-head booker of the Paramount branch in Boston, has been assigned temporarily to the Charlotte branch in the same position, following his discharge from the Marines.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President, Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Hit Quota

(*Continued from page* 1)

he termed the "most notorious defaulter" that has not been prosecuted.

The Parliamentary quota critics are friends and mouthpieces of the Left-Wing studio unions here which are busily engaged in a campaign to create an anti-American atmosphere in advance of the coming governmental monetary agreement talks governing remittances for American films.

Their campaign in Commons is expected to be intensified with the next likely step being a demand that the government deal with the U. S. State Department, rather than with American film industry representatives, following the current example of the French government, when the talks on the new pact open here next month.

Another anticipated political demand of the Left-Wing unions is expected to be one for full employment of studio technicians whether justified by the production potential or not.

Swingler asked how many cases of quota defaults Thorneycroft had decided to prosecute where prosecution was not recommended by the Films Council. Asserting that six members of the Council are associated with companies some of whose theatres did not meet their quota in 1950 and 1951, Thorneycroft said he always considers the Council's advice very carefully and finds it very valuable, but that the responsibility for prosecution of defaulters is entirely his.

Swingler then suggested that Thorneycroft either disregard the Council's recommendations or ask its members connected with defaulting circuits to resign. Another Labourite, Woodrow Wyatt, demanded that the people concerned with management of defaulting theatres be removed from the Council.

Thorneycroft retorted he didn't accept the Opposition's description of the Council, which consists of 22 members, seven of whom are independents. He said he doesn't think changes in the Council are necessary, adding that it is part of the Council's procedure that members of its defaults committee withdraw during the consideration of cases in which they have a personal interest, and that such members take no part in the subsequent discussion of the cases by the full Council.

U. K. Films Gross

(*Continued from page* 1)

for which such figures are available and that 1951 figures are not complete yet.

Thorneycroft said that excluding British films made by American subsidiaries here, 10 British films have been given bookings on American theatre circuits in the last three years, namely, two in 1949; two in 1950 and six in 1951.

Karl Macdonald's Father

Wallace A. Macdonald, 87, father of Karl Macdonald, vice-president of Warner Brothers International, died last Wednesday in San Diego, Cal. Macdonald left for his father's home in Mesa, Arizona where funeral services will be held early this week.

Review

"Fearless Fagan"

(*Metro-Goldwyn-Mayer*)

A SPRIGHTLY COMEDY has been worked out of a real-life incident in "Fearless Fagan." The title derives from a pet circus lion of the same name. When its master is inducted into the Armed Forces a knotty problem arises of how to dispose of the domesticated king of the beasts. The story is quite funny and has a strong novel appeal, although, in time the idea begins to thin. Shapely Janet Leigh, playing an entertainer visiting Army camps, is the name for the marquee, with Carleton Carpenter playing the lead opposite her as the unsophisticated master of the pet.

When Carpenter receives his call to service he weighs the alternative of giving his pet to a zoo or selling it. Neither seems satisfactory so Carpenter secretes the lion in a caged automobile and takes it off with him to an army post. All the imaginable confusion and fear does happen when the presence of the animal is detected, and the screenplay by Charles Lederer milks it for many laughs.

As usual, Keenan Wynn, top sergeant, turns in a strong and affecting characterization that provide some of the film's best laughs. Presently it becomes the problem of the Army to find a home for the lion and this involves considerable doings. The whirligig churns round and round and the situation grows darker and darker for Fagan. When all seems lost, in steps Miss Leigh, now in love with Carpenter, and she offers the pet a luxurious berth in her Hollywood mansion for the duration. Stanley Donen directed and Edwin H. Knopf produced.

Running time, 79 minutes. General audience classification. For August release.

MANDEL HERBSTMAN

Can't Afford Convention

(*Continued from page* 1)

some part of the Republican goings-on, such as General MacArthur's keynote address tonight, that of Herbert Hoover, the last Republican President and the only living U. S. ex-President, tomorrow night, and any dramatic developments of the balloting later in the week.

Exhibitors familiar with large screen TV know that they can't sell what's being given away, so they can't boost their admission prices to cover the TV pool's charge for the free home TV telecasts from Chicago. If they absorb the charge, the net result would be as bad, or worse, on their books than the probable loss of patronage of the stay-at-homes.

Most exhibitors, small and large, appear resigned to facing tough competition this week, and again the week of July 21 when the Democratic National Convention gets under way. Many who anticipated it have arranged the strongest possible bookings for both weeks and are going all-out on exploitation activities in an effort to capture all but the dyed-in-the-wool TV addict.

They take comfort in the fact that the political proceedings will be of only passing interest to the teen-age and early 20's age groups which form so large a segment of their patronage. Bookings and special campaigns were designed by many with an eye to that patronage in the hope of offsetting the indicated loss of customers in the older age brackets during the weeks in question.

If the convention, which opens today, can pick a Presidential candidate on an early ballot this week, theatre business is not going to suffer to any appreciable degree from the home television coverage of the event, in the opinion of many circuit executives here.

Therefore, as one executive put it, "a lot of exhibitors' fingers are going to be crossed" as the convention gets underway. Memories of what the telecasts of the Kefauver Crime Committee investigations did to theatre business in many localities will occupy exhibitors' minds, he said.

If it runs a "normal course," the Republican convention won't offer the kind of "entertainment" that kept so many thousands glued to their TV sets during testimony of witnesses before the Kefauver group, was the general opinion. Only the ballotting for President and Vice-President will captivate radio and TV audiences, for little else at political conventions has the galvanic effect of such voting, theatremen contend.

Thus if the race between General Eisenhower and Senator Taft is resolved early—by, say, Wednesday afternoon—normal summertime theatre business should prevail. If, on the other hand, a long, drawn-out ballotting battle develops, "people aren't going to be thinking about going to the movies," showmen said.

'TV City' Planned by St. Louis Amusement

ST. LOUIS, July 6.—The St. Louis Amusement Co. has announced its intention of converting the St. Louis Theatre into the "nucleus of a television city." Hence, the company has refiled its application for TV channel No. 11 pursuant to the ruling of the Federal Communications Commission requiring all applicants to refile by July 1.

Edward B. Arthur, president of the company, said: "We will use a 50 kilowatt transmitter, and will utilize RCA equipment in our operation. A 500-foot tower will be erected behind the Theatre building, with a 12-bay antenna which will enable us to take advantage of full allowable effective radiated power."

Johnson Amnesia Victim

TORONTO, July 6.—Missing since last August, 40-year-old Ken Johnson, former manager of the Odeon Theatre, London, Ont., turned up at the Toronto home of his mother-in-law and is undergoing hospital treatment after reportedly being a victim of amnesia.

Okay Overhauling Communications Act

Washington, July 6.—Both House and Senate have approved the conference report on legislation to overhaul the Federal Communications Act, clearing the bill for the President.

Congress Probe

(*Continued from page* 1)

Committee, and will not actually go to the Coast or to any of the other cities on the Committee list. However, he has worked over the program with Amis and will keep in constant touch with him.

Long said present plans were for Amis to conduct on-the-spot investigations in six or seven cities during the next few months, and to have things all lined up for hearings in each of the cities early next year, possibly starting in January. He said he doubted any hearings will be held before then, "because of the political situation."

Chicago Next

The Committee's plan for investigations and hearings lists these cities in the following order: Los Angeles, for the lead-off probe and hearings; Chicago next; then Atlanta or New Orleans; New York; Washington, D. C., and Minneapolis or Omaha.

The Small Business Committee functions on a more or less bi-partisan basis, and plans for the probe are not likely to be affected by any change in the make-up of the Senate.

Long said he did not know how long Amis would be on the West Coast or in any of the other cities, since this would depend on how the investigation goes in each place.

After the exhibitor hearings around the country are finished, there will probably be hearings in Washington for testimony from the Justice Department and other Government officials, Long said. Then there will be hearings here or in New York to get "the distributors' side of the case."

Long and Amis had a lengthy three-hour session last week with Maurice Silverman, anti-trust division attorney working on the Paramount consent decrees, and got an exhaustive briefing on the Paramount case and the current industry situation.

Allied Convention

(*Continued from page* 1)

members of the committees set up to handle the event. He said it promises to be the largest industry convention ever held as a result of running concurrently with the Theatre Equipment Dealers and Theatre Equipment Supply Manufacturers' Association conventions and trade show.

Local industry members appointed by Kirsch to head the various committes are: S. J. Papas, chairman, and Arthur Schoenstadt, vice-chairman yearbook; Richard Salkin, chairman, entertainment; Bruce Trinz, chairman, publicity; Arthur Sass, chairman, reception and registration; Jack Rose, chairman, special events and Sam Krimstein, chairman, decorations.

Wives of members of Allied of Illinois will serve on a women's committee to arrange a program of activities and events for wives accompanying members to the convention.

PARAMOUNT writes this fact down in black and white:

These are the two great releases in one month by

Cecil B. DeMille's

THE **GREATEST SHOW ON EARTH**

Color by TECHNICOLOR

Starring

BETTY HUTTON · CORNEL WILDE
CHARLTON HESTON · DOROTHY LAMOUR
GLORIA GRAHAME

with HENRY WILCOXON · LYLE BETTGER · LAWRENCE TIERNEY
EMMETT KELLY · CUCCIOLA · ANTOINETTE CONCELLO

and **JAMES STEWART**

Produced and Directed by CECIL B. DeMILLE
Produced with the cooperation of Ringling Bros.-Barnum & Bailey Circus
Screenplay by FREDRIC M. FRANK, BARRE LYNDON and THEODORE ST. JOHN
Story by FREDRIC M. FRANK, THEODORE ST. JOHN and FRANK CAVETT



It has awarded boxoffices up to *600%* of normal business in pre-release dates, Boxoffice Magazine reports. There has never been a grosser like it — anywhere — any time!

AND SPEAKING OF AWARDS

Photoplay Magazine Achievement Award

Parents' Magazine Medal

Seventeen Magazine Plaque

Christian Herald Award

Southern California M. P. Council Award

Hollywood Foreign Correspondents Award

Exhibitor Magazine Laurel Award

Advertising Club of Los Angeles Award

Consolidated Freightways Award

Golden Peanut Award

Volunteers of America Award

Cine Review Award

Greenfield-Ashfield, Mass., Award

Swan, Iowa, Citation

Foreign Press of Hollywood Award

—and more honors daily

...est money-attractions ever One Company! Both in July



Trade shows and sneak previews have established it as the *biggest* for the biggest team in show business! Full of fast fun—musical production numbers and a terrific score of hit songs . . .

"Top laugh-getter for the team to date!" —*Hollywood Reporter*

"Should outgross all their other pictures." —*Showmen's Trade Review*

"Will literally roll audiences in the aisles." —*Variety*

"Sure-fire seat-selling attraction!" —*Boxoffice*

"Will create boxoffice pandemonium." —*M. P. Herald*

"Never enjoyed Martin & Lewis as much!" —*M. P. Daily*

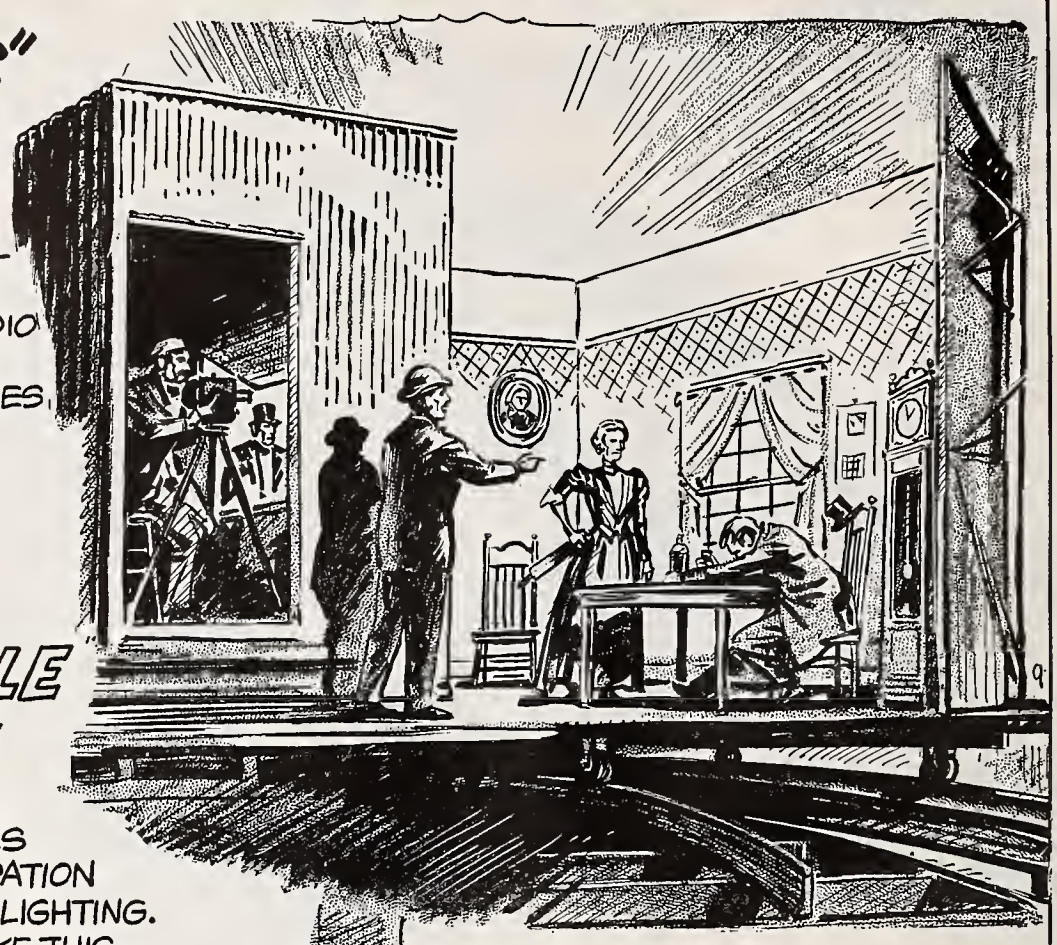
"Surefire returns in every playdate." —*Daily Variety*

ALSO IN JULY: W. Somerset Maugham's Mass Appeal Hit "ENCORE"
. . . the wonderful comedy about the foolish things people sometimes do when they're in love!

SEEING IS BELIEVING!

"BLACK MARIAS"

LIGHTED THE INFANT FILM INDUSTRY BY LITERALLY FOLLOWING THE SUN. NAMED AFTER AN ORIGINAL **EDISON** DESIGN BUILT IN 1893, THIS REVOLVING STUDIO PROVIDED A SHED FOR THE CAMERA, AND METAL FRAMES TO WHICH SCENERY WAS ATTACHED.



BRILLIANT, CONTROLLABLE WHITE LIGHT

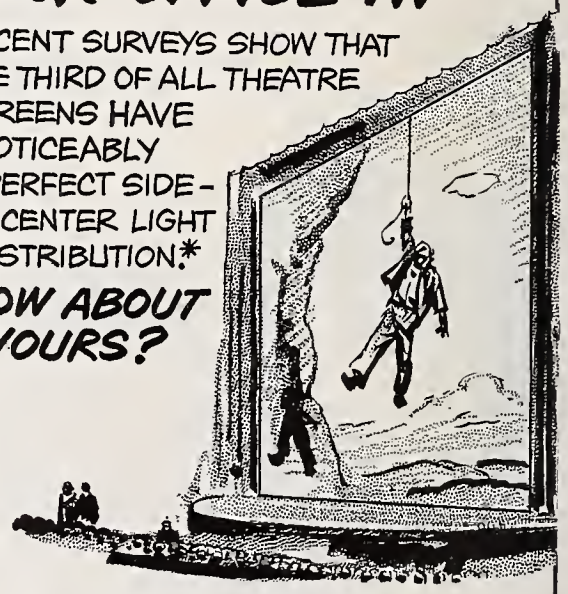
OF "NATIONAL" CARBON ARCS BROUGHT VIRTUAL EMANCIPATION FROM THE SUN FOR STUDIO LIGHTING. WHOLE MINIATURE CITIES LIKE THIS SET FOR **UNIVERSAL'S "BROADWAY"** (1929) WERE LIGHTED BY "NATIONAL" CARBON ARCS.



BOX OFFICE TIP

RECENT SURVEYS SHOW THAT ONE THIRD OF ALL THEATRE SCREENS HAVE NOTICEABLY IMPERFECT SIDE-TO-CENTER LIGHT DISTRIBUTION.*

HOW ABOUT YOURS?



*Report on Screen Brightness Committee Theatre Survey, Journal SMPTE, September, 1951.



GET IN THE **SCRAP** FOR DEFENSE
— SAVE YOUR COPPER DRIPPINGS!

THE "NATIONAL" CARBON ARC... NOTHING BRIGHTER UNDER THE SUN

The term "Notional" is o registered trode-mork of Union Corbide and Carbon Corporotion

NATIONAL CARBON COMPANY

A Division of Union Carbide and Carbon Corporation

30 East 42nd Street, New York 17, New York

District Sales Offices: Atlanta, Chicaga, Dallas, Kansas City, New York, Pittsburgh, San Francisca

IN CANADA: National Carban Limited, Montreal, Toronto, Winnipeg

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 5 NEW YORK, U.S.A., TUESDAY, JULY 8, 1952 TEN CENTS

Six-Point Tax Plan Before Compo Today

Timing, Organization, Financing on Agenda

A six-point program in mapping the industry's fight for repeal of the Federal admission tax will be weighed at today's meeting here at the Hotel Astor of the Council of Motion Picture Organization's governing committeemen and the co-chairmen of the COMPO tax committee.

The program revolves around these six topics which are slated to be discussed: Organization for the tax fight, publicity, financing, operation, timing and general policy.

Presiding at today's meeting, slated to open at 10:00 A.M., will be Col. H. A. Cole and Pat McGee, co-chairmen of the tax committee. Due to be on hand are Samuel Pinanski, Trueman T. Rembusch and Al Lichtman, the three members of the COMPO governing committee, in addition to circuit operators and industry executives.

See Franco-US Pact Talks Off for Week

Resumption of negotiations of a new film agreement with France is unlikely for another week or two, American industry officials were inclined to believe yesterday after receiving reports from industry observers who sat in at the last sessions in Paris which ended in a stalemate last week.

During the interim, both sides are expected to review their respective positions. A meeting of the Motion Picture Association of America is

(Continued on page 5)

Britain Wants More Films Shown Here

LONDON, July 7.—Some significance is being attached here to the statement to Commons last week by Peter Thorneycroft, president of the Board of Trade, that in the coming negotiations of a new Anglo-U. S. film agreement he will do everything possible to enable a larger number of British films to be shown in the American market than heretofore.

Thorneycroft had reported to Commons that 10 British pictures, exclu-

(Continued on page 5)

First Day's Free Convention TV Does Mild Damage

Early reports from a limited number of key cities last night indicated that the feared competition from free home telecasts of the Republican National Convention in Chicago may not have been as drastic for the first day as had been anticipated.

Hot weather in many sections of the country was offered as one explanation for theatre attendance only slightly below normal for a summer Monday, the convention telecasts notwithstanding. The theory was that the discomfort of the home living room sent many people away from their TV sets and into air conditioned theatres for respite.

Also, in the Far West, Gen. Douglas MacArthur's keynote address was over in time for many who wished to do so, to go out to theatres. It hit the mid-

(Continued on page 4)

'Charley' Paces New York 1st-Runs

The three-day Fourth of July weekend produced grosses that ranged from excellent to fair among New York's first-runs.

Radio City Music Hall, which opened its doors at 8:30 A.M. Friday and Saturday set the pace with a strong $155,000 estimated for "Where's

(Continued on page 4)

'U' Presidency to Rackmil Next Week

Milton R. Rackmil, president of Decca Records, controlling stockholder in Universal Pictures, who is slated for election to the Universal board of directors at the company's annual meeting today in Wilmington, Del., will be elected president of Universal at the organization meeting of the board next Tuesday, July 15.

Rackmil will continue as president of Decca Records, dividing his time, as required, between the two companies. Most of his attention, however, is expected to be devoted to Universal. He will headquarter both here and on the Coast as has been the custom of Nate J. Blumberg during his 14-year presidency of Universal. Blumberg is scheduled to be elected chairman of the board, a post now vacant.

Would Curb Films Of 'Red' Writers

WASHINGTON, July 7.—A bill to prohibit the exhibition in educational institutions or their use by government agencies of films based on scripts written by persons with "Red" ties has been introduced by Sen. Joseph McCarthy (R., Wisc.).

Sen. William Benton (D., Conn.)

(Continued on page 5)

Eric Johnston Optimistic Over Business Generally

SPOKANE, July 7.—Radiating optimism over the future growth of the Inland Empire and Spokane particularly, Eric A. Johnston, president of the Motion Picture Association of America is back home for a visit and said he looked for business to be good for the balance of the year, as well as for 1953. He fears no setback to business through any possible political changes this year nor does he expect war with Russia in the "forseeable future."



Eric Johnston

But he prudently limited the "foreseeable future" to the next 12 months. He admitted, however, that war could "happen by mistake" as it did in Korea, which he blamed on the Russian high command.

"We are going to live in a world of revolution for a long time, which means that we must keep ourselves strong physically and economically," he stated.

Johnston predicted that the Republican convention in Chicago "will be close." He will fly to Chicago to see the balloting.

He based his prediction of good times upon continued Federal spending for defense, upon a bumper wheat crop and upon the inflationary effects of borrowing by the Federal Treas-

(Continued on page 3)

$2,200,000 in Cash for Rank 'U' Holdings

Remaining $500,000 Due In Yearly Installments

Decca Records, Inc., paid $2,200,000 in cash and $500,000 in non-interest bearing promissory notes for J. Arthur Rank's 134,375 shares of Universal Pictures' stock, Decca reported to the Securities and Exchange Commission yesterday.

Decca also disclosed a modification of its loan agreement with the First National Bank of Boston allowing it to increase its indebtedness for the stock purchase.

The SEC report was made public on the eve of today's annual meeting in Wilmington, Del., of Universal stockholders. Attending will be Decca president Milton R. Rackmil, who left here last night for Wilmington. Rackmil, who now controls about 42 per cent of Universal stock, has been nominated by Universal to its board of directors. Presiding at today's

(Continued on page 3)

NEWS FLASHES

SAN FRANCISCO, July 7. --The Colosseum of Motion Pictures Salesmen is taking an opinion poll on Film Row here in order to determine what percentage of film exchange bookers are desirous of having the Colosseum negotiate for them on working conditions through a merger with the group.

•

MINNEAPOLIS, July 7. --Milwaukee neighborhood houses have experienced "a very decided pickup in business in the past two weeks, and there are a number of other healthy signs of an upward trend in box-office grosses including the Minneapolis area," it is reported here by M. A. Levy, 20th Century-Fox manager.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, is scheduled to leave here for the Coast tomorrow for a visit of a week to 10 days.

•

G. RALPH BRANTON, Monogram-Allied Artists vice-president, left Hollywood for New York by plane last night for conferences with STEVE BROIDY, president, and HAROLD MIRISCH, vice-president, who were due here late yesterday from Europe.

•

JOHN ZIMMERMAN, manager of the Niagara in Buffalo, is recovering from illness at his home, after returning from the Deaconess Hospital. He is expected back at work next week.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, will leave here today for Oklahoma City.

•

TOM ROGERS of M-G-M's home office publicity department is due back here today from a vacation in the Virgin Islands.

•

ARTHUR LEE-WHITE, manager of the RKO Radio exchange in St. John, N.B., recently married NORAH BROCK, of Rothesay.

•

BARNEY TARANTAL, partner in the Burnside Theatre, East Hartford, Conn., has returned there from an extended Southern trip.

•

TED R. GAMBLE, head of Gamble Enterprises, is scheduled to leave here today for Portland, Ore.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian sales manager, is in Buffalo today from New York.

•

VICTOR A. PEERS, general manager of Transatlantic Productions, has arrived in Los Angeles from Quebec.

Life of Christ to Be Filmed by Cathedral

HOLLYWOOD, July 7. — Cathedral Films of Hollywood will produce "Day of Triumph," a feature length film portraying the life of Christ, in color on a half-million dollar budget, for theatre, church and television exhibition, Reverend James K. Friedrich, president, announced.

Following theatre release, beginning with roadshow exhibition, the film will be broken up into 12 or more episodes for church study purposes, and later made available for TV. Reverend Friedrich said, "My primary goal in producing this picture at this time is to help in a concrete way to launch a strong counter-offensive against the living religion of Communism. There is no greater means of evangelization than the motion picture screen. We must graphically portray for people throughout the world the positive nature of God as revealed in Jesus Christ instead of employing primarily negative tools in our desperate struggle with Communism."

Greene, Oresman Increase RKO Theatres Holdings

WASHINGTON, July 7.—David J. Greene now holds 18,800 shares of RKO Theatres common stock through a trust, after acquiring 4,500 shares in May, according to an announcement today by the Securities and Exchange Commission. Greene also was reported as holding 16,450 shares in his own name, and 10,000 in a partnership. In addition, members of his family own another 3,600 shares.

The latest SEC report on security transactions and holdings of corporation officers and directors covers the month ending June 10.

A. Louis Oresman, another RKO Theatres director, acquired 3,000 shares in May, bringing his total holdings to 22,100 shares.

Harry M. Warner sold six small blocks of Warner Brothers common totalling 1,900 shares, according to the report, and now holds 245,400, as well as 16,000 in a trust.

Two purchases of RKO Pictures common stock last November, amounting to 1,000 shares, were reported by Noah Dietrich.

A. H. Blank of United Paramount disposed of 500 shares of the company's common stock held in the Myron Blank trust, reducing it to 2,050. He now holds 12,337 shares in his own name and in a number of trusts.

Herbert E. Herrman, Trans-Lux director, doubled his common stock holdings in May by buying 1,000 shares in six separate transactions.

W. Ray Johnson of Monogram, through a series of transactions in March and April, reduced his holdings of common stock to 4,517. He sold 8,300 shares.

C. H. Phelan, a new officer of Loew's Inc., reported the purchase of 200 shares of common stock in march.

Report Selig Offered Roxy Directorship

DENVER, July 7.—It is reported here that Robert Selig, executive assistant to the president of Fox Intermountain Theatres, has been offered the managing directorship of the Roxy in New York by National Theatres president Charles Skouras, and that he is considering the idea.

Shanklin a Delegate To Dem. Convention

RONCEVERTE, W. Va., July 7.—J. C. Shanklin, a director of the Theatre Owners of America and operator of the Greenbrier Theatre, Charleston, and the Lewis, Lewisburg, W. Va., has been elected an alternate delegate-at-large from West Virginia to the Democratic National Convention.

Walter Long, Actor

LOS ANGELES, July 7.—Walter H. Long, 70-year-old veteran film villain, died here on Saturday of a heart attack. He entered films in 1909 and appeared in over 100, including "The Birth of a Nation." His widow and a son survive. Military funeral services will be held tomorrow afternoon in Hollywood Cemetery Chapel.

US Admission Tax Collections Off

WASHINGTON, July 7.—General admission tax collections in May, reflecting April business, amounted to $25,221,046, the Bureau of Internal Revenue reports.

This was well below the $28,686,692 reported for May of 1951, but only slightly below the $25,787,461 reported in April of this year. It was the second highest month so far in 1952.

General admission collections include taxes on receipts from sports events, concerts and other entertainment, as well as from motion picture theatres. They do not, however, include collections from roof garden and cabaret receipts, broker sales and several other items. Total admission tax collections in May amounted to $29,175,190, compared to $32,652,284 in the previous May.

Davis Becomes a Wilby Executive

ATLANTA, July 7.—The appointment of Willis Davis to an executive position with the Wilby theatre organization has been disclosed by R. B. Wilby, president of the company. Davis, who built and operated the Ponce de Leon and Buckhead theatres in 1927, was for 14 years associated with the Lucas and Jenkins theatre organization here, first as assistant to Arthur Lucas, and later as assistant to William K. Jenkins, who succeeded the late Lucas as head of the company. Davis also formerly served in Washington as clerk to the Commission on Interstate and Foreign Commerce of the House of Representatives.

Robert Clark Joins San Francisco Unit

SAN FRANCISCO, July 7.—Robert Clark, recently resigned sales manager for Paramount in San Francisco, has been named administrative head of Unicorn Theatres' Northern California interests.

Unicorn is headed by Hans deSchulthess and G. Carleton Hunt who recently purchased the Paramount laboratory in Hollywood. They plan to spend the major part of their time there. Clark will have headquarters in the Golden Gate Building.

Alison Skipworth Dies

Services for screen and stage actress Alison Skipworth, 89, who died here on Saturday, will be held today at the Walter B. Cooke West 72nd Street Funeral Home. She went to Hollywood in 1930 after a long stage career and appeared in many films.

Eugene, Ore., Enacts 25-Cent Seat Tax

Eugene, Ore., July 7.—The City Council has adopted a seat tax to be imposed on all theatres and exhibition halls. The new tax will be based on a rate of 25 cents a year per seat in theatres and all other amusement establishments which charge admission. Drive-in theatres will pay $1 a year for each parking space.

Einfeld Will Hold Munich Meet Today

Charles Einfeld, vice-president of 20th Century-Fox, will hold meetings today in Munich with Robert Krier, company manager for Germany, following his arrival there yesterday from Salzburg, the home office reports.

Einfeld will discuss releases for the remainder of the year with distribution personnel, and also meet with exhibitors. Emphasis will be placed on the German premiere of Darryl F. Zanuck's "The Snows of Kilimanjaro," which will open simultaneously around the world in November.

Sochin Promoting 'U's' Short Subjects

Irving Sochin, newly-appointed short subjects sales manager for Universal Pictures, was in Boston yesterday for the first of a series of meetings with field sales representatives which will take him to the company's 32 branches during the coming weeks.

Purpose of the meetings is to seek ways of developing new outlets for U-I's short subject program and to map preliminary planning of next year's shorts line up.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY BOLGER in
"WHERE'S CHARLEY?"
Color by TECHNICOLOR
A WARNER BROS. PICTURE
plus SPECTACULAR STAGE PRESENTATION

BARBARA STANWYCK · PAUL DOUGLAS
ROBERT RYAN · MARILYN MONROE
In CLASH BY NIGHT
in person LES PAUL and MARY FORD
JOEY · TOMMY · BISHOP EDWARDS
Exc. RALPH MARTERIE and ORCHESTRA
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Walt Disney's Story of
ROBIN HOOD
Color by TECHNICOLOR
—and—
Walt Disney's WATER BIRDS
A True Life Adventure
Walt Disney's "LITTLE HOUSE"
Technicolor Cartoon
Print by Technicolor—Distributed by RKO
COOL CRITERION B'WAY & 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Puhlished daily, except Saturdays, Sundays and holidays, hy Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cahle address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urhen Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Cluh, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpuhco, London." Other Quigley Puhlications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Decca Deal

(*Continued from page* 1)

stockholders' meeting will be vice-president John J. O'Connor. Nate J. Blumberg, president, is not expected to attend.

Under the agreement by which Decca Records purchased Rank's 12 per cent interest in Universal, Decca promised to pay the remaining $500,000 over a five-year period, $100,000 per year, with the first payment due June 19, 1953.

Current Value $12

The payment of $2,700,000 in cash and promissory notes for Rank's entire stock holdings in Universal brought the amount paid per share to $20.09 and a fraction. The current market value of Universal common stock is about $12 per share.

Previously, Decca paid $15 per share for approximately 271,800 shares and 37,500 option warrants. Total Universal stock held now by Decca is 406,175 shares, giving Decca an investment of nearly $7,000,000 in Universal.

According to the SEC report, Decca's refunding loan agreement with the First National Bank of Boston was amended to allow Decca to create the indebtedness of $500,000 in connection with its Rank purchase. One clause in the modification calls upon Decca, under certain conditions of indebtedness, to pledge with the bank its Universal stock holdings.

Namrick House Closing

PORTLAND, Ore., July 7.—John Hamrick's Music Box Theatre here will close tomorrow.

Review

"The Merry Widow"

(Metro-Goldwyn-Mayer)

TIMES may change, but "The Merry Widow" goes on and on. We have now M-G-M's third version—the first in color by Technicolor—of Franz Lehar's lilting operetta about Count Danilo of the mythical Balkan country of Marshovia and the pretty, rich American widow his king compels him to woo for reasons material. The stars this time are Lana Turner and Fernando Lamas, and they wear ably enough the shoes filled by Mae Murray and John Gilbert in the 1925 film and by Jeanette MacDonald and Maurice Chevalier in a 1934 release. There is little reason to doubt that this sumptuous production from Joe Pasternak, which Curtis Bernhardt directed, will capture the present generation's fancy to the extent that business will be substantial wherever it plays.

In this film colorful costumes and surroundings continually delight the eye, while pouring forth under the musical direction of Jay Blackton are the familiar "Merry Widow Waltz," "Maxim's," "Girls, Girls, Girls," "Night" and other Lehar numbers. Lamas and Miss Turner contribute the principal vocal interpolations which, while falling short of the MacDonald-Chevalier capacities, are adequate at least. But in whatever light the 1952 edition of "The Merry Widow" is judged, on the plane of production values it emerges as a *tour de force*. Whether the camera focuses on rococo interiors of palaces, the well-executed dance sequences, costumed frolicing in public squares or the vividly beautiful attire of the stars, the thought that cost was no object dominates the viewer's impressions.

The screenplay, by Sonya Levien and William Ludwig, follows more or less faithfully the incidents set forth in the work by Lehar, Victor Leon and Leo Stein. Miss Turner, widow of a wealthy Marchovian-American industrialist, is invited to the land of her late husband's birth, where all sorts of complications arise as she falls in love with Lamas. There is the matter of Lamas' mistaking Miss Turner's secretary, Una Merkel, for the rich widow as the fat king (Thomas Gomez) compels him, under penalty of death, to woo the lady for her money so Marshovia may free itself of ruinous debt. Meanwhile, of course, Lamas falls for Miss Turner in her pose as Fifi, a chorus girl. There are a number of comic sequences featuring Marshovian government dignitaries Richard Haydn and John Abbott and police sergeant Marcel Dalio that are genuine rib-ticklers. Paris and Maxim's famous night spot share in the milieu as romance, comedy and song are borne on their merry course through a melodic, eye-filling motion picture.

Running time, 105 minutes. General audience classification. For September release.

CHARLES L. FRANKE

Johnston

(*Continued from page* 1)

ury. He said that America should encourage more private investments abroad. He believed that private capital needed a more favorable climate and the assurance of some protection, such as guarantees against expropriation and the assurance of convertibility of earnings into dollars.

Films Big Abroad

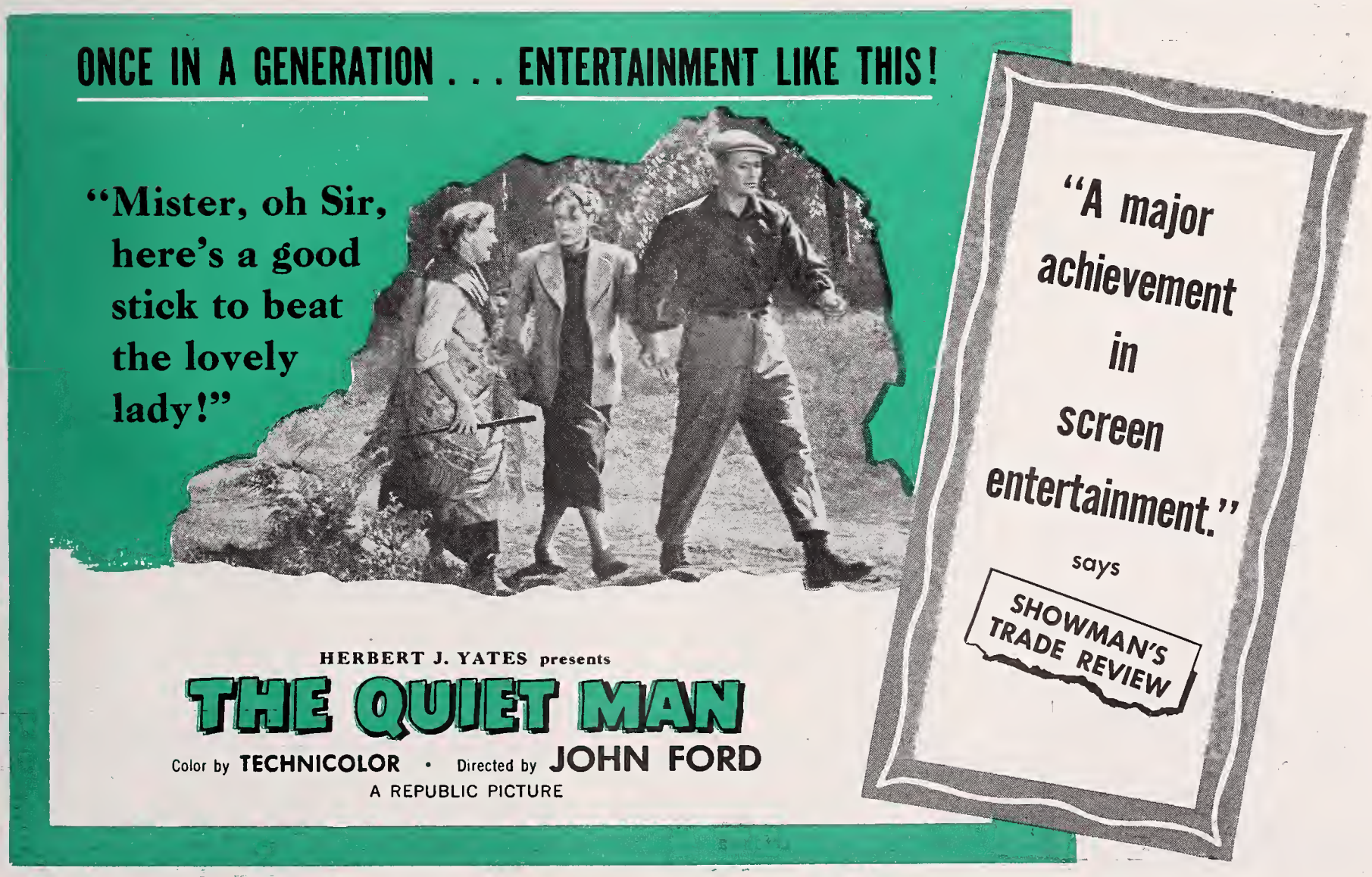
Johnston further declared the motion picture producers are doing a bigger business abroad than ever before. Brazil is now the fourth largest market for American films, and Venezuela buys as many pictures as France. He said that two-thirds of all motion pictures produced are American and that 42 per cent of the U. S. film dollar revenue now comes from outside the U.S.A.

He expressed no fear from TV declaring that this new form of entertainment only will stimulate the motion picture industry. "You can't have a capitalistic society unless it is constantly expanding," he added.

Set 'White Christmas' For Crosby-Astaire

"White Christmas," a musical comedy in Technicolor, has been set as a Big Crosby-Fred Astaire co-starring vehicle at Paramount. Based on an original idea by Irving Berlin, it will be filmed next spring for a Christmas, 1953 release.

Norman Krasna has been signed by the studio to write the screenplay, to be produced by Robert Emmett Dolan.



TV License Bids to FCC Pass 500 Mark

Washington, July 7. — The Federal Communications Commission today passed the 500 mark in applications for new television station licenses. At the end of the day, 515 applications had been received.

Convention TV

(*Continued from page* 1)

dle West at 8:30 P. M., the peak theatre hour, and the East, too, at a good theatre hour, 60 minutes later, E.D.T.

Reports of theatre attendance from the field were too limited and too contradictory last night to reveal a definite pattern but it appeared certain that the big Republican show had an audience of many millions for the pooled coverage over all networks to 107 TV stations in 65 cities.

Grosses Only Slightly Dented

Nevertheless, with Monday night one of the weak attendance nights normally for most theatres, some exhibitors regarding their only slightly dented grosses were of the opinion that very little of that TV audience would have been theirs had the convention proceedings not been fed to the nation's living rooms. They anticipate perhaps a slightly larger loss of attendance today as convention activities warm up and the worst of the bad news a day or two later as the balloting begins.

The real damage will be done at that juncture, if at all, they expect.

Film Group Buys Into Europe Films

HOLLYWOOD, July 7.—Europe Films, Inc. will be now known as Film Group-Europe Flims Worldwide, Inc., with Forrest Judd, Film Group head in Hollywood, becoming president of the new organization, following a deal in which the Group, represented by Judd acquired 51 percent of Europe Films stock.

The new group will distribute foreign productions after dubbing into English, concentrating on American television outlets. Theatre distribution in England and other markets abroad will also be handled, Judd announced.

Hope A Commentator

Bob Hope, NBC radio and television comedian, will become a radio and TV commentator for five minutes a day during the Republican and Democratic conventions in Chicago, giving his own impressions of the political developments.

For Lease

GRAND CENTRAL: Opposite Chrysler Building, a powerful permanent location. Entire building, 137 E. 43rd St.

One-story commercial building, 7,000 sq. ft., side drive for cars, now being erected on Magnolia Ave., JOURNAL SQUARE, Jersey City, opposite rear Loew's Theatre.

Owner, L. N. Rosenbaum & Son
Financing & Reorganizations
565 Fifth Ave., N. Y. PLaza 3-7510

Television--Radio

with Pinky Herman

"BREAK THE BANK," the biggest "Money-Giveaway" program on the air, has just been signed for its eighth consecutive year by Bristol-Myers and Toni (latter is co-sponsor with Bristol-Myers of the afternoon series) with Bud Collyer emceeing the daytime version and Bert Parks doing the honors at the evening sessions . . . the sum given away on the ABC (radio) and CBS-TV stanzas totals well above the three million mark (not marks—D-O-L-L-A-R-S) and has utilized every type of broadcast in order to do so, namely, radio, TV and simulcast. . . . Mrs. James Costello, wife of an Ardmore, Pa., auto mechanic, who broke the bank for the sum of $11,510.00 just a year ago, was a visitor to yesterday's program and told Producer Ed Wolf that while driving past the Bristol-Myers factory at Hillside, N. J., en route to New York, they stopped their car and "bowed deeply and reverently in the direction of the B-M bldg." . . . and for the record, the all-time high for the radio portion of the fabulous series, $11,840,000 was won December 14, 1951, by Corporal Martin Diamant. . . .

• • •

Nat M. Abramson, WOR exec who donated several hundred acres at Hunter, N. Y., to be used for recreational activities for New York City's underprivileged children, will deliver the dedication address Sunday during the festivities at the official opening of the new buildings there. . . . Among the honored guests will be many motion picture, radio and television celebs and execs who made personal contributions to this most worth-while enterprise. . . . So to the 400 happy little "Hunters" this column's "congrats" and to their benefactors, "don't you feel better already?" . . . .

• • •

Jackie Gleason, whose WAB-Dumont series, "Cavalcade of Stars," catapulted him into the big time, broke Frankie Laine's opening day box office record at Loew's Penn Theatre in Pittsburgh . . . though his CBS-TV series doesn't start until September 6 (the hour program will be produced by Jack Hurdle) Gleason's marquee billing was "TV Star of CBS." . . . Paul Taubman, musical director of the "Bob & Ray Show" (NBC) and Mine Host at the Penthouse Restaurant overlooking Central Park, has just acquired about four acres from the old Whitney Estate at Old Westbury, L. I. . . . not bad for a youngster who but five years ago was a piano player at the Penthouse. . . . Her performance opposite Robert Cummings in a recent Robert Montgomery TV'er, "Lila, My Love," may reward German-born actress Gaby Rodgers with the lead opposite Montgomery Clift in Warner's soon-to-be lens'd "I Confess." . . .

• • •

When little Eugenie Baird took a chirping job two years ago with Tony Pastor's Orchestra, she never even dreamed of ever doing the Mary Martin role in "South Pacific." . . . However, that's exactly what the little song 'Baird' has done. . . . Eugenie, who was featured for a solid year with Bing Crosby on the "Kraft Music Hall" radio series, was the ingenue in the Broadway production "Angel in the Wings" and was the featured vocalist at the Gershwin Memorial Concert recently held at the Hollywood Bowl, is back in New York but a week and already is knee-deep in video offers. She is currently heard Friday nights from 8:00 to 9:00 P.M. singing with Earl Wrightson on "Musicland U.S.A." over CBS and starting Sunday, will star in her own program, "Main Street Music," slotted on the 4:00-4:40 P.M. spot via CBS. . . . EUGENIE BAIRD—our candidate for the title of "TVenus of 1952." . . .

• • •

Producer Milton Douglas, Director Frank Bunetta, Announcer Don Russell, Ork Pilot Sammy Spear and Scenic Designer Ed Gilbert have been associated with DuMont's "Cavalcade of Stars," since the program's WABDebut June 4, 1949. . . . Larry Storch, current star, like his predecessors, Jack Carter, Jerry Lester and Jackie Gleason was "discovered" by Douglas in a night club and is definitely headed for stardom. . . .

• • •

LOTSA DOTS . . . Statts Cotsworth and his wife, Muriel Kirkland, gave a "reading" performance of "MacBeth," in Philadelphia two weeks ago and were booked forthwith by William Miles to co-star in the production of the Shakespeare classic at the Berkshire Playhouse in Stockbridge, Mass., Aug. 25. Said Miles, "theirs was the finest 'MacBeth' performance I can ever recall." unquote. . . . Gertrude Berg sails for Europe tomorrow for a vacation.

NY 1st-Runs

(*Continued from page* 1)

Charley?", in its second week. The figure tops the opening week's gross by $5,000. The house also featured a holiday stage presentation.

The second week of "Story of Robin Hood" at the Criterion brought a moderate $35,000. Also in its second week at the Astor, "3 for Bedroom C" registered a poor $10,000. "The Story of Will Rogers" will make its debut at the house on July 17.

The Roxy showed a fair $63,000 for the second week of "Wait 'Till the Sun Shines, Nellie" with a stage show headed by Billy Daniels. "We're Not Married" is slated to open there Friday.

At the Paramount, "Clash by Night" was headed for a fairly good $62,000 for a third and last week, a slight boost over the previous week's $60,000. Les Paul and Mary Ford head the stage bill. Warner Brothers' "She's Working Her Way Through College" starts there tomorrow.

"Has Anybody Seen My Gal" finished its first week at the Mayfair with a modest $11,000, while at the Globe "The Lady in the Iron Mask" made a similar showing of $11,000.

At the State "The Washington Story" showed a fair $11,000 in its first week. The fourth week for "Pat and Mike" at the Capitol did a moderate $29,000. At the Victoria "Walk East on Beacon" was headed for a good $17,000 for its sixth week.

Among off-Broadway houses "The Man in the White Suit" brought in a healthy $10,200 for its 14th week. At the Trans-Lux "High Treason" showed a modest $5,500. The film finished its seventh week at the house. It was erroneously reported here last week as being in its opening week. At the Park Ave., "Island Rescue" did a fair first week of $8,600.

Mochrie Reports Bookings for 'Big Sky', 'Sudden Fear'

New York bookings have been set for two pictures being distributed by RKO Radio, Robert Mochrie, sales vice president, announced.

Howard Hawks' "The Big Sky" will open at the Criterion at the end of July or early in August. The picture will have a world premiere at the Woods in Chicago on July 29. Joseph Kaufman's "Sudden Fear" will open at Loew's State on Broadway early in August.

CBS Coast 'TV City' Now 70% Complete

With work now 70 per cent complete, construction in Hollywood of CBS Television City, the world's first exclusively designed TV plant, is moving into its final phase, it was announced here by J. L. Van Volkenburg, president of the CBS Television Network.

Barring interruptions the plant will be ready for operation on the October deadline established at the outset of the project.

NEED SPECIAL TRAILERS QUICK?
QUICK SERVICE
FREE COPY SERVICE
BEST ART-WORK
YOU'LL GET IT FROM FILMACK
SEND US YOUR ORDER
ALL-AROUND KNOW-HOW
FINEST QUALITY
TRY US AND SEE
CHICAGO, 1327 S. Wabash Av - NEW YORK, 630 9th Av.

Franco-US

(Continued from page 1)

slated to be held later this week at which industry heads will be briefed on the Paris negotiations. The meeting is scheduled to be attended by Eric Johnston, MPAA president, who is due here from Spokane, on Thursday.

It was also learned that either Johnston, or John G. McCarthy, MPAA vice-president and director of international affairs, or both plan to go to Paris when negotiations resume. Tentative plans call for their leaving about July 19.

Alfred W. Crown, foreign distribution head for Samuel Goldwyn Productions and representative of the Society of Independent Motion Picture Producers at the Paris sessions, returned here late last week and reported to his principals over the weekend. F. W. Allport, London representative of the MPAA, who was present as an MPAA observer, forwarded his report to the Association

The stalemate resulted from continued French insistence on some form of subsidy for the French industry in a new import and conversion agreement. The subsidy principle is opposed by SIMPP and the U. S. State Department, which is conducting the Paris negotiations with French government officials.

Industry executives here pointed out that the negotiations may be resumed in a week or two on the government level in Paris, with or without industry observers present, in the event some compromise formula is propounded. The old agreement with France expired on June 30. No sessions this week are possible, it was said, because of the absence from Paris of key negotiators.

Curb Films of 'Red' Writers

(Continued from page 1)

immediately coupled the introduction of the bill with "the grave danger of the increasing tendency toward censorship," and warned against "these tactics of blackmail against media of communications, whether they be newspapers, magazines, or motion picture companies."

Language Not Limiting

McCarthy explained to the Senate that the bill "has to do with the shipment of educational films in interstate commerce," but the language of the bill does not confine its effect to these fields. The prohibition in the bill is against the exhibition "of motion picture films," without language limiting the effect to educational films.

McCarthy said he had his staff pick the names of some of the script writers listed in a catalog entitled "Educational Film Guide." He asserted that he submitted 17 names to the House Un-American Activities Committee, and that of the 17 the Committee said that eight "had very extensive records of Communist-front activities."

The Wisconsin Republican cited only one case, that of Columbia University Professor Robert S. Lynd, whom he said was connected with 23 different organizations listed as subversive. He said that "Lynd and the others on that list are script writers for Encyclopaedia Britannica Films, owned by Senator Benton."

McCarthy argued, "the Communists know that if they can infiltrate our educational system, they can control our nation without firing a shot."

Hired By A. T. & T.

Benton said that Lynd was hired by Western Electric, and only as a consultant. The films he worked on, "The Growth of Cities" and "The Arteries of Cities," were highly technical and gave no opportunity for any type of propaganda, even if Western Electric and American Telephone and Telegraph so desired. Other seven referred to by McCarthy were also hired by AT&T.

Woolners Buy Liberty

NEW ORLEANS, July 7.—Lawrence and Bernard Woolner, principal stockholders of Woolner Theatres, Inc., have acquired the Liberty by lease for an undivulged nummber of years. It was formerly operated by RKO Theatres.

Britain Wants

(Continued from page 1)

sive of those made here by subsidiaries of American companies, had received circuit bookings in the U. S. in the last three years—two films each in 1949 and 1950, and six films in 1951.

Thorneycroft said he agreed with a member of Parliament who termed the figures "disappointing."

Writ Served on UA By Pathe Industries

Chesapeake Industries, formerly Pathe Industries, served United Artists with a summons and writ of attachment for claims aggregating in excess of $200,000 on the eve of the July 4th holiday last Thursday, it was learned yesterday.

The action is an outgrowth of claims and counter-claims involving proceeds from distribution by United Artists of certain former Eagle-Lion films acquired from Pathe Industries last year and other disputed phases of the purchase contract. Total claims by Pathe Industries are in excess of $400,000.

United Artists is preparing an action for counter-claims against P. I. aggregating more than $500,000, company officials stated yesterday. The attachment obtained by P. I. applies to a separate UA fund, held in escrow, the company stated.

Progress Seen for 'U' Western Drive

SAN FRANCISCO, July 7.—Universal's "Barney Rose Sales Drive," named for its Western district manager, is making good progress in this district, San Francisco sales manager Dick Colbert reports. The drive is using the physcians' "MD" as its slogan, in this case standing for "More Dates." Other territories participating are Seattle, Portland, Los Angeles, Salt Lake City and Denver.

PARAMOUNT TRADE SHOWS

Monday, July 14, 1952

• • •

BOB HOPE • JANE RUSSELL • ROY ROGERS

and TRIGGER in

"SON OF Paleface"

Color by TECHNICOLOR

Produced by ROBERT L. WELCH

Directed by FRANK TASHLIN

Written by Frank Tashlin, Robert L. Welch and Joseph Quillan

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N.W.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 Sauth Michigan Avenue	1:30 P.M.
CINCINNATI	20th CENTURY-FOX SCREENING ROOM, 1638 Central P'kway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	2 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	1:30 P.M.
JACKSONVILLE	FLORIDA STATE THEA. SCREENING ROOM, Florida Thea. Bldg.	8 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2:30 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	1:30 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	2:30 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Dovenport Street	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1:30 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 Eost 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	8:30 P.M.

Let's remove the SHUSH!
...and get some PUSH!
your BOXOFFICE is *Only*
as GOOD as your
SHOWMANSHIP!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 5 NEW YORK, U.S.A., TUESDAY, JULY 8, 1952 TEN CENTS

Six-Point Tax Plan Before Compo Today

Timing, Organization, Financing on Agenda

A six-point program in mapping the industry's fight for repeal of the Federal admission tax will be weighed at today's meeting here at the Hotel Astor of the Council of Motion Picture Organization's governing committeemen and the co-chairmen of the COMPO tax committee.

The program revolves around these six topics which are slated to be discussed: Organization for the tax fight, publicity, financing, operation, timing and general policy.

Presiding at today's meeting, slated to open at 10:00 A.M., will be Col. H. A. Cole and Pat McGee, co-chairmen of the tax committee. Due to be on hand are Samuel Pinanski, Trueman T. Rembusch and Al Lichtman, the three members of the COMPO governing committee, in addition to circuit operators and industry executives.

See Franco-US Pact Talks Off for Week

Resumption of negotiations of a new film agreement with France is unlikely for another week or two, American industry officials were inclined to believe yesterday after receiving reports from industry observers who sat in at the last sessions in Paris which ended in a stalemate last week.

During the interim, both sides are expected to review their respective positions. A meeting of the Motion Picture Association of America is

(*Continued on page 5*)

Britain Wants More Films Shown Here

LONDON, July 7.—Some significance is being attached here to the statement to Commons last week by Peter Thorneycroft, president of the Board of Trade, that in the coming negotiations of a new Anglo-U. S. film agreement he will do everything possible to enable a larger number of British films to be shown in the American market than heretofore.

Thorneycroft had reported to Commons that 10 British pictures, exclu-

(*Continued on page 5*)

First Day's Free Convention TV Does Mild Damage

Early reports from a limited number of key cities last night indicated that the feared competition from free home telecasts of the Republican National Convention in Chicago may not have been as drastic for the first day as had been anticipated.

Hot weather in many sections of the country was offered as one explanation for theatre attendance only slightly below normal for a summer Monday, the convention telecasts notwithstanding. The theory was that the discomfort of the home living room sent many people away from their TV sets and into air conditioned theatres for respite.

Also, in the Far West, Gen. Douglas MacArthur's keynote address was over in time for many who wished to do so, to go out to theatres. It hit the mid-

(*Continued on page 4*)

'Charley' Paces New York 1st-Runs

The three-day Fourth of July weekend produced grosses that ranged from excellent to fair among New York's first-runs.

Radio City Music Hall, which opened its doors at 8:30 A.M. Friday and Saturday set the pace with a strong $155,000 estimated for "Where's

(*Continued on page 4*)

'U' Presidency to Rackmil Next Week

Milton R. Rackmil, president of Decca Records, controlling stockholder in Universal Pictures, who is slated for election to the Universal board of directors at the company's annual meeting today in Wilmington, Del., will be elected president of Universal at the organization meeting of the board next Tuesday, July 15.

Rackmil will continue as president of Decca Records, dividing his time, as required, between the two companies. Most of his attention, however, is expected to be devoted to Universal. He will headquarter both here and on the Coast as has been the custom of Nate J. Blumberg during his 14-year presidency of Universal. Blumberg is scheduled to be elected chairman of the board, a post now vacant.

Would Curb Films Of 'Red' Writers

WASHINGTON, July 7.—A bill to prohibit the exhibition in educational institutions or their use by government agencies of films based on scripts written by persons with "Red" ties has been introduced by Sen. Joseph McCarthy (R., Wisc.).

Sen. William Benton (D., Conn.)

(*Continued on page 5*)

Eric Johnston Optimistic Over Business Generally

SPOKANE, July 7.—Radiating optimism over the future growth of the Inland Empire and Spokane particularly, Eric A. Johnston, president of the Motion Picture Association of America is back home for a visit and said he looked for business to be good for the balance of the year, as well as for 1953. He fears no setback to business through any possible political changes this year nor does he expect war with Russia in the "forseeable future."



Eric Johnston

But he prudently limited the "foreseeable future" to the next 12 months. He admitted, however, that war could "happen by mistake" as it did in Korea, which he blamed on the Russian high command.

"We are going to live in a world of revolution for a long time, which means that we must keep ourselves strong physically and economically," he stated.

Johnston predicted that the Republican convention in Chicago "will be close." He will fly to Chicago to see the balloting.

He based his prediction of good times upon continued Federal spending for defense, upon a bumper wheat crop and upon the inflationary effects of borrowing by the Federal Treas-

(*Continued on page 3*)

$2,200,000 in Cash for Rank 'U' Holdings

Remaining $500,000 Due In Yearly Installments

Decca Records, Inc., paid $2,200,000 in cash and $500,000 in non-interest bearing promissory notes for J. Arthur Rank's 134,375 shares of Universal Pictures' stock, Decca reported to the Securities and Exchange Commission yesterday.

Decca also disclosed a modification of its loan agreement with the First National Bank of Boston allowing it to increase its indebtedness for the stock purchase.

The SEC report was made public on the eve of today's annual meeting in Wilmington, Del., of Universal stockholders. Attending will be Decca president Milton R. Rackmil, who left here last night for Wilmington. Rackmil, who now controls about 42 per cent of Universal stock, has been nominated by Universal to its board of directors. Presiding at today's

(*Continued on page 3*)

Poll Bookers on Colosseum Merger

SAN FRANCISCO, July 7.—An opinion poll is being taken on Film Row by the Colosseum of Motion Picture Salesmen in order to determine what percentage of film exchange bookers are desirous of having the Colosseum negotiate for them on working conditions through a merger with the salesmen's organization.

The Colosseum points out that bookers are essentially part of the sales organization of exchanges and should not be held down with stenographers, clerks and other office personnel now belonging to the IATSE union.

Business Pickup Reported by Levy

Minneapolis, July 7.—Twentieth Century-Fox's Prairie district manager M. A. Levy reports that Milwaukee neighborhood houses have experienced "a very decided pickup in business in the past two weeks."

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, is scheduled to leave here for the Coast tomorrow for a visit of a week to 10 days.

•

G. RALPH BRANTON, Monogram-Allied Artists vice-president, left Hollywood for New York by plane last night for conferences with STEVE BRODY, president, and HAROLD, MIRISCH, vice-president, who were due here late yesterday from Europe.

•

JOHN ZIMMERMAN, manager of the Niagara in Buffalo, is recovering from illness at his home, after returning from the Deaconess Hospital. He is expected back at work next week.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, will leave here today for Oklahoma City.

•

TOM ROGERS of M-G-M's home office publicity department is due back here today from a vacation in the Virgin Islands.

•

ARTHUR LEE-WHITE, manager of the RKO Radio exchange in St. John, N.B., recently married NORAH BROCK, of Rothesay.

•

BARNEY TARANTAL, partner in the Burnside Theatre, East Hartford, Conn., has returned there from an extended Southern trip.

•

TED R. GAMBLE, head of Gamble Enterprises, is scheduled to leave here today for Portland, Ore.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian sales manager, is in Buffalo today from New York.

•

VICTOR A. PEERS, general manager of Transatlantic Productions, has arrived in Los Angeles from Quebec.

Life of Christ to Be Filmed by Cathedral

HOLLYWOOD, July 7. — Cathedral Films of Hollywood will produce "Day of Triumph," a feature length film portraying the life of Christ, in color on a half-million dollar budget, for theatre, church and television exhibition, Reverend James K. Friedrich, president, announced.

Following theatre release, beginning with roadshow exhibition, the film will be broken up into 12 or more episodes for church study purposes, and later made available for TV. Reverend Friedrich said, "My primary goal in producing this picture at this time is to help in a concrete way to launch a strong counter-offensive against the living religion of Communism. There is no greater means of evangelization than the motion picture screen. We must graphically portray for people throughout the world the positive nature of God as revealed in Jesus Christ instead of employing primarily negative tools in our desperate struggle with Communism."

Greene, Oresman Increase RKO Theatres Holdings

WASHINGTON, July 7.—David J. Greene now holds 18,800 shares of RKO Theatres common stock through a trust, after acquiring 4,500 shares in May, according to an announcement today by the Securities and Exchange Commission. Greene also was reported as holding 16,450 shares in his own name, and 10,000 in a partnership. In addition, members of his family own another 3,600 shares.

The latest SEC report on security transactions and holdings of corporation officers and directors covers the month ending June 10.

A. Louis Oresman, another RKO Theatres director, acquired 3,000 shares in May, bringing his total holdings to 22,100 shares.

Harry M. Warner sold six small blocks of Warner Brothers common totalling 1,900 shares, according to the report, and now holds 245,400, as well as 16,000 in a trust.

Two purchases of RKO Pictures common stock last November, amounting to 1,000 shares, were reported by Noah Dietrich.

A. H. Blank of United Paramount disposed of 500 shares of the company's common stock held in the Myron Blank trust, reducing it to 2,050. He now holds 12,337 shares in his own name and in a number of trusts.

Herbert E. Herrman, Trans-Lux director, doubled his common stock holdings in May by buying 1,000 shares in six separate transactions.

W. Ray Johnson of Monogram, through a series of transactions in March and April, reduced his holdings of common stock to 4,517. He sold 8,300 shares.

C. H. Phelan, a new officer of Loew's Inc., reported the purchase of 200 shares of common stock in march.

Report Selig Offered Roxy Directorship

DENVER, July 7.—It is reported here that Robert Selig, executive assistant to the president of Fox Intermountain Theatres, has been offered the managing directorship of the Roxy in New York by National Theatres president Charles Skouras, and that he is considering the idea.

Shanklin a Delegate To Dem. Convention

RONCEVERTE, W. Va., July 7.—J. C. Shanklin, a director of the Theatre Owners of America and operator of the Greenbrier Theatre, Charleston, and the Lewis, Lewisburg, W. Va., has been elected an alternate delegate-at-large from West Virginia to the Democratic National Convention.

Walter Long, Actor

LOS ANGELES, July 7.—Walter H. Long, 70-year-old veteran film villain, died here on Saturday of a heart attack. He entered films in 1909 and appeared in over 100, including "The Birth of a Nation." His widow and a son survive. Military funeral services will be held tomorrow afternoon in Hollywood Cemetery Chapel.

US Admission Tax Collections Off

WASHINGTON, July 7.—General admission tax collections in May, reflecting April business, amounted to $25,221,046, the Bureau of Internal Revenue reports.

This was well below the $28,686,692 reported for May of 1951, but only slightly below the $25,787,461 reported in April of this year. It was the second highest month so far in 1952.

General admission collections include taxes on receipts from sports events, concerts and other entertainment, as well as from motion picture theatres. They do not, however, include collections from roof garden and cabaret receipts, broker sales and several other items. Total admission tax collections in May amounted to $29,175,190, compared to $32,652,284 in the previous May.

Davis Becomes a Wilby Executive

ATLANTA, July 7.—The appointment of Willis Davis to an executive position with the Wilby theatre organization has been disclosed by R. B. Wilby, president of the company. Davis, who built and operated the Ponce de Leon and Buckhead theatres in 1927, was for 14 years associated with the Lucas and Jenkins theatre organization here, first as assistant to Arthur Lucas, and later as assistant to William K. Jenkins, who succeeded the late Lucas as head of the company. Davis also formerly served in Washington as clerk to the Commission on Interstate and Foreign Commerce of the House of Representatives.

Robert Clark Joins San Francisco Unit

SAN FRANCISCO, July 7.—Robert Clark, recently resigned sales manager for Paramount in San Francisco, has been named administrative head of Unicorn Theatres' Northern California interests.

Unicorn is headed by Hans de-Schulthess and G. Carleton Hunt who recently purchased the Paramount laboratory in Hollywood. They plan to spend the major part of their time there. Clark will have headquarters in the Golden Gate Building.

Alison Skipworth Dies

Services for screen and stage actress Alison Skipworth, 89, who died here on Saturday, will be held today at the Walter B. Cooke West 72nd Street Funeral Home. She went to Hollywood in 1930 after a long stage career and appeared in many films.

Eugene, Ore., Enacts 25-Cent Seat Tax

Eugene, Ore., July 7.—The City Council has adopted a seat tax to be imposed on all theatres and exhibition halls. The new tax will be based on a rate of 25 cents a year per seat in theatres and all other amusement establishments which charge admission. Drive-in theatres will pay $1 a year for each parking space.

Einfeld Will Hold Munich Meet Today

Charles Einfeld, vice-president of 20th Century-Fox, will hold meetings today in Munich with Robert Krier, company manager for Germany, following his arrival there yesterday from Salzburg, the home office reports.

Einfeld will discuss releases for the remainder of the year with distribution personnel, and also meet with exhibitors. Emphasis will be placed on the German premiere of Darryl F. Zanuck's "The Snows of Kilimanjaro," which will open simultaneously around the world in November.

Sochin Promoting 'U's' Short Subjects

Irving Sochin, newly - appointed short subjects sales manager for Universal Pictures, was in Boston yesterday for the first of a series of meetings with field sales representatives which will take him to the company's 32 branches during the coming weeks.

Purpose of the meetings is to seek ways of developing new outlets for U-I's short subject program and to map preliminary planning of next year's shorts line up.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY BOLGER in
"WHERE'S CHARLEY?"
Color by TECHNICOLOR
A WARNER BROS. PICTURE
plus SPECTACULAR STAGE PRESENTATION

BARBARA STANWYCK · PAUL DOUGLAS
ROBERT RYAN · MARILYN MONROE
in CLASH BY NIGHT
PARAMOUNT TIMES SQUARE
in person LES PAUL and MARY FORD JOEY · TOMMY · BISHOP EDWARDS and RALPH MARTERIE and ORCHESTRA
Midnight Feature Nightly

Walt Disney's Story of
ROBIN HOOD
Color by TECHNICOLOR
—and—
Walt Disney's WATER BIRDS
A True Life Adventure
Walt Disney's "LITTLE HOUSE"
Technicolor Cartoon
Print by Technicolor—Distributed by RKO
COOL CRITERION B'WAY & 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Decca Deal

(*Continued from page* 1)

stockholders' meeting will be vice-president John J. O'Connor. Nate J. Blumberg, president, is not expected to attend.

Under the agreement by which Decca Records purchased Rank's 12 per cent interest in Universal, Decca promised to pay the remaining $500,000 over a five-year period, $100,000 per year, with the first payment due June 19, 1953.

Current Value $12

The payment of $2,700,000 in cash and promissory notes for Rank's entire stock holdings in Universal brought the amount paid per share to $20.09 and a fraction. The current market value of Universal common stock is about $12 per share.

Previously, Decca paid $15 per share for approximately 271,800 shares and 37,500 option warrants. Total Universal stock held now by Decca is 406,175 shares, giving Decca an investment of nearly $7,000,000 in Universal.

According to the SEC report, Decca's refunding loan agreement with the First National Bank of Boston was amended to allow Decca to create the indebtedness of $500,000 in connection with its Rank purchase. One clause in the modification calls upon Decca, under certain conditions of indebtedness, to pledge with the bank its Universal stock holdings.

Namrick House Closing

PORTLAND, Ore., July 7.—John Hamrick's Music Box Theatre here will close tomorrow.

Review

"The Merry Widow"

(Metro-Goldwyn-Mayer)

TIMES may change, but "The Merry Widow" goes on and on. We have now M-G-M's third version—the first in color by Technicolor—of Franz Lehar's lilting operetta about Count Danilo of the mythical Balkan country of Marshovia and the pretty, rich American widow his king compels him to woo for reasons material. The stars this time are Lana Turner and Fernando Lamas, and they wear ably enough the shoes filled by Mae Murray and John Gilbert in the 1925 film and by Jeanette MacDonald and Maurice Chevalier in a 1934 release. There is little reason to doubt that this sumptuous production from Joe Pasternak, which Curtis Bernhardt directed, will capture the present generation's fancy to the extent that business will be substantial wherever it plays.

In this film colorful costumes and surroundings continually delight the eye, while pouring forth under the musical direction of Jay Blackton are the familiar "Merry Widow Waltz," "Maxim's," "Girls, Girls, Girls," "Night" and other Lehar numbers. Lamas and Miss Turner contribute the principal vocal interpolations which, while falling short of the MacDonald-Chevalier capacities, are adequate at least. But in whatever light the 1952 edition of "The Merry Widow" is judged, on the plane of production values it emerges as a *tour de force*. Whether the camera focuses on rococo interiors of palaces, the well-executed dance sequences, costumed frolicing in public squares or the vividly beautiful attire of the stars, the thought that cost was no object dominates the viewer's impressions.

The screenplay, by Sonya Levien and William Ludwig, follows more or less faithfully the incidents set forth in the work by Lehar, Victor Leon and Leo Stein. Miss Turner, widow of a wealthy Marchovian-American industrialist, is invited to the land of her late husband's birth, where all sorts of complications arise as she falls in love with Lamas. There is the matter of Lamas' mistaking Miss Turner's secretary, Una Merkel, for the rich widow as the fat king (Thomas Gomez) compels him, under penalty of death, to woo the lady for her money so Marshovia may free itself of ruinous debt. Meanwhile, of course, Lamas falls for Miss Turner in her pose as Fifi, a chorus girl. There are a number of comic sequences featuring Marshovian government dignitaries Richard Haydn and John Abbott and police sergeant Marcel Dalio that are genuine rib-ticklers. Paris and Maxim's famous night spot share in the milieu as romance, comedy and song are borne on their merry course through a melodic, eye-filling motion picture.

Running time, 105 minutes. General audience classification. For September release.

CHARLES L. FRANKE

Johnston

(*Continued from page* 1)

ury. He said that America should encourage more private investments abroad. He believed that private capital needed a more favorable climate and the assurance of some protection, such as guarantees against expropriation and the assurance of convertibility of earnings into dollars.

Films Big Abroad

Johnston further declared the motion picture producers are doing a bigger business abroad than ever before. Brazil is now the fourth largest market for American films, and Venezuela buys as many pictures as France. He said that two-thirds of all motion pictures produced are American and that 42 per cent of the U. S. film dollar revenue now comes from outside the U.S.A.

He expressed no fear from TV declaring that this new form of entertainment only will stimulate the motion picture industry. "You can't have a capitalistic society unless it is constantly expanding," he added.

Set 'White Christmas' For Crosby-Astaire

"White Christmas," a musical comedy in Technicolor, has been set as a Big Crosby-Fred Astaire co-starring vehicle at Paramount. Based on an original idea by Irving Berlin, it will be filmed next spring for a Christmas, 1953 release.

Norman Krasna has been signed by the studio to write the screenplay, to be produced by Robert Emmett Dolan.

ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!

"Mister, oh Sir, here's a good stick to beat the lovely lady!"



"A major achievement in screen entertainment."

says

SHOWMAN'S TRADE REVIEW

HERBERT J. YATES presents

THE QUIET MAN

Color by TECHNICOLOR · Directed by JOHN FORD

A REPUBLIC PICTURE

TV License Bids to FCC Pass 500 Mark

Washington, July 7. — The Federal Communications Commission today passed the 500 mark in applications for new television station licenses. At the end of the day, 515 applications had been received.

Convention TV

(*Continued from page* 1)

dle West at 8:30 P. M., the peak theatre hour, and the East, too, at a good theatre hour, 60 minutes later, E.D.T.

Reports of theatre attendance from the field were too limited and too contradictory last night to reveal a definite pattern but it appeared certain that the big Republican show had an audience of many millions for the pooled coverage over all networks to 107 TV stations in 65 cities.

Grosses Only Slightly Dented

Nevertheless, with Monday night one of the weak attendance nights normally for most theatres, some exhibitors regarding their only slightly dented grosses were of the opinion that very little of that TV audience would have been theirs had the convention proceedings not been fed to the nation's living rooms. They anticipate perhaps a slightly larger loss of attendance today as convention activities warm up and the worst of the bad news a day or two later as the balloting begins.

The real damage will be done at that juncture, if at all, they expect.

Film Group Buys Into Europe Films

HOLLYWOOD, July 7.—Europe Films, Inc. will be now known as Film Group-Europe Flims Worldwide, Inc., with Forrest Judd, Film Group head in Hollywood, becoming president of the new organization, following a deal in which the Group, represented by Judd acquired 51 percent of Europe Films stock.

The new group will distribute foreign productions after dubbing into English, concentrating on American television outlets. Theatre distribution in England and other markets abroad will also be handled, Judd announced.

Hope A Commentator

Bob Hope, NBC radio and television comedian, will become a radio and TV commentator for five minutes a day during the Republican and Democratic conventions in Chicago, giving his own impressions of the political developments.

For Lease

GRAND CENTRAL: Opposite Chrysler Building, a powerful permanent location. Entire building, 137 E. 43rd St.

One-story commercial building, 7,000 sq. ft., side drive for cars, now being erected on Magnolia Ave., JOURNAL SQUARE, Jersey City, opposite rear Loew's Theatre.

Owner, L. N. Rosenbaum & Son
Financing & Reorganizations
565 Fifth Ave., N. Y. PLaza 3-7510

Television--Radio

with Pinky Herman

"BREAK THE BANK," the biggest "Money-Giveaway" program on the air, has just been signed for its eighth consecutive year by Bristol-Myers and Toni (latter is co-sponsor with Bristol-Myers of the afternoon series) with Bud Collyer emceeing the daytime version and Bert Parks doing the honors at the evening sessions . . . the sum given away on the ABC (radio) and CBS-TV stanzas totals well above the three million mark (not marks—D-O-L-L-A-R-S) and has utilized every type of broadcast in order to do so, namely, radio, TV and simulcast . . . Mrs. James Costello, wife of an Ardmore, Pa., auto mechanic, who broke the bank for the sum of $11,510.00 just a year ago, was a visitor to yesterday's program and told Producer Ed Wolf that while driving past the Bristol-Myers factory at Hillside, N. J., en route to New York, they stopped their car and "bowed deeply and reverently in the direction of the B-M bldg." . . . and for the record, the all-time high for the radio portion of the fabulous series, $11,840,000 was won December 14, 1951, by Corporal Martin Diamant. . . .

• • •

Nat M. Abramson, WOR exec who donated several hundred acres at Hunter, N. Y., to be used for recreational activities for New York City's underprivileged children, will deliver the dedication address Sunday during the festivities at the official opening of the new buildings there. . . . Among the honored guests will be many motion picture, radio and television celebs and execs who made personal contributions to this most worth-while enterprise. . . . So to the 400 happy little "Hunters" this column's "congrats" and to their benefactors, "don't you feel better already?" . . . .

• • •

Jackie Gleason, whose WAB-Dumont series, "Cavalcade of Stars," catapulted him into the big time, broke Frankie Laine's opening day box office record at Loew's Penn Theatre in Pittsburgh . . . though his CBS-TV series doesn't start until September 6 (the hour program will be produced by Jack Hurdle) Gleason's marquee billing was "TV Star of CBS." . . . Paul Taubman, musical director of the "Bob & Ray Show" (NBC) and Mine Host at the Penthouse Restaurant overlooking Central Park, has just acquired about four acres from the old Whitney Estate at Old Westbury, L. I. . . . not bad for a youngster who but five years ago was a piano player at the Penthouse. . . . Her performance opposite Robert Cummings in a recent Robert Montgomery TV'er, "Lila, My Love," may reward German-born actress Gaby Rodgers with the lead opposite Montgomery Clift in Warner's soon-to-be lens'd "I Confess." . . .

• • •

When little Eugenie Baird took a chirping job two years ago with Tony Pastor's Orchestra, she never even dreamed of ever doing the Mary Martin role in "South Pacific." . . . However, that's exactly what the little song 'Baird' has done. . . . Eugenie, who was featured for a solid year with Bing Crosby on the "Kraft Music Hall" radio series, was the ingenue in the Broadway production "Angel in the Wings" and was the featured vocalist at the Gershwin Memorial Concert recently held at the Hollywood Bowl, is back in New York but a week and already is knee-deep in video offers. She is currently heard Friday nights from 8:00 to 9:00 P.M. singing with Earl Wrightson on "Musicland U.S.A." over CBS and starting Sunday, will star in her own program, "Main Street Music," slotted on the 4:00-4:40 P.M. spot via CBS. . . . EUGENIE BAIRD—our candidate for the title of "TVenus of 1952." . . .

• • •

Producer Milton Douglas, Director Frank Bunetta, Announcer Don Russell, Ork Pilot Sammy Spear and Scenic Designer Ed Gilbert have been associated with DuMont's "Cavalcade of Stars," since the program's WABDebut June 4, 1949. . . . Larry Storch, current star, like his predecessors, Jack Carter, Jerry Lester and Jackie Gleason was "discovered" by Douglas in a night club and is definitely headed for stardom. . . .

• • •

LOTSA DOTS . . . Statts Cotsworth and his wife, Muriel Kirkland, gave a "reading" performance of "MacBeth," in Philadelphia two weeks ago and were booked forthwith by William Miles to co-star in the production of the Shakespeare classic at the Berkshire Playhouse in Stockbridge, Mass., Aug. 25. Said Miles, "theirs was the finest 'MacBeth' performance I can ever recall." unquote. . . . Gertrude Berg sails for Europe tomorrow for a vacation.

NY 1st-Runs

(*Continued from page* 1)

Charley?", in its second week. The figure tops the opening week's gross by $5,000. The house also featured a holiday stage presentation.

The second week of "Story of Robin Hood" at the Criterion brought a moderate $35,000. Also in its second week at the Astor, "3 for Bedroom C" registered a poor $10,000. "The Story of Will Rogers" will make its debut at the house on July 17.

The Roxy showed a fair $63,000 for the second week of "Wait 'Till the Sun Shines, Nellie" with a stage show headed by Billy Daniels. "We're Not Married" is slated to open there Friday.

At the Paramount, "Clash by Night" was headed for a fairly good $62,000 for a third and last week, a slight boost over the previous week's $60,000. Les Paul and Mary Ford head the stage bill. Warner Brothers' "She's Working Her Way Through College" starts there tomorrow.

"Has Anybody Seen My Gal" finished its first week at the Mayfair with a modest $11,000, while at the Globe "The Lady in the Iron Mask" made a similar showing of $11,000.

At the State "The Washington Story" showed a fair $11,000 in its first week. The fourth week for "Pat and Mike" at the Capitol did a moderate $29,000. At the Victoria "Walk East on Beacon" was headed for a good $17,000 for its sixth week.

Among off-Broadway houses "The Man in the White Suit" brought in a healthy $10,200 for its 14th week. At the Trans-Lux "High Treason" showed a modest $5,500. The film finished its seventh week at the house. It was erroneously reported here last week as being in its opening week. At the Park Ave., "Island Rescue" did a fair first week of $8,600.

Mochrie Reports Bookings for 'Big Sky', 'Sudden Fear'

New York bookings have been set for two pictures being distributed by RKO Radio, Robert Mochrie, sales vice president, announced.

Howard Hawks' "The Big Sky" will open at the Criterion at the end of July or early in August. The picture will have a world premiere at the Woods in Chicago on July 29. Joseph Kaufman's "Sudden Fear" will open at Loew's State on Broadway early in August.

CBS Coast 'TV City' Now 70% Complete

With work now 70 per cent complete, construction in Hollywood of CBS Television City, the world's first exclusively designed TV plant, is moving into its final phase, it was announced here by J. L. Van Volkenburg, president of the CBS Television Network.

Barring interruptions the plant will be ready for operation on the October deadline established at the outset of the project.

NEED SPECIAL TRAILERS QUICK?
QUICK SERVICE
FREE COPY SERVICE
BEST ART-WORK
YOU'LL GET IT FROM FILMACK
SEND-US YOUR ORDER
ALL-AROUND KNOW-HOW
FINEST QUALITY
TRY US AND SEE
CHICAGO, 1327 S. Wabash Av - NEW YORK, 630 9th Av.

Franco-US

(*Continued from page* 1)

slated to be held later this week at which industry heads will be briefed on the Paris negotiations. The meeting is scheduled to be attended by Eric Johnston, MPAA president, who is due here from Spokane, on Thursday.

It was also learned that either Johnston, or John G. McCarthy, MPAA vice-president and director of international affairs, or both plan to go to Paris when negotiations resume. Tentative plans call for their leaving about July 19.

Alfred W. Crown, foreign distribution head for Samuel Goldwyn Productions and representative of the Society of Independent Motion Picture Producers at the Paris sessions, returned here late last week and reported to his principals over the weekend. F. W. Allport, London representative of the MPAA, who was present as an MPAA observer, forwarded his report to the Association

The stalemate resulted from continued French insistence on some form of subsidy for the French industry in a new import and conversion agreement. The subsidy principle is opposed by SIMPP and the U. S. State Department, which is conducting the Paris negotiations with French government officials.

Industry executives here pointed out that the negotiations may be resumed in a week or two on the government level in Paris, with or without industry observers present, in the event some compromise formula is propounded. The old agreement with France expired on June 30. No sessions this week are possible, it was said, because of the absence from Paris of key negotiators.

Curb Films of 'Red' Writers

(*Continued from page* 1)

immediately coupled the introduction of the bill with "the grave danger of the increasing tendency toward censorship," and warned against "these tactics of blackmail against media of communications, whether they be newspapers, magazines, or motion picture companies."

Language Not Limiting

McCarthy explained to the Senate that the bill "has to do with the shipment of educational films in interstate commerce," but the language of the bill does not confine its effect to these fields. The prohibition in the bill is against the exhibition "of motion picture films," without language limiting the effect to educational films.

McCarthy said he had his staff pick the names of some of the script writers listed in a catalog entitled "Educational Film Guide." He asserted that he submitted 17 names to the House Un-American Activities Committee, and that of the 17 the Committee said that eight "had very extensive records of Communist-front activities."

The Wisconsin Republican cited only one case, that of Columbia University Professor Robert S. Lynd, whom he said was connected with 23 different organizations listed as subversive. He said that "Lynd and the others on that list are script writers for Encyclopaedia Britannica Films, owned by Senator Benton."

McCarthy argued, "the Communists know that if they can infiltrate our educational system, they can control our nation without firing a shot."

Hired By A. T. & T.

Benton said that Lynd was hired by Western Electric, and only as a consultant. The films he worked on, "The Growth of Cities" and "The Arteries of Cities," were highly technical and gave no opportunity for any type of propaganda, even if Western Electric and American Telephone and Telegraph so desired. Other seven referred to by McCarthy were also hired by AT&T.

Woolners Buy Liberty

NEW ORLEANS, July 7.—Lawrence and Bernard Woolner, principal stockholders of Woolner Theatres, Inc., have acquired the Liberty by lease for an undivulged nummber of years. It was formerly operated by RKO Theatres.

Britain Wants

(*Continued from page* 1)

sive of those made here by subsidiaries of American companies, had received circuit bookings in the U. S. in the last three years—two films each in 1949 and 1950, and six films in 1951.

Thorneycroft said he agreed with a member of Parliament who termed the figures "disappointing."

Writ Served on UA By Pathe Industries

Chesapeake Industries, formerly Pathe Industries, served United Artists with a summons and writ of attachment for claims aggregating in excess of $200,000 on the eve of the July 4th holiday last Thursday, it was learned yesterday.

The action is an outgrowth of claims and counter-claims involving proceeds from distribution by United Artists of certain former Eagle-Lion films acquired from Pathe Industries last year and other disputed phases of the purchase contract. Total claims by Pathe Industries are in excess of $400,000.

United Artists is preparing an action for counter-claims against P. I. aggregating more than $500,000, company officials stated yesterday. The attachment obtained by P. I. applies to a separate UA fund, held in escrow, the company stated.

Progress Seen for 'U' Western Drive

SAN FRANCISCO, July 7.—Universal's "Barney Rose Sales Drive," named for its Western district manager, is making good progress in this district, San Francisco sales manager Dick Colbert reports. The drive is using the physcians' "MD" as its slogan, in this case standing for "More Dates." Other territories participating are Seattle, Portland, Los Angeles, Salt Lake City and Denver.

PARAMOUNT TRADE SHOWS

Monday, July 14, 1952

• • •

BOB HOPE · JANE RUSSELL · ROY ROGERS and TRIGGER in "SON OF Paleface"

Color by TECHNICOLOR

Produced by ROBERT L. WELCH

Directed by FRANK TASHLIN

Written by Frank Tashlin, Robert L. Welch and Joseph Quillan

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadwoy	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Wolton St., N.W.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue	1:30 P.M.
CINCINNATI	20th CENTURY-FOX SCREENING ROOM, 1638 Central P'kway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	2 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	1:30 P.M.
JACKSONVILLE	FLORIDA STATE THEA. SCREENING ROOM, Florido Thea. Bldg.	8 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	2:30 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	12:15 NOON
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	1:30 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	2:30 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grond Avenue	10:30 A.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Davenport Street	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1:30 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 Eost 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	8:30 P.M.

Let's remove the SHUSH!
...and get some PUSH!
your BOXOFFICE is *Only*
as GOOD as your
SHOWMANSHIP!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY



NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 6 NEW YORK, U. S. A., WEDNESDAY, JULY 9, 1952 TEN CENTS

ANTI-TAX DRIVE PLANS COMPLETED

Want Heads of Companies On Arbitration

Exhibitors Despair of Progress Otherwise

The task of designing a new industry arbitration system is in a state of suspended animation from which it can be rescued only by the agreement of the presidents of participating distribution companies to engage personally in future conferences with exhibitors on the system, it was learned reliably yesterday.

Arbitration conferences on the basis on which they were initiated in May and continued last month are at an end. Exhibitor participants have taken the position that failure to make appreciable progress in drafting a plan of arbitration is due to the fact that they are not dealing with principals, although they themselves are principals insofar as their organizations are concerned.

The exhibitor delegates, therefore,

(*Continued on page 2*)

Kalmenson Presides At Toronto Meet

Following the divisional sales meetings recently held in New Orleans, Pittsburgh and Chicago, Ben Kalmenson, Warner Brothers' sales vice-president, has called the company's Canadian sales force to a similar two-day meeting at the Royal York Hotel in Toronto beginning today. District and branch managers and salesmen will attend. Kalmenson will call upon each delegate for a full report on his territory. A stepped-up program of selling

(*Continued on page 2*)

Production Steady; 37 Before Cameras

HOLLYWOOD, July 8. — Production, during a week shortened by the holiday, only dropped off one point, for a total of 37 pictures in work. Four new pictures were started and five were completed.

Started were: "Lost Women of Zarpa" (Howco Productions), Independent; "Down Periscope" (Allied Artists—Lindsley Parsons), Monogram; "Pony Express," Paramount; "The Master of Ballantrae," Warner

(*Continued on page 2*)

Para. Sales Drive Will Open Aug. 31; $40,000 in Prizes

"Paramount's Greater Confidence Parade of 1952," designated by A. W. Schwalberg, president of Paramount Film Distributing Corp., as the most important sales drive in his company's history, and with a prize jackpot of more than $40,000 set for the top 10 branch managers, sales managers, salesmen, office-booking managers and booker-salesmen, will get underway on August 31, the date which also will usher in "Paramount Week," the company reported here yesterday. The drive is set for a 13-week period, ending November 29.

In addition to the $40,000 jackpot, there will be an extra week's salary for the entire personnel of the three leading branches. Furthermore, an additional $5,000 has been set aside

(*Continued on page 2*)

Rouvier, Steinhardt, Soulat Promoted

Supervision of Georges Rouvier, United Artists general manager in France since 1936, has been extended to Switzerland by Arnold M. Picker, UA vice-president in charge of foreign distribution. Leon Favre will continue as manager in Geneva.

At the same time, UA's foreign chief announced the promotion of George Soulat, manager in Belgium, to the post of sales supervisor in France, with headquarters in Paris.

Albert Steinhardt, former manager in Puerto Rico, has been promoted to replace Soulat in Belgium.

Rackmil Now On Universal Board

Stockholders of Universal Pictures, at their annual meeting in Wilmington, Delaware, yesterday elected to the board Milton R. Rackmil, president of Decca Records, and reelected all 12 members to the board.

Reelected were Robert S. Benjamin, Nate J. Blumberg, Alfred E. Daff, Preston Davie, Albert A. Garthwaite, Leon Goldberg, R. W. Lea, John J. O'Connor, J. Arthur Rank, Budd Rogers, Daniel M. Sheaffer and G. I. Woodham-Smith.

Rackmil, controlling stockholder in Universal, attended the meeting. He is scheduled to be elected president of

(*Continued on page 2*)

Lippert in Exchange Participation Talks

HOLLYWOOD, July 8.—Robert Lippert, head of Lippert Productions, who has left here for New York, tomorrow will discuss with Arthur Greenblatt and William Pizor, vice-presidents, his plans for exchange-participation.

Lippert also will discuss the project with Lippert exchange heads in the New York territory while there. The deal recently concluded with the Dallas branch is expected to serve as a

(*Continued on page 2*)

COMPO Organizing an All-Industry Campaign On 'Grass Roots' Level

A "grass roots" all-industry drive for the complete elimination of the 20 per cent Federal admission tax was outlined here yesterday by Pat McGee, co-chairman of the Council of Motion Picture Organizations' tax committee.

The strategy for repeal of the tax in the next session of Congress was ironed out at an all-day meeting at the Hotel Astor, attended by the COMPO governing committee and some 27 other circuit and industry executives.

Within the next few days, McGee disclosed, exhibitor committees will be organized on the state and Congressional District level to press for repeal of the tax, which the COMPO group labelled "confiscatory."

Col. H. A. Cole, the other co-chairman of the COMPO tax committee, said that he expects to have state and local exhibitor anti-tax committees

(*Continued on page 4*)

Exhibitors Now Asking: Where're the Republicans?

Exhibitors throughout the country who started the week off braced for some hard raps on their box-offices from the free home telecasts of the Republican National Convention proceedings in Chicago were still waiting last night for the first painful feeling.

The second day of the convention telecasts on 107 stations in 65 cities passed very much like the first—no noticeable effect on theatre attendance. Receipts were down mildly here and there, were normal for the day elsewhere, and in a few TV regions there were reports of better than average business.

Executives of national circuits agreed with MOTION PICTURE DAILY's reports from the field that the effects on the box-office, where any were discernible, were extremely slight. Many theatres having television lounges tuned in the convention proceedings for the convenience of their patrons and reported that few people remained for more than a minute or two in the lounges.

Some circuit executives here said yesterday they felt that lack of dramatic highlights at the convention thus far explained the mild effects of the telecasts partially. This could be reversed when the balloting gets under way tomorrow or Friday. Others said the actual effects of the telecast were

(*Continued on page 2*)

NEWS FLASHES

Steve Broidy, president of Monogram-Allied Artists, who has just returned here from two weeks abroad, reported that while there he had made arrangements for the production of two pictures in England in association with Associated British Pictures Corp. Both films will be completed by the end of the year. Broidy also reemphasized his belief that there is a market for good "B" pictures.

•

HOLLYWOOD, July 8.-The monthly bulletin of the California Department of Industrial Relations reports that the weekly earnings of studio craft workers for May averaged $112.61. The average for April was $110.40.

Personal Mention

STANLEY KRAMER and MRS. KRAMER will sail from here today for Europe aboard the *S.S. Queen Mary*.

•

EDWARK DMYTRYK, director; his assistant, MILTON FELDMAN; production designer RUDOLPH STERNAD and sketch artist FERDINAND CARRERE have returned from Israel, where they made preparations for the filming of "The Juggler."

•

JULES ALBERTI, president of Endorsements, Inc., will leave here for Hollywood today.

•

GEORGE K. ARTHUR, Meteor Films president, returned here yesterday from England aboard the *S. S. Queen Mary*.

Colvin Brown, Film Veteran, Dies Here

Colvin W. Brown, veteran film industry executive, died at St. Luke's Hospital here yesterday at the age of 64. Although he had suffered from a heart ailment for some time, Brown was admitted to the hospital only late last week.

After newspaper work in his native Illinois, Brown joined Mutual Film Co. in 1917 in the advertising-publicity department. He was subsequently associated with Gaumont News and was general manager of Associated Screen News; was associated with Al Lichtman in distribution and was manager of distribution for Thomas H. Ince Corp. From 1925 to 1927 he was vice-president and manager of foreign distribution for FBO, predecessor of RKO, and from 1927 to 1930 he was executive vice-president of Pathe Exchange. He joined Quigley Publishing Co. as vice-president and treasurer in 1930, resigning in 1945. At the time of his death he was a director of General Aniline & Film Corp. and of other corporations.

Brown is survived by his widow, Mrs. Regina Brown, and two brothers, Walter of Elgin, Ill., and Capt. James P. Brown, USNR, of Palatine, Ill. Funeral arrangements had not been completed late yesterday. Burial will be at Elgin, Ill.

Kalmenson Presides

(*Continued from page* 1)

and play-dating in the Canadian territory is the aim of the Warner sales chief.

Attending will be: Jules Lapidus, Haskell Masters, Arthur Hersh, J. Bermack, Grattan Kiely, A. Cohen, Mickey Komar, I. Coval, C. F. Pearce, Earl H. Dalgleish, Frank Davis, B. Brookler and Anthony Ranicar.

Home office executives attending in addition to Kalmenson and Lapidus will include Noman Moray, Bernard R. Goodman, Howard Levinson, and Larry Golob.

Convention TV Not Hurting

(*Continued from page* 1)

difficult to assay in that the excellent weather over the July 4th weekend hurt business somewhat and an upturn reasonably might have been expected Monday and yesterday as a result. Since there was no actual upturn, the free convention TV may or may not have been responsible.

In any event, exhibitors generally were relieved that the effects on their business the first two days of the convention were as painless as they proved to be.

CHICAGO, July 8.—Chicago exhibitors are finding, so far, that their fears of bad business during the Republican convention were grossly exaggerated. Many circuits and independents here were surprised to find grosses higher yesterday, the first day of the convention, than on the past few Mondays. One circuit executive reported that the action houses were above normal, with the sure-seaters and drive-ins experiencing a drop. (The drive-in drop could be attributed to heavy rain in the evening and reaction after the long holiday weekend.) The downtown houses, benefitting from an influx of visitors, with the hotels filled to capacity, did well above average business, but the unexpected factor was good business in the outlying theatres.

COLUMBUS, O., July 8.—Even though Ohio exhibitors resorted to no special efforts to counteract anticipated damaging box-office effects from telecasts of the Republican national convention, receipts thus far this week are not noticeably off. Normal business is reported by both downtown and neighborhood theatres. Some loss in attendance is expected when the convention gets down to balloting.

LOS ANGELES, July 8.—There has been no noticeable drop in first-run grosses this week and neighborhood attendance has been affected only slightly by the Republican convention telecasts. Exhibitors generally are agreed that they noticed the effects of the Bob Hope-Bing Crosby Telethon for the Olympic Team fund-raising last month far more. They feel now that the two political conventions will do their business far less damage than they had anticipated in advance.

BOSTON, July 8.—Box office business here was normal yesterday and today. Some theatres reported grosses a little above average. Exhibitors are revising their appraisal of the effects on attendance of the Republican convention telecasts and now believe that business will continue normal throughout the week, except for the possibility of some dramatic development when balloting begins. The check-up here was made in neighborhoods with the highest TV set saturation.

CLEVELAND, July 8.—Theatre business here yesterday and today was only slightly below average despite the Republican national convention telecasts. The most noticeable drop in attendance was at the class neighborhood houses. No particular effort is being made by Cleveland exhibitors to combat the telecast competition.

NEW ORLEANS, July 8.—New Orleans, getting its first TV this week, showed no apparent loss of theatre attendance to the Republican convention telecasts. Business this week is mild but not abnormal, with exhibitors attributing conditions as much to the post-holiday weekend letdown as to the telecasts.

Para. Sales Drive

(*Continued from page* 1)

for the special "A. W. Schwalberg Merit Awards" which will be divided among branch personnel who display outstanding individual effort over and above their normal duties. This will give members of the sales staff of non-winning branches as well as members of the staff not directly connected with sales or booking an opportunity to participate.

The drive will cover such productions as "Just For You," "Caribbean," "Somebody Loves Me," "Hurricane Smith," "The Turning Point," and "The Savage."

Beedle Resignation Not Accepted by Unit

PITTSBURGH, July 8.—The executive committee of the Allied Motion Picture Theatre Owners Association of Western Pennsylvania today refused to accept the resignation of Fred Beedle of Canonsburg as president. The committee requested Norman Mervis, the vice-president of the unit, to assist more in official duties until the convention in December.

Production Steady

(*Continued from page* 1)

Brothers.

Completed were: "Savage Mutiny" (Esskay Pictures) and "Winning of the West" (Gene Autry), Columbia; "The Outlaw Marshal" (Royal West Productions) and "Kansas City 1-1-7" (Associated Players and Producers), United Artists; "The Desperate Search," Metro-Goldwyn-Mayer.

Lippert Talks

(*Continued from page* 1)

pattern for others. Although details have not yet been divulged, it is believed the plan contemplates exchange heads acquiring property interest in the pictures to be financed by Lippert in the future. Lippert is expected to provide clarification while East.

J. T. Woodruff Dies at 50

HOLLYWOOD, July 8.—J. T. (Butch) Woodruff, 50, died yesterday of a heart attack at Mount Gilhead, Ohio, where he was setting up production details for a forthcoming Floyd Lewis Productions feature. Funeral arrangements are pending.

Newsreel Parade

THE Republican convention highlights all current newsreels. Other items include the trans-Atlantic record of the S.S. United States *and sports. Complete contents follow:*

MOVIETONE NEWS, No. 56—Republican Convention. Gen. MacArthur's address. Aquatic stars. Tennis.

NEWS OF THE DAY, No. 230—Republican Convention. MacArthur address.

PARAMOUNT NEWS, No. 93—Republican Convention.

TELENEWS DIGEST, No. 28A—Houston battles polio & Korea internes released. Waterfall. Parachute jumping. Chadwick fails in channel try.

UNIVERSAL NEWS, No. 576 — *S.S. United States.* Korea. Republican Convention.

WARNER PATHE NEWS, No. 95—Republican Convention. *S.S. United States* shatters Atlantic record. Korea fliers pound Reds. Swimming, diving. Tennis.

Arbitration

(*Continued from page* 1)

voiced their intent of dealing only with company presidents in the future. If the company presidents decline to sit and negotiate with them, it appears at this juncture that efforts to draft an arbitration plan will be at an end for the present.

Attitude Unanimous

The exhibitor attitude is unanimous. It is not confined to any single organization. Inability to make further progress last week around the conference table on disputed phases of arbitration of competitive bidding complaints led to the exhibitor stand and the adjournment of last week's sessions after two and one-half days of conferences with little or no progress resulting. The exhibitors attribute the inability to make progress to the lack of complete and final authority of the distribution executives and attorneys with whom they have been negotiating, and the resultant necessity for those executives to consult with and obtain instructions from their principals.

A previous stalemate in the arbitration conferences was overcome when it was decided to reduce the negotiating body from the original large and unwieldy conference group to a negotiating committee of 10. The new stalemate developed when exhibitors felt that the new arrangement was producing, and promised, no better results than the original.

Rackmil

(*Continued from page* 1)

"U" next Tuesday. Blumberg, president for the past 14 years, is slated to be elected chairman of the board, a post now vacant.

Some 864,000 shares out of 960,000 outstanding, were voted at yesterday's meeting. John J. O'Connor, Universal vice-president, presided. The proposal of stockholders Lewis D. Gilbert and John J. Gilbert that future meetings of the company's stockholders be held in New York was defeated.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpuhco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

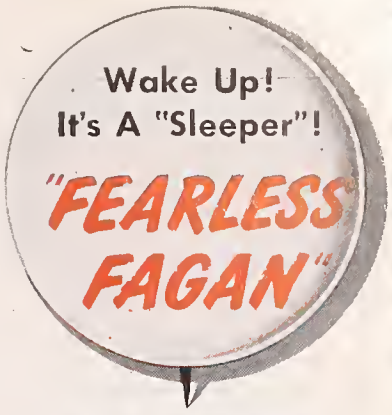


RIGHT ON THE BUTTON!

Vote M-G-M, the ticket that sells the tickets!



Spencer Tracy, Katharine Hepburn, Aldo Ray, William Ching



Janet Leigh, Carleton Carpenter, Keenan Wynn, Fearless Fagan (Himself)



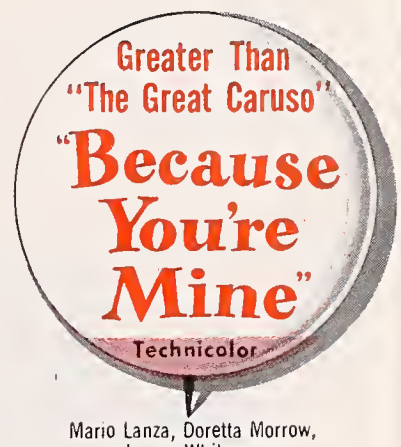
Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders, Emlyn Williams



Kathryn Grayson, Red Skelton, Howard Keel, Marge and Gower Champion, Ann Miller, Zsa Zsa Gabor, Kurt Kasznar



Lana Turner, Fernando Lamas, Una Merkel, Richard Haydn, Thomas Gomez



Mario Lanza, Doretta Morrow, James Whitmore



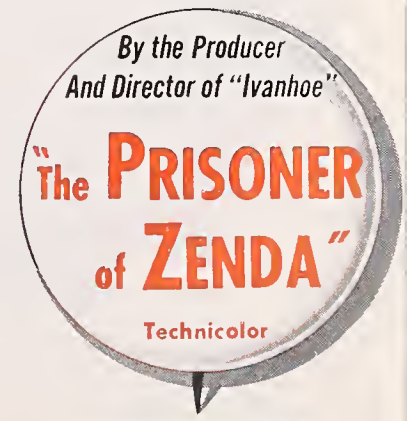
Spencer Tracy, Gene Tierney, Van Johnson, Leo Genn, Dawn Addams, Lloyd Bridges



Esther Williams, Victor Mature, Walter Pidgeon, David Brian, Donna Corcoran



Lana Turner, Kirk Douglas, Walter Pidgeon, Dick Powell, Barry Sullivan, Gloria Grahame, Gilbert Roland,



Stewart Granger, Deborah Kerr Louis Calhern, Jane Greer, Lewis Stone, Robert Douglas

Tax Drive

(*Continued from page* 1)

meeting by next week. Chairmen and members of the 48 state committees will be named shortly, it was added.

At the same time, it was disclosed that the anti-tax campaign will be financed through the COMPO general fund. In order to build up the fund, Al Lichtman, a member of COMPO's three-man governing board, announced that the week of Aug. 11-18 has been designated for a COMPO dues collection drive, at which time all exhibitors will be canvassed by film salesmen with dues pledge cards.

Current plans call for the naming of a co-ordinator, or perhaps geographical co-ordinators to tie-in the efforts of anti-tax exhibitor committees.

No Appeal to Public

The 30-man tax group, it was stated, agreed that no appeal for aid in the fight would be made to the general public, and that there would be no direction from the general COMPO tax committee to the exhibitor on whether he should or should not pass on the tax saving to the public.

Members of the general COMPO tax committee expressed their conviction that "there is good reason to believe that the drive will be successful." The need and the urgency of every exhibitor to get behnd the drive was underlined by Samuel Pinanski, a member of the COMPO governing triumvirate.

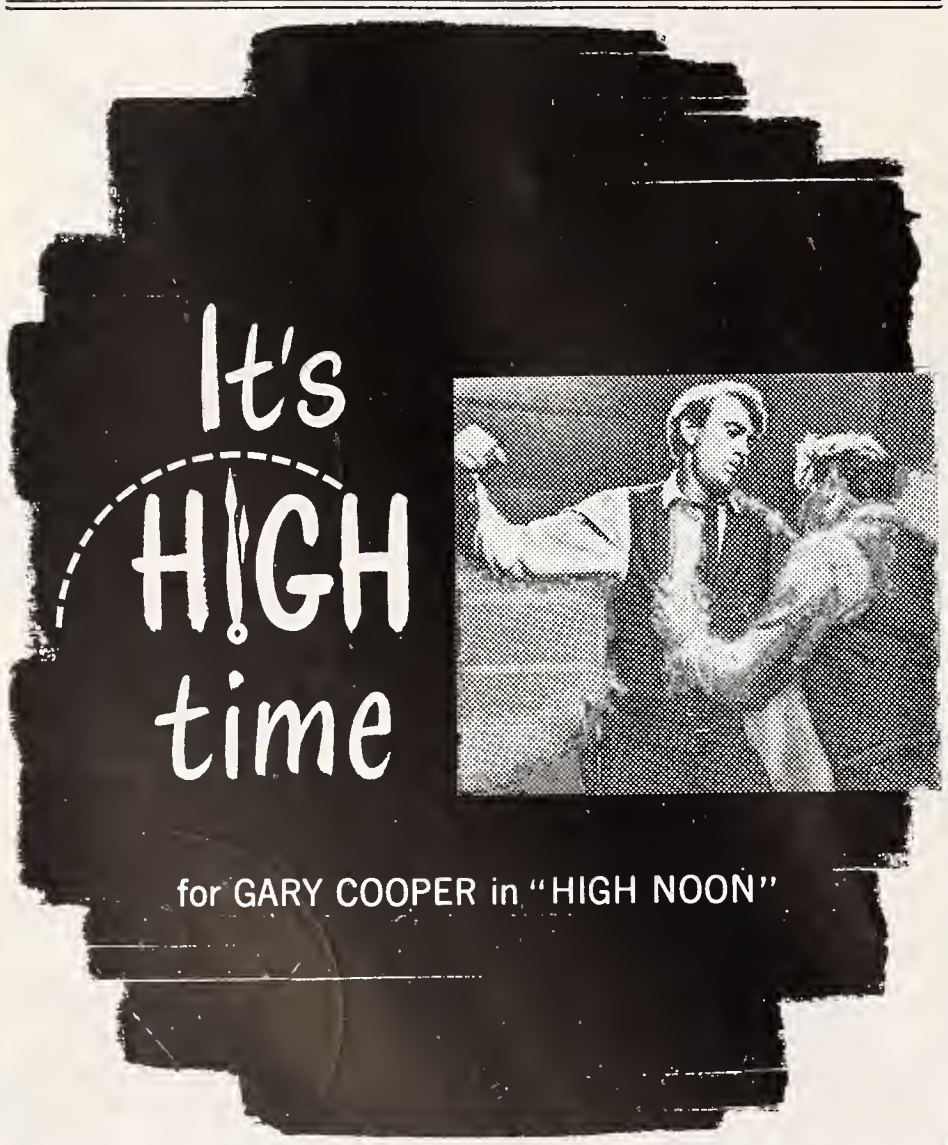
Declared Pinanski: "We're seeking to get relief for an industry that's being crushed by taxation." Pinanski added that he has eight houses closed that would be open today if the Federal admission tax was repealed.

The committee said it had statistics showing that the total taxes collected from exhibitors throughout the nation, both on the national and local level, in 1951 was seven times the net profits earned by all theatres that year.

Col. Cole, while pointing out that the tax could only be repealed at the next session of Congress which convenes in January, said he hoped by that time to have every lawmaker convinced of the injustice of the tax. There will be constant pressure in the intervening time by exhibitors to eliminate the tax, he added. The rest should be a "mopping up" operation, Cole declared.

Remaining in New York for the next few days to "tie up loose ends" will be Cole, McGee, Trueman T. Rembusch, a member of the COMPO governing triumvirate, and Pinanski, it was disclosed.

Others attending the meeting were: Abe Berenson, Lou Johns, Robert Bryant, A. Julian Brylawski, E. D. Martin, Alfred Starr, Martin J. Mullin, Mort Sunshine Howard Bryant, Dick Pitts, D. John Phillips, Rotus Harvey, Mrs. Hannah Oppie, Sam Gillette, Oscar Doob, Wilbur Snaper, Allen Johnson, Henderson Richey, Nathan Yamins, Charles E. McCarthy, Robert W. Coyne, Emanuel Frisch, Sam Rosen, Harry Brandt, Lee Newbury, Ed Lachman, Ben Marcus, Josh Goldberg, Sidney Schreiber and Carlton Duffus.



Review

"The Big Sky"

(Winchester-RKO Pictures)

A BIG SPRAWLING WESTERN crammed with violence, suspense, battles with Indians and evil white men, and touched off with a bit of romance, has been fashioned by Howard Hawks in "The Big Sky." The picture rolls on tirelessly and shows considerable substance in its 140 minutes of running time, but at times it suggests the need for sharper cutting. Kirk Douglas and Dewey Martin play the leads as a pair of steel-fisted Kentucky mountaineers who wander into a keelboat expedition up the uncharted Missouri River in 1830. Elizabeth Threatt provides the feminine allure as an Indian girl who is taken along as a hostage in order that the expedition's safety be insured among hostile Indians in the Northwest, with whom it is desired to establish a trading post.

After some tumultuous beginnings, the expedition gets underway and the first encounter with adventure is provided by a dangerous stretch of rapids. As the voyage goes on there is the constant outbreak of violence from the Indians. These battle scenes are excitingly staged. Then there are assorted encounters with the white marauders of opposition agents who also are bent on establishing trading posts. The screenplay, by Dudley Nichols, gradually develops a love rivalry between Douglas and Martin for the Indian girl. As the story wends its perilous way the latter finally marries Miss Threatt in a spirited Indian ceremony. Arthur Hunnicutt, as a grizzled, Indian-wise scout, provides excellent support along with the giant Buddy Baer, a sort of watchdog of the expedition.

Hawks, who produced and directed this Winchester Pictures presentation, provides the exhibitor with a solid piece of Western merchandise. The devotee of the large-scale Western will find in it enough "meat" to satisfy the heartiest of appetites.

The film was based on the novel of the same name by A. B. Guthrie, Jr. Edward Lasker was associate producer of the ambitious undertaking.

Running time, 140 minutes. General audience classification. For August release.

MANDEL HERBSTMAN

Seven Majors File Percentage Suits

HOUSTON, July 8.—The Bryan Amusement Co., operating the Queen, Palace and New Dixie theatres in Bryan, Texas, has been named in seven percentage actions filed in Federal Court here. The actions, by Paramount, Loew's, 20th Century-Fox, Warner, RKO Pictures, United Artists and Universal, ask recovery for damages based on alleged under-reporting of receipts on percentage engagements.

Thompson, Knight, Wright and Simmons, of Dallas, represent the distributors with Sargoy and Stein, New York, of counsel.

National Pre-Selling

ARLENE DAHL must be running for Vice-President. Recently she appeared on the front covers of *Look*, *Collier's*, *Quick* and *Life*, with four pages, including a center double-spread of Arlene in her nightie, in the latter magazine. Then, she appeared again last Sunday on the front cover of the rotogravure color section of the *New York Daily News*, with all of these appearances adding up to a combined circulation of 16,700,000. Constant readers will feel well acquainted, except they may disagree as to the exact shade of her red hair. What we want to see is a full-page, full-color picture of Arlene's press agent, blushing with modest pride for his superior accomplishment.

•

Ernest V. Heyn, new editor of Hearst's *American Weekly*, is a veteran of the fan magazine field, and maybe that's another reason why you will find this widely-read Sunday newspaper magazine with its 20,000,000 readership, hewing closely to the box-office line. The entire issue of *American Weekly* for August 31 will be devoted to motion pictures, and there are rumors afloat that the newspapers represented across the board will conduct their own poll this fall with balloting direct by the public at the point of sale, to determine what is really the best picture of the year, in terms of box-office appeal.

•

An advance copy of the new Look, *out next Tuesday and dated July 29, has a color cover of Pier Angeli, and an inside story of "The Two Pierangelis," meaning Pier and her unidentical twin sister, Marisa. Attractive color ads that have been seen in the trade press and in the pressbook of United Artist's "Island of Desire" will appear as a four-color page in* Pictorial Review *for pinpoint circulation to* 14,000,000 *members of a ready-made audience to coincide with play-dates in* 10 *key-cities.* Cosmopolitan *magazine has selected RKO Radio's "Sudden Fear" as its choice of the best picture of the month for September.* Seventeen *magazine has chosen Howard Hawks' "The Big Sky" as the top picture of the same month. The July* Seventeen, *now current, has a two-page feature story on Dale Robertson, star of "Lydia Bailey," under the title, "Soft Drawl in High Boots."*

•

The current *Collier's*, now on the stands, has a fine feature story on Barbara Stanwyck, illustrated in color, by Frank Nugent, which theatremen can file and post with appropriate playdates, as a special lobby display. Continuing publicity for 20th Century-Fox's "Lydia Bailey" turned up in last Sunday's issue of *This Week* with a color picture and story about Anne Francis, written by Louis Berg. Corine Calvet is very decorative in offstage cheesecake photographs in the July 16 issue of *People Today*. Add to Paramount's colorful pre-selling of "The Greatest Show on Earth" the new packet of souvenir post cards which are now available to theatres and retail stores, or for free distribution, at the discretion of the exhibitor.

WALTER BROOKS

Check List

of recent or forthcoming releases featured in advertising in *MOTION PICTURE DAILY* *

Title	Distributor
CAPTAIN BLACK JACK	Classic
CARRIE	Paramount
DON'T BOTHER TO KNOCK (3 Pages)	20th-Fox
FEARLESS FAGAN	MGM
FRANCIS GOES TO WEST POINT	Universal
HAS ANYBODY SEEN MY GAL? (2 Pages)	Universal
I DREAM OF JEANIE (2 Pages)	Republic
IVANHOE (3 Pages)	MGM
JUMPING JACKS	Paramount
KING KONG (4 Pages)	RKO
LYDIA BAILEY	20th-Fox
PAT AND MIKE	MGM
PICKWICK PAPERS	Renown
RED BALL EXPRESS (3 Pages)	Universal
SALLY AND SAINT ANNE	Universal
STRANGE WORLD	United Artists
THE BIG SKY	RKO
THE GREEN GLOVE (2 Pages)	United Artists
THE QUIET MAN (4 Pages)	Republic
THE RIVER (3 Pages)	United Artists
THE STORY OF WILL ROGERS (2 Pages)	Warner
THE WINNING TEAM (5 Pages)	Warner
THE WORLD IN HIS ARMS (3 Pages)	Universal
WALK EAST ON BEACON (2 Pages)	Columbia
WASHINGTON STORY (2 Pages)	MGM
WHERE'S CHARLIE? (3 Pages)	Warner

* Pictures featured in *M. P. Daily* advertising during past 6 weeks.

The Vital Spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold".*

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it *soon enough;* (2) Make it effectively proclaim the *box-office values* of the picture; (3) Publish a *sufficient continuity* of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!



HOWARD HUGHES PRESENTS

"One Minute To Zero"

An EDMUND GRAINGER production

starring

ROBERT MITCHUM · ANN BLYTH

with

WILLIAM TALMAN · CHARLES McGRAW

MARGARET SHERIDAN

RKO RADIO PICTURES

TRADE SHOWINGS

ALBANY
Fox Screening Room
1052 Broadway
Tues. 7/15 2:00 P.M.

ATLANTA
RKO Screening Room
195 Luckie St., N.W.
Tues. 7/15 2:30 P.M.

BOSTON
RKO Screening Room
122-28 Arlington St.
Tues. 7/15 10:30 A.M.

BUFFALO
Mo. Pic. Oper. Scr. Rm.
498 Pearl Street
Tues. 7/15 2:30 P.M

CHARLOTTE
Fox Screening Room
308 S. Church Street
Tues. 7/15 2:00 P.M.

CHICAGO
RKO Screening Room
1300 S. Wabash Ave.
Tues. 7/15 2:00 P.M.

CINCINNATI
RKO Screening Room
12 East 6th Street
Tues. 7/15 8:00 P.M.

CLEVELAND
Fox Screening Room
2219 Payne Avenue
Tues. 7/15 2:30 P.M.

DALLAS
Republic Screen. Room
412 S. Harwood Street
Tues. 7/15 2:30 P.M.

DENVER
Paramount Screen. Rm.
2100 Stout Street
Tues. 7/15 2:00 P.M.

DES MOINES
Fox Screening Room
1300 High Street
Tues. 7/15 2:00 P.M.

DETROIT
Blumenthals Scr. Rm.
2310 Cass Avenue
Tues. 7/15 2:30 P.M.

INDIANAPOLIS
Universal Screen. Rm.
517 N. Illinois Street
Tues. 7/15 1:00 P.M.

KANSAS CITY
Paramount Screen. Rm.
1800 Wyandotte Street
Wed. 7/16 2:00 P.M.

LOS ANGELES
RKO Screening Room
1980 S. Vermont Ave.
Tues. 7/15 2:00 P.M.

MEMPHIS
Fox Screening Room
151 Vance Avenue
Tues. 7/15 12:15 Noon

MILWAUKEE
Warner Screen. Room
212 W. Wisconsin Ave.
Tues. 7/15 2:00 P.M.

MINNEAPOLIS
Fox Screening Room
1015 Currie Avenue
Tues. 7/15 1:30 P.M.

NEW HAVEN
Fox Screening Room
40 Whiting Street
Tues. 7/15 2:00 P.M.

NEW ORLEANS
Fox Screening Room
200 S. Liberty Street
Tues. 7/15 10:30 A.M.

NEW YORK
RKO Screening Room
630 Ninth Avenue
Tues. 7/15 2:30 P.M.

OKLAHOMA
Fox Screening Room
10 North Lee Street
Tues. 7/15 10:30 A.M.

OMAHA
Fox Screening Room
1502 Davenport Street
Tues. 7/15 1:00 P.M.

PHILADELPHIA
RKO Screening Room
250 North 13th Stret
Tues. 7/15 2:30 P.M.

PITTSBURGH
RKO Screening Room
1809-13 Blvd. of Allies
Tues. 7/15 2:00 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave.
Tues. 7/15 2:30 P.M.

ST. LOUIS
RKO Screening Room
3143 Olive Street
Tues. 7/15 1:30 P.M.

SALT LAKE CITY
Fox Screening Room
216 E. 1st. St. South
Tues. 7/15 1:30 P.M.

SAN FRANCISCO
Fox Screening Room
245 Hyde Street
Tues. 7/15 10:30 A.M.

SEATTLE
Jewel Box Scr. Room
2318 Second Avenue
Tues. 7/15 1:30 P.M.

SIOUX FALLS
Hollywood Theatre
212 N. Philips Ave.
Tues. 7/15 10:00 A.M.

WASHINGTON
Film Center Scr. Room
932 New Jersey Ave.
Tues. 7/15 2:00 P.M.

Directed by TAY GARNETT • Written by MILTON KRIMS and WILLIAM WISTER HAINES

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 6 NEW YORK, U.S.A., WEDNESDAY, JULY 9, 1952 TEN CENTS

Want Heads of Companies On Arbitration

Exhibitors Despair of Progress Otherwise

The task of designing a new industry arbitration system is in a state of suspended animation from which it can be rescued only by the agreement of the presidents of participating distribution companies to engage personally in future conferences with exhibitors on the system, it was learned reliably yesterday.

Arbitration conferences on the basis on which they were initiated in May and continued last month are at an end. Exhibitor participants have taken the position that failure to make appreciable progress in drafting a plan of arbitration is due to the fact that they are not dealing with principals, although they themselves are principals insofar as their organizations are concerned.

The exhibitor delegates, therefore,

(*Continued on page 2*)

Kalmenson Presides At Toronto Meet

Following the divisional sales meetings recently held in New Orleans, Pittsburgh and Chicago, Ben Kalmenson, Warner Brothers' sales vice-president, has called the company's Canadian sales force to a similar two-day meeting at the Royal York Hotel in Toronto beginning today. District and branch managers and salesmen will attend. Kalmenson will call upon each delegate for a full report on his territory. A stepped-up program of selling

(*Continued on page 2*)

Production Steady; 37 Before Cameras

HOLLYWOOD, July 8. — Production, during a week shortened by the holiday, only dropped off one point, for a total of 37 pictures in work. Four new pictures were started and five were completed.

Started were: "Lost Women of Zarpa" (Howco Productions), Independent; "Down Periscope" (Allied Artists—Lindsley Parsons), Monogram; "Pony Express," Paramount; "The Master of Ballantrae," Warner

(*Continued on page 2*)

Para. Sales Drive Will Open Aug. 31; $40,000 in Prizes

"Paramount's Greater Confidence Parade of 1952," designated by A. W. Schwalberg, president of Paramount Film Distributing Corp., as the most important sales drive in his company's history, and with a prize jackpot of more than $40,000 set for the top 10 branch managers, sales managers, salesmen, office-booking managers and booker-salesmen, will get underway on August 31, the date which also will usher in "Paramount Week," the company reported here yesterday. The drive is set for a 13-week period, ending November 29.

In addition to the $40,000 jackpot, there will be an extra week's salary for the entire personnel of the three leading branches. Furthermore, an additional $5,000 has been set aside

(*Continued on page 2*)

Rouvier, Steinhardt, Soulat Promoted

Supervision of Georges Rouvier, United Artists general manager in France since 1936, has been extended to Switzerland by Arnold M. Picker, UA vice-president in charge of foreign distribution. Leon Favre will continue as manager in Geneva.

At the same time, UA's foreign chief announced the promotion of George Soulat, manager in Belgium, to the post of sales supervisor in France, with headquarters in Paris.

Albert Steinhardt, former manager in Puerto Rico, has been promoted to replace Soulat in Belgium.

ANTI-TAX DRIVE PLANS COMPLETED

Rackmil Now On Universal Board

Stockholders of Universal Pictures, at their annual meeting in Wilmington, Delaware, yesterday elected to the board Milton R. Rackmil, president of Decca Records, and reelected all 12 members to the board.

Reelected were Robert S. Benjamin, Nate J. Blumberg, Alfred E. Daff, Preston Davie, Albert A. Garthwaite, Leon Goldberg, R. W. Lea, John J. O'Connor, J. Arthur Rank, Budd Rogers, Daniel M. Sheaffer and G. I. Woodham-Smith.

Rackmil, controlling stockholder in Universal, attended the meeting. He is scheduled to be elected president of

(*Continued on page 2*)

Lippert in Exchange Participation Talks

HOLLYWOOD, July 8.—Robert Lippert, head of Lippert Productions, who has left here for New York, tomorrow will discuss with Arthur Greenblatt and William Pizor, vice-presidents, his plans for exchange-participation.

Lippert also will discuss the project with Lippert exchange heads in the New York territory while there. The deal recently concluded with the Dallas branch is expected to serve as a

(*Continued on page 2*)

COMPO Organizing an All-Industry Campaign On 'Grass Roots' Level

A "grass roots" all-industry drive for the complete elimination of the 20 per cent Federal admission tax was outlined here yesterday by Pat McGee, co-chairman of the Council of Motion Picture Organizations' tax committee.

The strategy for repeal of the tax in the next session of Congress was ironed out at an all-day meeting at the Hotel Astor, attended by the COMPO governing committee and some 27 other circuit and industry executives.

Within the next few days, McGee disclosed, exhibitor committees will be organized on the state and Congressional District level to press for repeal of the tax, which the COMPO group labelled "confiscatory."

Col. H. A. Cole, the other co-chairman of the COMPO tax committee, said that he expects to have state and local exhibitor anti-tax committees

(*Continued on page 4*)

Broidy Sets Plans For Two in England

Arrangements for the production of two pictures in England in association with Associated British Pictures Corp., were made by Steve Broidy, president of Monogram-Allied Artists, who has just returned from two weeks abroad. Walter Mirisch, company production head, is remaining in England to iron out final details, according to Broidy. Both films will be completed by the end of the year.

Broidy re-emphasized his belief that there is a market here for good "B" pictures. "Exhibitors need them and the customers want them," he said.

To support his point, Broidy stressed that "Monogram is now playing to more and better theatres here and in Great Britain," than ever before.

Studio Workers' Pay Jumps to $112 a Week

HOLLYWOOD, July 8.—Weekly earnings of studio craft workers for May averaged $112.61, according to the monthly bulletin of the California Department of Industrial Relations. The average for April was $110.40, and for May a year ago it was $103.72.

Exhibitors Now Asking: Where're the Republicans?

Exhibitors throughout the country who started the week off braced for some hard raps on their box-offices from the free home telecasts of the Republican National Convention proceedings in Chicago were still waiting last night for the first painful feeling.

The second day of the convention telecasts on 107 stations in 65 cities passed very much like the first—no noticeable effect on theatre attendance. Receipts were down mildly here and there, were normal for the day elsewhere, and in a few TV regions there were reports of better than average business.

Executives of national circuits agreed with MOTION PICTURE DAILY'S reports from the field that the effects on the box-office, where any were discernible, were extremely slight. Many theatres having television lounges tuned in the convention proceedings for the convenience of their patrons and reported that few people remained for more than a minute or two in the lounges.

Some circuit executives here said yesterday they felt that lack of dramatic highlights at the convention thus far explained the mild effects of the telecasts partially. This could be reversed when the balloting gets under way tomorrow or Friday. Others said the actual effects of the telecast were

(*Continued on page 2*)

Personal Mention

STANLEY KRAMER and MRS. KRAMER will sail from here today for Europe aboard the *S.S. Queen Mary*.

•

EDWARK DMYTRYK, director; his assistant, MILTON FELDMAN; production designer RUDOLPH STERNAD and sketch artist FERDINAND CARRERE have returned from Israel, where they made preparations for the filming of "The Juggler."

•

JULES ALBERTI, president of Endorsements, Inc., will leave here for Hollywood today.

•

GEORGE K. ARTHUR, Meteor Films president, returned here yesterday from England aboard the *S. S. Queen Mary*.

Colvin Brown, Film Veteran, Dies Here

Colvin W. Brown, veteran film industry executive, died at St. Luke's Hospital here yesterday at the age of 64. Although he had suffered from a heart ailment for some time, Brown was admitted to the hospital only late last week.

After newspaper work in his native Illinois, Brown joined Mutual Film Co. in 1917 in the advertising-publicity department. He was subsequently associated with Gaumont News and was general manager of Associated Screen News; was associated with Al Lichtman in distribution and was manager of distribution for Thomas H. Ince Corp. From 1925 to 1927 he was vice-president and manager of foreign distribution for FBO, predecessor of RKO, and from 1927 to 1930 he was executive vice-president of Pathe Exchange. He joined Quigley Publishing Co. as vice-president and treasurer in 1930, resigning in 1945. At the time of his death he was a director of General Aniline & Film Corp. and of other corporations.

Brown is survived by his widow, Mrs. Regina Brown, and two brothers, Walter of Elgin, Ill., and Capt. James P. Brown, USNR, of Palatine, Ill. Funeral arrangements had not been completed late yesterday. Burial will be at Elgin, Ill.

Kalmenson Presides

(*Continued from page* 1)

and play-dating in the Canadian territory is the aim of the Warner sales chief.

Attending will be: Jules Lapidus, Haskell Masters, Arthur Hersh, J. Bermack, Grattan Kiely, A. Cohen, Mickey Komar, I. Coval, C. F. Pearce, Earl H. Dalgleish, Frank Davis, B. Brookler and Anthony Ranicar.

Home office executives attending in addition to Kalmenson and Lapidus will include Noman Moray, Bernard R. Goodman, Howard Levinson, and Larry Golob.

Convention TV Not Hurting

(*Continued from page* 1)

difficult to assay in that the excellent weather over the July 4th weekend hurt business somewhat and an upturn reasonably might have been expected Monday and yesterday as a result. Since there was no actual upturn, the free convention TV may or may not have been responsible.

In any event, exhibitors generally were relieved that the effects on their business the first two days of the convention were as painless as they proved to be.

CHICAGO, July 8.—Chicago exhibitors are finding, so far, that their fears of bad business during the Republican convention were grossly exaggerated. Many circuits and independents here were surprised to find grosses higher yesterday, the first day of the convention, than on the past few Mondays. One circuit executive reported that the action houses were above normal, with the sure-seaters and drive-ins experiencing a drop. (The drive-in drop could be attributed to heavy rain in the evening and reaction after the long holiday weekend.) The downtown houses, benefitting from an influx of visitors, with the hotels filled to capacity, did well above average business, but the unexpected factor was good business in the outlying theatres.

COLUMBUS, O., July 8.—Even though Ohio exhibitors resorted to no special efforts to counteract anticipated damaging box-office effects from telecasts of the Republican national convention, receipts thus far this week are not noticeably off. Normal business is reported by both downtown and neighborhood theatres. Some loss in attendance is expected when the convention gets down to balloting.

LOS ANGELES, July 8.—There has been no noticeable drop in first-run grosses this week and neighborhood attendance has been affected only slightly by the Republican convention telecasts. Exhibitors generally are agreed that they noticed the effects of the Bob Hope-Bing Crosby Telethon for the Olympic Team fund-raising last month far more. They feel now that the two political conventions will do their business far less damage than they had anticipated in advance.

BOSTON, July 8.—Box office business here was normal yesterday and today. Some theatres reported grosses a little above average. Exhibitors are revising their appraisal of the effects on attendance of the Republican convention telecasts and now believe that business will continue normal throughout the week, except for the possibility of some dramatic development when balloting begins. The check-up here was made in neighborhoods with the highest TV set saturation.

CLEVELAND, July 8.—Theatre business here yesterday and today was only slightly below average despite the Republican national convention telecasts. The most noticeable drop in attendance was at the class neighborhood houses. No particular effort is being made by Cleveland exhibitors to combat the telecast competition.

NEW ORLEANS, July 8.—New Orleans, getting its first TV this week, showed no apparent loss of theatre attendance to the Republican convention telecasts. Business this week is mild but not abnormal, with exhibitors attributing conditions as much to the post-holiday weekend letdown as to the telecasts.

Para. Sales Drive

(*Continued from page* 1)

for the special "A. W. Schwalberg Merit Awards" which will be divided among branch personnel who display outstanding individual effort over and above their normal duties. This will give members of the sales staff of non-winning branches as well as members of the staff not directly connected with sales or booking an opportunity to participate.

The drive will cover such productions as "Just For You," "Caribbean," "Somebody Loves Me," "Hurricane Smith," "The Turning Point," and "The Savage."

Beedle Resignation Not Accepted by Unit

PITTSBURGH, July 8.—The executive committee of the Allied Motion Picture Theatre Owners Association of Western Pennsylvania today refused to accept the resignation of Fred Beedle of Canonsburg as president. The committee requested Norman Mervis, the vice-president of the unit, to assist more in official duties until the convention in December.

Production Steady

(*Continued from page* 1)

Brothers.

Completed were: "Savage Mutiny" (Esskay Pictures) and "Winning of the West" (Gene Autry), Columbia; "The Outlaw Marshal" (Royal West Productions) and "Kansas City 1-1-7" (Associated Players and Producers), United Artists; "The Desperate Search," Metro-Goldwyn-Mayer.

Lippert Talks

(*Continued from page* 1)

pattern for others. Although details have not yet been divulged, it is believed the plan contemplates exchange heads acquiring property interest in the pictures to be financed by Lippert in the future. Lippert is expected to provide clarification while East.

J. T. Woodruff Dies at 50

HOLLYWOOD, July 8.—J. T. (Butch) Woodruff, 50, died yesterday of a heart attack at Mount Gilhead, Ohio, where he was setting up production details for a forthcoming Floyd Lewis Productions feature. Funeral arrangements are pending.

Newsreel Parade

THE Republican convention highlights all current newsreels. Other items include the trans-Atlantic record of the S.S. United States *and sports. Complete contents follow:*

MOVIETONE NEWS, No. 56—Republican Convention. Gen. MacArthur's address. Aquatic stars. Tennis.

NEWS OF THE DAY, No. 290—Republican Convention. MacArthur address.

PARAMOUNT NEWS, No. 93—Republican Convention.

TELENEWS DIGEST, No. 28A—Houston battles polio & Korea internes released. Waterfall. Parachute jumping. Chadwick fails in channel try.

UNIVERSAL NEWS, No. 576 — *S.S. United States*. Korea. Republican Convention.

WARNER PATHE NEWS, No. 95—Republican Convention. *S.S. United States* shatters Atlantic record. Korea fliers pound Reds. Swimming, diving. Tennis.

Arbitration

(*Continued from page* 1)

voiced their intent of dealing only with company presidents in the future. If the company presidents decline to sit and negotiate with them, it appears at this juncture that efforts to draft an arbitration plan will be at an end for the present.

Attitude Unanimous

The exhibitor attitude is unanimous. It is not confined to any single organization. Inability to make further progress last week around the conference table on disputed phases of arbitration of competitive bidding complaints led to the exhibitor stand and the adjournment of last week's sessions after two and one-half days of conferences with little or no progress resulting. The exhibitors attribute the inability to make progress to the lack of complete and final authority of the distribution executives and attorneys with whom they have been negotiating, and the resultant necessity for those executives to consult with and obtain instructions from their principals.

A previous stalemate in the arbitration conferences was overcome when it was decided to reduce the negotiating body from the original large and unwieldy conference group to a negotiating committee of 10. The new stalemate developed when exhibitors felt that the new arrangement was producing, and promised, no better results than the original.

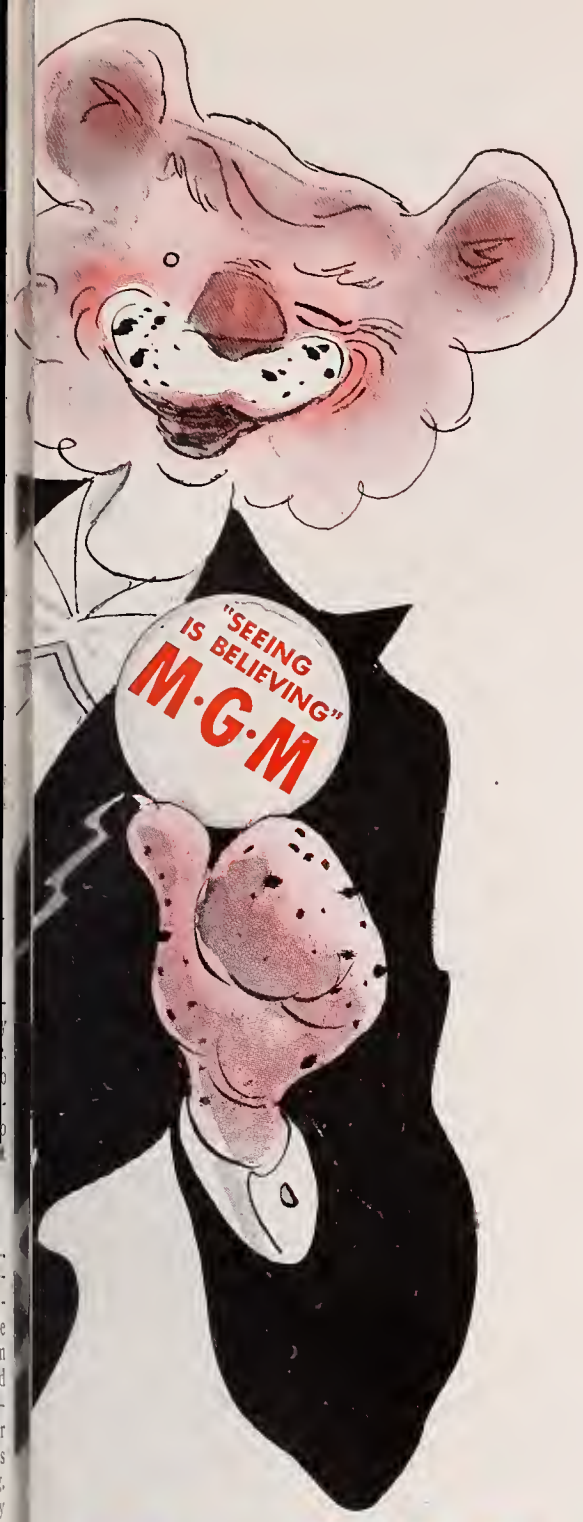
Rackmil

(*Continued from page* 1)

"U" next Tuesday. Blumberg, president for the past 14 years, is slated to be elected chairman of the board, a post now vacant.

Some 864,000 shares out of 960,000 outstanding, were voted at yesterday's meeting. John J. O'Connor, Universal vice-president, presided. The proposal of stockholders Lewis D. Gilbert and John J. Gilbert that future meetings of the company's stockholders be held in New York was defeated.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address. "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



RIGHT ON THE BUTTON!

Vote M-G-M, the ticket that sells the tickets!

I LIKE "PAT AND MIKE"

Spencer Tracy, Katharine Hepburn, Aldo Ray, William Ching

Wake Up! It's A "Sleeper"!

"FEARLESS FAGAN"

Janet Leigh, Carleton Carpenter, Keenan Wynn, Fearless Fagan (Himself)

NEVER A SHOW LIKE "Ivanhoe"

Technicolor

Robert Taylor, Elizabeth Taylor, Joan Fontaine, George Sanders, Emlyn Williams

Lovely to Book It!

"Lovely To Look At"

Technicolor

Kathryn Grayson, Red Skelton, Howard Keel, Marge and Gower Champion, Ann Miller, Zsa Zsa Gabor, Kurt Kasznar

Make A Date!

"The Merry Widow"

Technicolor

Lana Turner, Fernando Lamas, Una Merkel, Richard Haydn, Thomas Gomez

Greater Than "The Great Caruso"

"Because You're Mine"

Technicolor

Mario Lanza, Doretta Morrow, James Whitmore

HAPPY THANKSGIVING!

"PLYMOUTH ADVENTURE"

Technicolor

Spencer Tracy, Gene Tierney, Van Johnson, Leo Genn, Dawn Addams, Lloyd Bridges

THE MUSICAL FOR A HAPPY NEW YEAR!

"MILLION DOLLAR MERMAID"

Technicolor

Esther Williams, Victor Mature, Walter Pidgeon, David Brian, Donna Corcoran

THE HEART STORY OF HOLLYWOOD

"THE BAD AND THE BEAUTIFUL"

And it's BIG!

Lana Turner, Kirk Douglas, Walter Pidgeon, Dick Powell, Barry Sullivan, Gloria Grahame, Gilbert Roland

By the Producer And Director of "Ivanhoe"

"The PRISONER of ZENDA"

Technicolor

Stewart Granger, Deborah Kerr, Louis Calhern, Jane Greer, Lewis Stone, Robert Douglas

Tax Drive

(*Continued from page* 1)

meeting by next week. Chairmen and members of the 48 state committees will be named shortly, it was added.

At the same time, it was disclosed that the anti-tax campaign will be financed through the COMPO general fund. In order to build up the fund, Al Lichtman, a member of COMPO's three-man governing board, announced that the week of Aug. 11-18 has been designated for a COMPO dues collection drive, at which time all exhibitors will be canvassed by film salesmen with dues pledge cards.

Current plans call for the naming of a co-ordinator, or perhaps geographical co-ordinators to tie-in the efforts of anti-tax exhibitor committees.

No Appeal to Public

The 30-man tax group, it was stated, agreed that no appeal for aid in the fight would be made to the general public, and that there would be no direction from the general COMPO tax committee to the exhibitor on whether he should or should not pass on the tax saving to the public.

Members of the general COMPO tax committee expressed their conviction that "there is good reason to believe that the drive will be successful." The need and the urgency of every exhibitor to get behnd the drive was underlined by Samuel Pinanski, a member of the COMPO governing triumvirate.

Declared Pinanski: "We're seeking to get relief for an industry that's being crushed by taxation." Pinanski added that he has eight houses closed that would be open today if the Federal admission tax was repealed.

The committee said it had statistics showing that the total taxes collected from exhibitors throughout the nation, both on the national and local level, in 1951 was seven times the net profits earned by all theatres that year.

Col. Cole, while pointing out that the tax could only be repealed at the next session of Congress which convenes in January, said he hoped by that time to have every lawmaker convinced of the injustice of the tax. There will be constant pressure in the intervening time by exhibitors to eliminate the tax, he added. The rest should be a "mopping up" operation, Cole declared.

Remaining in New York for the next few days to "tie up loose ends" will be Cole, McGee, Trueman T. Rembusch, a member of the COMPO governing triumvirate, and Pinanski, it was disclosed.

Others attending the meeting were: Abe Berenson, Lou Johns, Robert Bryant, A. Julian Brylawski, E. D. Martin, Alfred Starr, Martin J. Mullin, Mort Sunshine Howard Bryant, Dick Pitts, D. John Phillips, Rotus Harvey, Mrs. Hannah Oppie, Sam Gillette, Oscar Doob, Wilbur Snaper, Allen Johnson, Henderson Richey, Nathan Yamins, Charles E. McCarthy, Robert W. Coyne, Emanuel Frisch, Sam Rosen, Harry Brandt, Lee Newbury, Ed Lachman, Ben Marcus, Josh Goldberg, Sidney Schreiber and Carlton Duffus.



Review

"The Big Sky"

(*Winchester-RKO Pictures*)

A BIG SPRAWLING WESTERN crammed with violence, suspense, battles with Indians and evil white men, and touched off with a bit of romance, has been fashioned by Howard Hawks in "The Big Sky." The picture rolls on tirelessly and shows considerable substance in its 140 minutes of running time, but at times it suggests the need for sharper cutting. Kirk Douglas and Dewey Martin play the leads as a pair of steel-fisted Kentucky mountaineers who wander into a keelboat expedition up the uncharted Missouri River in 1830. Elizabeth Threatt provides the feminine allure as an Indian girl who is taken along as a hostage in order that the expedition's safety be insured among hostile Indians in the Northwest, with whom it is desired to establish a trading post.

After some tumultuous beginnings, the expedition gets underway and the first encounter with adventure is provided by a dangerous stretch of rapids. As the voyage goes on there is the constant outbreak of violence from the Indians. These battle scenes are excitingly staged. Then there are assorted encounters with the white marauders of opposition agents who also are bent on establishing trading posts. The screenplay, by Dudley Nichols, gradually develops a love rivalry between Douglas and Martin for the Indian girl. As the story wends its perilous way the latter finally marries Miss Threatt in a spirited Indian ceremony. Arthur Hunnicutt, as a grizzled, Indian-wise scout, provides excellent support along with the giant Buddy Baer, a sort of watchdog of the expedition.

Hawks, who produced and directed this Winchester Pictures presentation, provides the exhibitor with a solid piece of Western merchandise. The devotee of the large-scale Western will find in it enough "meat" to satisfy the heartiest of appetites.

The film was based on the novel of the same name by A. B. Guthrie, Jr. Edward Lasker was associate producer of the ambitious undertaking.

Running time, 140 minutes. General audience classification. For August release.

MANDEL HERBSTMAN

Seven Majors File Percentage Suits

HOUSTON, July 8.—The Bryan Amusement Co., operating the Queen, Palace and New Dixie theatres in Bryan, Texas, has been named in seven percentage actions filed in Federal Court here. The actions, by Paramount, Loew's, 20th Century-Fox, Warner, RKO Pictures, United Artists and Universal, ask recovery for damages based on alleged under-reporting of receipts on percentage engagements.

Thompson, Knight, Wright and Simmons, of Dallas, represent the distributors with Sargoy and Stein, New York, of counsel.

National Pre-Selling

ARLENE DAHL must be running for Vice-President. Recently she appeared on the front covers of *Look*, *Collier's*, *Quick* and *Life*, with four pages, including a center double-spread of Arlene in her nightie, in the latter magazine. Then, she appeared again last Sunday on the front cover of the rotogravure color section of the *New York Daily News*, with all of these appearances adding up to a combined circulation of 16,700,000. Constant readers will feel well acquainted, except they may disagree as to the exact shade of her red hair. What we want to see is a full-page, full-color picture of Arlene's press agent, blushing with modest pride for his superior accomplishment.

•

Ernest V. Heyn, new editor of Hearst's *American Weekly*, is a veteran of the fan magazine field, and maybe that's another reason why you will find this widely-read Sunday newspaper magazine with its 20,000,000 readership, hewing closely to the box-office line. The entire issue of *American Weekly* for August 31 will be devoted to motion pictures, and there are rumors afloat that the newspapers represented across the board will conduct their own poll this fall with balloting direct by the public at the point of sale, to determine what is really the best picture of the year, in terms of box-office appeal.

•

An advance copy of the new Look, *out next Tuesday and dated July 29, has a color cover of Pier Angeli, and an inside story of "The Two Pierangelis," meaning Pier and her unidentical twin sister, Marisa. Attractive color ads that have been seen in the trade press and in the pressbook of United Artist's "Island of Desire" will appear as a four-color page in* Pictorial Review *for pinpoint circulation to* 14,000,000 *members of a ready-made audience to coincide with play-dates in* 10 *key-cities.* Cosmopolitan *magazine has selected RKO Radio's "Sudden Fear" as its choice of the best picture of the month for September.* Seventeen *magazine has chosen Howard Hawks' "The Big Sky" as the top picture of the same month. The July* Seventeen, *now current, has a two-page feature story on Dale Robertson, star of "Lydia Bailey," under the title, "Soft Drawl in High Boots."*

•

The current *Collier's*, now on the stands, has a fine feature story on Barbara Stanwyck, illustrated in color, by Frank Nugent, which theatremen can file and post with appropriate playdates, as a special lobby display. Continuing publicity for 20th Century-Fox's "Lydia Bailey" turned up in last Sunday's issue of *This Week* with a color picture and story about Anne Francis, written by Louis Berg. Corine Calvet is very decorative in off-stage cheesecake photographs in the July 16 issue of *People Today*. Add to Paramount's colorful pre-selling of "The Greatest Show on Earth" the new packet of souvenir post cards which are now available to theatres and retail stores, or for free distribution, at the discretion of the exhibitor.

WALTER BROOKS

Check List

of recent or forthcoming releases featured in advertising in *MOTION PICTURE DAILY* *

Title	Distributor
CAPTAIN BLACK JACK	Classic
CARRIE	Paramount
DON'T BOTHER TO KNOCK (3 Pages)	20th-Fox
FEARLESS FAGAN	MGM
FRANCIS GOES TO WEST POINT	Universal
HAS ANYBODY SEEN MY GAL? (2 Pages)	Universal
I DREAM OF JEANIE (2 Pages)	Republic
IVANHOE (3 Pages)	MGM
JUMPING JACKS	Paramount
KING KONG (4 Pages)	RKO
LYDIA BAILEY	20th-Fox
PAT AND MIKE	MGM
PICKWICK PAPERS	Renown
RED BALL EXPRESS (3 Pages)	Universal
SALLY AND SAINT ANNE	Universal
STRANGE WORLD	United Artists
THE BIG SKY	RKO
THE GREEN GLOVE (2 Pages)	United Artists
THE QUIET MAN (4 Pages)	Republic
THE RIVER (3 Pages)	United Artists
THE STORY OF WILL ROGERS (2 Pages)	Warner
THE WINNING TEAM (5 Pages)	Warner
THE WORLD IN HIS ARMS (3 Pages)	Universal
WALK EAST ON BEACON (2 Pages)	Columbia
WASHINGTON STORY (2 Pages)	MGM
WHERE'S CHARLIE? (3 Pages)	Warner

* Pictures featured in *M. P. Daily* advertising during past 6 weeks.

The Vital Spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold".*

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it *soon enough;* (2) Make it effectively proclaim the *box-office values* of the picture; (3) Publish a *sufficient continuity* of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!



HOWARD HUGHES PRESENTS

"One Minute To Zero"

An EDMUND GRAINGER production

starring

ROBERT MITCHUM · ANN BLYTH

with

WILLIAM TALMAN • CHARLES McGRAW

MARGARET SHERIDAN

RKO RADIO PICTURES

TRADE SHOWINGS

ALBANY
Fox Screening Room
1052 Broadway
Tues. 7/15 2:00 P.M.

ATLANTA
RKO Screening Room
195 Luckie St., N.W.
Tues. 7/15 2:30 P.M.

BOSTON
RKO Screening Room
122-28 Arlington St.
Tues. 7/15 10:30 A.M.

BUFFALO
Mo. Pic. Oper. Scr. Rm.
498 Pearl Street
Tues. 7/15 2:30 P.M

CHARLOTTE
Fox Screening Room
308 S. Church Street
Tues. 7/15 2:00 P.M.

CHICAGO
RKO Screening Room
1300 S. Wabash Ave.
Tues. 7/15 2:00 P.M.

CINCINNATI
RKO Screening Room
12 East 6th Street
Tues. 7/15 8:00 P.M.

CLEVELAND
Fox Screening Room
2219 Payne Avenue
Tues. 7/15 2:30 P.M.

DALLAS
Republic Screen. Room
412 S. Harwood Street
Tues. 7/15 2:30 P.M.

DENVER
Paramount Screen. Rm.
2100 Stout Street
Tues. 7/15 2:00 P.M.

DES MOINES
Fox Screening Room
1300 High Street
Tues. 7/15 2:00 P.M.

DETROIT
Blumenthals Scr. Rm.
2310 Cass Avenue
Tues. 7/15 2:30 P.M.

INDIANAPOLIS
Universal Screen. Rm.
517 N. Illinois Street
Tues. 7/15 1:00 P.M.

KANSAS CITY
Paramount Screen. Rm.
1800 Wyandotte Street
Wed. 7/16 2:00 P.M.

LOS ANGELES
RKO Screening Room
1980 S. Vermont Ave.
Tues. 7/15 2:00 P.M.

MEMPHIS
Fox Screening Room
151 Vance Avenue
Tues. 7/15 12:15 Noon

MILWAUKEE
Warner Screen. Room
212 W. Wisconsin Ave.
Tues. 7/15 2:00 P.M.

MINNEAPOLIS
Fox Screening Room
1015 Currie Avenue
Tues. 7/15 1:30 P.M.

NEW HAVEN
Fox Screening Room
40 Whiting Street
Tues. 7/15 2:00 P.M.

NEW ORLEANS
Fox Screening Room
200 S. Liberty Street
Tues. 7/15 10:30 A.M.

NEW YORK
RKO Screening Room
630 Ninth Avenue
Tues. 7/15 2:30 P.M.

OKLAHOMA
Fox Screening Room
10 North Lee Street
Tues. 7/15 10:30 A.M.

OMAHA
Fox Screening Room
1502 Davenport Street
Tues. 7/15 1:00 P.M.

PHILADELPHIA
RKO Screening Room
250 North 13th Stret
Tues. 7/15 2:30 P.M.

PITTSBURGH
RKO Screening Room
1809-13 Blvd. of Allies
Tues. 7/15 2:00 P.M.

PORTLAND
Star Screening Room
925 N.W. 19th Ave.
Tues. 7/15 2:30 P.M.

ST. LOUIS
RKO Screening Room
3143 Olive Street
Tues. 7/15 1:30 P.M.

SALT LAKE CITY
Fox Screening Room
216 E. 1st. St. South
Tues. 7/15 1:30 P.M.

SAN FRANCISCO
Fox Screening Room
245 Hyde Street
Tues. 7/15 10:30 A.M.

SEATTLE
Jewel Box Scr. Room
2318 Second Avenue
Tues. 7/15 1:30 P.M.

SIOUX FALLS
Hollywood Theatre
212 N. Philips Ave.
Tues. 7/15 10:00 A.M.

WASHINGTON
Film Center Scr. Room
932 New Jersey Ave.
Tues. 7/15 2:00 P.M.

Directed by TAY GARNETT • Written by MILTON KRIMS and WILLIAM WISTER HAINES

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 7 NEW YORK, U. S. A., THURSDAY, JULY 10, 1952 TEN CENTS

Exhibitors to Help Test Ohio Censors Law

Will Show Unlicensed Newsreels Next Week

COLUMBUS, O., July 9.—Five independent exhibitors have agreed to join distributors in what is believed to be the first deliberate exhibition of a motion picture without the license of a censor board in a state wherein a license is required, to test the legality of censorship.

Specifically, the move is intended to test the legality of Ohio's censoring of newsreels and is backed by the five major newsreel distributors and the Motion Picture Association of America. Each of the five will furnish an identical reel consisting of regular newsreel footage not submitted in advance to the Division of Education of the Ohio Department of Education for approval. The reel will carry the identifying title of "American News." The newsreels will also service their regular reels which will be submitted in advance to the censors for licenses.

The five theatres will start showing

(Continued on page 3)

NEWS FLASHES

Walter T. Shirley, city commissioner of commerce, disclosed here yesterday at a luncheon meeting of the National Television Film Council at the Warwick Hotel that New York City officials and television industry representatives are scouting around in Manhattan for property to build an all-inclusive television center.

•

WASHINGTON, July 9.—Early reconsideration of the ban on motion picture theatre and other amusement construction, once the steel strike is ended, was promised today by the National Production Authority in a letter from NPA's Henry H. Fowler to Robert Hoff, TESMA head.

N. Y. Law Is Attacked

ALBANY, N. Y., July 9.—Another court test of state censorship and constitutional rights advanced a step further here yesterday when notice of appeal was filed with the clerk of the New York Court of Appeals from an Appellate Court decision of June 16 upholding the banning of the French film, "La Ronde", by the State Board of Regents.

Mrs. Florence Shientag, New York attorney, filed for Raymond Hakim and Commercial Pictures, U. S. distributors of the imported production, stating that the ban was arbitrary and capricious and that the state statute under which an exhibition license was refused was unconstitutional, a restraint of constitutional rights, and a denial of the rights to free speech. The complaint denies that the picture is immoral, as charged by the Regents Board in refusing a license.

In a three-to-two split by the Appellate Court, the minority decision by presiding Justice Sydney F. Foster and Justice O. Byron declared that the New York statute providing for censorship is unconstitutional.

Delay Indefinitely FCC Para. Hearings

WASHINGTON, July 9.—The Federal Communications Commission's "catch-all" hearings on the proposed American Broadcasting Co.—United Paramount Theatres merger and the qualifications of Paramount as a television licensee were suspended indefinitely today until the Commission acts on petitions to halt the proceedings, throw out the anti-trust issue involving Paramount, and transfer the case to the Commission for immediate action without waiting for an initial opinion by the hearing examiner.

Paramount filed its petition in support of this course of action today con-

(Continued on page 3)

LOEW'S ECONOMY PROGRAM IS SET



Nicholas Schenck



Dore Schary

Executive Salary Cuts; 38 Films at Realistic Cost; Full Day's Work

HOLLYWOOD, July 9.—A program calling for a general tightening up of operations in the interests of greater efficiency and including salary cuts of 25 to 50 per cent on amounts over $1,000 per week for a period of one year was announced by Nicholas M. Schenck, president of Loew's, and Dore Schary, vice-president in charge of production and studio operations at the Culver City studio today.

The program, which resulted from five and one-half weeks of conferences here by Schenck with company officials, was disclosed to a mass meeting of nearly 4,000 M-G-M studio employes.

Its primary objective, the company heads stated, is "to adjust our economy to meet potential box office returns, and at the same time maintain traditional quality."

As part of the program it was de-

(Continued on page 3)

Calls Arbitration Meet of Company Executives Today

A meeting of distribution representatives to the Conference on Arbitration has been called for today by Eric Johnston, president of the Motion Picture Association of America.

The meeting, which will get underway at 11:00 A.M., will take place at MPAA headquarters here. Although there was no official statement as to the agenda, it is believed that an attempt will be made to end the stalemate on negotiations to set up an industry arbitration system.

The call for a meeting of distribution executives and attorneys who took part in recent arbitration talks came after exhibitor delegates expressed the sentiment that the arbi-

(Continued on page 3)

Anti-Tax Heads Meet On Drive Leaders

Preliminary work on the selection of state anti-tax committee chairmen got underway here yesterday at a meeting of the co-chairmen of the Council of Motion Picture Organizations' tax committee, Pat McGee and Col. H. A. Cole, and Trueman T. Rembusch, member of COMPO's governing triumvirate.

The job of selecting state committee chairmen in the industry's drive to

(Continued on page 3)

Fire Again Sweeps WB Coast Studio

HOLLYWOOD, July 9.—A conflagration again struck Warner Brothers studio late this afternoon causing greater damage, reportedly, than the million and a half dollar blaze which swept the premises May 16.

Flames broke out on the back lot and destroyed New York street and other permanent exteriors as well as a property building where valuable

(Continued on page 3)

MGM Heads Confident of the Future, Backed by Pledge of Company's Support

Hollywood, July 9.—Optimism for the future underlined the Nicholas M. Schenck-Dore Schary statement of operating policy announced to studio employes here today.

"We believe strongly," the statement said, "that the problems that beset us are soluble—that the obstacles surrounding us can be overcome—but we know what we need and we have been pledged the whole-hearted and full-hearted cooperation of our entire organization.

"With this cooperation we hope to achieve a goal of having a studio which turns out top-flight product without waste, with a maximum of profit and with a high degree of integrity and taste."

Personal Mention

STEVE BROIDY and HAROLD MIRISCH, president and vice-president of Monogram-Allied Artists respectively, will leave here today for the Coast.

•

HUGO STRAMER, RKO Radio manager for Columbia, and his wife and children are currently vacationing in New York. They will leave shortly for a visit to Canada.

•

EDWARD L. KINGSLEY of Arthur Mayer-Edward Kingsley, Inc., will return here from London by plane this morning.

•

AL LOWE, Universal-International home office representative for Latin America, has left here for an extended tour of his territory.

•

GLOVER A. JOHNSON, owner of the Cherokee and Emory theatres at Centre, Ala., and his wife are visiting Anchorage, Alaska.

•

HENRY GLOVER, branch manager of Monogram Southern Exchanges, New Orleans, was in Atlanta from that city.

•

BEN BERGER, North Central Allied president, has been named a member of the board of the Minneapolis Round Table of Christians and Jews.

•

BERNARDO GLUCKSMANN, RKO Radio distributor in Uruguay, is in New York from that country.

•

ROBERT LIPPERT, head of Lippert Productions, will arrive here from the Coast today.

•

DANNY GRAYSON of Hopalong Cassidy Enterprises left here by plane yesterday for London.

•

ZOLTAN KORDA, British producer, flew to London from here yesterday.

'U' Elevates 3 to Producer Status

HOLLYWOOD, July 9.—Universal-International has announced the elevation of Ross Hunter, Richard Wilson and Anton Leader, all associate producers, to producer status.

Hunter has been assigned "Vermilion O'Toole" and "Stopover;" Wilson has been assigned "The Golden Sword" and "Streets of Cairo," and Leader's first production assignment will be "Men of Iron."

Alliance Theatres Seeks TV Permit

WASHINGTON, July 9.—Fort Wayne Television, owned by the Alliance Theatre Corp., today filed an application with the Federal Communications Commission for a UHF channel for Fort Wayne, Ind.

Alliance, operating theatres in Indiana, Illinois and surrounding territory, is headed by P. J. Dee.

UK Exhibitors Hit Critics of Theatre Quota Defaulters

By PETER BURNUP

LLANDUDNO, NORTH WALES, July 9.—The Cinematograph Exhibitors Association, in annual convention here, today decided to strike back at Parliamentary critics of theatre quota defaulters.

Plans were made to prepare documentary evidence of the impossibility of meeting the quota in every instance; to vigorously contest and defend all exhibitors who may be prosecuted for quota defaults, and to brief friends of the industry in Parliament on quota problems and implications of strict enforcement of the law in order that they will be able to intelligently reply to critics in Commons in the future.

The program of action resulted from high resentment among convention delegates to the recent attacks on exhibitor quota defaulters by Members of Parliament who are regarded as mouthpieces for Left Wing studio unions furthering an anti-American campaign. M-G-M's Empire Theatre was particularly singled out for criticism as a quota defaulter.

The discussion was touched off at the convention today by Theo Fligelstone, former C.E.A. president, who said that quota defaults are due solely to a lack of suitable product. He charged that a reign of terror is being promoted by a Commons clique in order to blackmail exhibitors into playing worthless second features and documentaries which drive patrons away from the theatres.

The purpose of the Quota Act, it was pointed out by convention speakers, is to improve the standard of production, whereas the present supporting program quota of 25 per cent not only is encouraging the production of "quickies" but is driving away customers.

Meet Tomorrow on France and Japan

The deadlock in the French pact negotiations and the situation in Japan will highlight a meeting of foreign sales managers and company presidents, called for tomorrow at the Motion Picture Association of America headquarters. Eric Johnston, MPAA president, will attend.

A decision is also expected to be reached tomorrow on whether Johnston or John G. McCarthy, MPAA vice-president and director of international affairs, will go to Paris when negotiations resume for a new French film agreement.

A meeting of foreign sales managers was held yesterday at which McCarthy briefed the group on the recent Paris talks.

CBS Names Perkinson

William Perkinson, formerly with Ziv Television Programs, Inc., has been appointed account executive for the CBS television film sales office in Chicago, Fred J. Mahlstedt, director of TV film sales, disclosed here.

Hollingshead, 60, Dies on the Coast

HOLLYWOOD, July 9.—Funeral services for Gordon Hollingshead, 60, head of Warner Brothers short subjects production who died at his home in Balboa, Cal. yesterday, will be held Friday at 11 A.M. at Forest Lawn.

Hollingshead won 12 Academy Awards for short subjects and was nominated 36 times for the Academy Award. Many of his Awards were won for patriotic short subjects.

He had been head of short subject production for Warner since 1938 and had been with the company since 1925. He was honored by the studio on April 15, 1950 on his 25th anniversary with Warner.

Hollingshead started his film career in 1914 as a part-time actor at the old Tannhauser Studio in New Rochelle, N. Y. He served in World War I in the Signal Corps as a photographer and was selected by General Pershing to act the lead in a series of educational films designed to prepare troops for their return to civilian life. When he was demobilized, he moved from New York to Hollywood, following the industry, and became an assistant director. In 1938, the company switched all short subject production to the studio here, and put Hollingshead in charge.

He was active here until a couple of weeks ago when he had a heart attack. He is survived by his widow; Axeliane; two daughters, Mrs. Ebba Webb and Mrs. H. R. Ring; a stepson, Otto Hoeg; five grandchildren; a sister, Mrs. Hettie Bryant, and a nephew, Gordon Murray.

Goldwyn, RKO Radio Heads to Hollywood

James A. Mulvey, president of Samuel Goldwyn Productions, Ned E. Depinet, RKO Pictures president; Robert Mochrie, RKO Radio general sales manager, and Phil Reisman, foreign distribution manager, will leave here for the Coast next Thursday to see Samuel Goldwyn's new production, "Hans Christian Andersen," which RKO Radio will distribute.

Alfred W. Crown, Goldwyn vice-president and sales chief, will leave here on Monday for the Coast to be on hand for the screening also.

Kravitz Advertising Manager of Filmack

CHICAGO, July 9.—Lou Kravitz, editor of Filmack's *Inspiration*, organization publication, has been appointed director of Advertising for Filmack Trailer Co., Irving Mack company head.

Kravitz is well known in exhibition circles, having worked for theatre circuits and advertising organizations throughout the country.

20th Releasing Series on Art

A series of seven one-reel subjects, presented by Art Films Productions, dealing with the lives of masters of art and their paintings, will be released by 20th Century-Fox starting in September, it was announced here by Peter J. Levathes, short subjects sales manager.

The shorts, filmed in color by Technicolor in the galleries and museums of Italy, England, France and Holland, "will reveal for the first time on the screen the works of both modern and ancient masters in all their grandeur," said the company.

The subjects and the painters they feature are: "Curtain Call," Degas; "I Remember the Glory," Botticelli; "Light in the Window," Vermeer; "Birth of Venus," The Renaissance period; "Joy of Living," Renoir; "The Young Immortal," Raphael; "The Night Watch," Rembrandt.

The film unit in Europe was composed of Marilyn Silverstone, who was associate producer of the series and did the research upon which the scripts, written by Mildred Barish Vermont, were based, and Jean Oser, director. Cyril J. Knowles, Technicolor cameraman, and his staff, photographed. The films were produced by Boris Vermont and the original music score for each was written by Jaques Belasco.

Darnell Circuit Sold To Louis Lazar Group

BUFFALO, July 9.—Darnell Theatres, Inc., which operated 19 theatres in New York, Ohio, Kentucky, Virginia and Maryland from its Buffalo headquarters, has been sold to a group headed by Louis Lazar, formerly vice-president in charge of international operations of Paramount Theatres, Inc., Paris.

The price has not been disclosed.

The company has been renamed Lazar Theatres, Inc. and will continue its headquarters in Buffalo in the Walbridge Building. Elmer F. Lux, formerly vice-president and general manager of the circuit, will continue in that position.

Mass. Transit Strike Ends After 4 Months

BOSTON, July 9.—The 122-day strike of 1800 Eastern Massachusetts Street Railway bus drivers and mechanics ended late today. It hit hard at the 125 theatres in the 75 cities and towns serviced by the transportation system, causing an estimated loss to the theatres of over $1,500,000 in box office revenues.

Theatre closings were considered if the strike would continue much longer.

Colvin Brown Services

Funeral services for Colvin W. Brown, veteran film industry executive who died here on Tuesday, will be held at 2 P.M. today at St. James Episcopal Church, 71st Street and Madison Avenue. Burial will be at Elgin, Ill., Brown's native city.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urhen Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Test Law

(Continued from page 1)

the test reel on Wednesday, July 16. The exhibitors and distributors will then sit back and await whatever legal action may be taken by the state board —if any. The industry is certain to carry a court test to the Supreme Court, if necessary.

Announcement of the test was made jointly here today by the five theatres and the MPAA. The test is designed "to strike down censorship and give the newsreels full equality under the Constitution with other media of communications, information and expression," it was stated.

Follows Court Decisions

The move follows the recent decisions of the U.S. Supreme Court which said in "The Miracle" and the "Pinky" cases that motion pictures are entitled to the free speech and free press guarantees of the Constitution.

Ohio is one of the few states in America that requires newsreels to have a censor's okay and one of seven states censoring all motion pictures before they can be shown to the public.

The five theatres that will show the uncensored newsreels are:

Little Theatre, Columbus; Lower Mall Theatre, Cleveland; Westwood, Toledo Park, Cincinnati; and Palace, Youngstown. The exhibitors conducting the test are members of the Independent Theatre Owners of Ohio, of which Robert A. Wile is executive secretary. Wile and Manning Clagett of the MPAA, New York, jointly released the announcement of the test.

E. J. Hofheimer of the Little Theatre, Columbus, said in a joint statement issued by the exhibitors:

"As exhibitors we are pleased to cooperate in this test. The press and other media of communications are not censored, and should not of course be censored. In our judgment, there is no more justification to censor the newsreel than to censor the newspaper.

"The people not only of Columbus but all the people in Ohio and in the United States have a vital stake in the outcome of this test. It is their freedom, in reality, that is at issue.

"We feel sure that public-spirited citizens who believe in freedom want to make their own decisions as to what they read, see or hear. They don't want somebody else to usurp their constitutional rights and make their decisions for them."

Eric Johnston, MPAA president, said:

"In cooperation with the five exhibitors in Ohio, we are deliberately making this move to invite a court test of newsreel censorship.

"In view of the Supreme Court's recent decisions, it is certainly clear that censorship of newsreels violates the provisions of the Constitution that safeguard freedom of expression in the United States.

"We had hoped that the Ohio censors, upon reading the Supreme Court's decisions, would have promptly on their own discontinued censoring the newsreels. As they did not, we have no recourse but to get the issue into the courts.

"We are supremely confident of the outcome. Surely the courts in Ohio, in light of what the Supreme Court has said, will quickly hold that censorship of newsreels cannot longer be permitted."

Johnston said that other legal moves would be made, in Ohio and elsewhere, to kill censorship—prior restraint—of all motion pictures.

Loew's Economy Program

(Continued from page 1)

cided that M-G-M will make 38 films in the next fiscal year, beginning September 1. The company had 42 releases in the current fiscal year, counting "Quo Vadis" and "Ivanhoe," both of which were in a "special" sales category.

The Schenck-Schary statement said that an average cost for the 38 films has been determined "which we believe is consistent with present box-office conditions. Our budget will be aimed at eliminating waste factors which have resulted from lush operations in former lush years."

The salary cuts, the statement said, will apply to those in the over $1,000 a week brackets throughout the entire executive staff and officers in Hollywood, New York and overseas, "including ourselves." It is designed to "provide leadership in the drive of economy," the Schenck-Schary statement asserted, and "no part of the salary given up during this period will be returned under any circumstances."

"There will be reductions in the number of producers, directors and writers who will be kept on a permanent contract basis," the statement continued. "Those remaining under contract with the studio will be required to turn out a greater number of films in the effort to reduce studio overhead."

Indicating that personnel will be pruned where possible, the statement said that "We have also consolidated effort in various departments and there will be some reduction in the numbers of people in these departments. We will insist that everyone give as much as he can to the job for which he is paid. For these reasons, and because we intend to make this insistence a sharp one, we do not contemplate any direct 'across-the-board' salary cuts; nor are we contemplating any wholesale discharge of employes.

"We plan to insure the level of salaries by requiring a full-time job in exchange for a full week's salary."

"We will continue to provide opportunity for young directing, acting producing and writing talent," the statement continued, "and such talent will be channeled through a planned program of films. Casting and cost factors will be altered to suit individual projects in this program.

"We have analyzed during these conferences the cost of waste factors, such as tardiness, interference, temperament, lack of preparation and loss of working time, of all talent working at the studio. As a result, each person in every field of activity concerned with the making of films has been asked and has agreed to cooperate more fully in eliminating these factors."

The statement pointed out that the conferences leading to formulation of the program had included top executive personnel, creative talent and labor leaders. All phases of studio operations were examined and the conferences were unhurried.

"We wanted to be certain," the statement said, "that decisions made as a result of these conferences would be practical and reflect care and judgment. Too often adjustments have been temporary because they have been based on panic and, consequently, on injudicious thinking."

C. C. Moskowitz, Loew's vice-president and treasurer, participated in the conferences during a three weeks period and Howard Dietz, vice-president in charge of advertising-publicity, was at the sessions for a week from the home office.

Schenck will conclude his six weeks stay here on Friday when he leaves for New York by train. Howard Strickling, studio publicity head, also will leave for New York this week-end, arriving there Monday.

MGM Has No Plans For Films for TV

Culver City, July 9.—"At the present time we have no plan, nor are we contemplating any plan for television filming," Nicholas M. Schenck and Dore Schary told the studio organization in their statement of policy here today.

"The field of television production," they said, "is one which will be examined and re-examined as time goes on, because the economic factors involved are ever changing." But no plan for M-G-M to enter that field exists now, they emphasized.

Para. Hearings

(Continued from page 1)

centrating on the elimination of the anti-trust phase, following the joint action late Tuesday by UPT, ABC and the Columbia Broadcasting System of a similar plea which stressed the urgency of getting the merger question settled by September so that ABC could plan television programming schedules for the winter season.

Should the FCC accept this proposal, it would mean that the license of Paramount station KTLA in Los Angeles would be renewed on a permanent basis, the merger of ABC and UPT consummated, and the sale of UPT television station WBKB, Chicago also approved.

The FCC broadcast bureau, whose attorneys, headed by Frederick Ford, have been arguing the commission's side of the case in the hearings, will, however, oppose this step. He is expected to file his reply within a few days.

And DuMont, whose status also is involved, as to whether or not it is actually controlled by Paramount, also will file a reply petition early next week, according to attorney Morton Galane. Under the proposed action, the DuMont phase also would be decided directly by the commission.

Galane said DuMont's position had not been fully determined, but that it is likely the company will not take a stand one way or the other on the elimination of the anti-trust issue, but will insist on an examiner's report before the matter is taken up by the full commission.

The petitions of the other parties asked that the hearings be canceled and the report of examiner Leo Resnick waived, and that the commission itself issue the final decision after a 20-day period for the filing of proposed findings by all those concerned.

Diplomatic Corps at "Rogers" Premiere

HOLLYWOOD, July 9.—More than 40 foreign governments will pay tribute to the memory of the late Will Rogers tomorrow evening when the complete consular corps of Los Angeles attends the formal premiere of "The Story of Will Rogers," starring Will Rogers, Jr., and Jane Wyman, at Warner's Beverly Hills Theatre.

Meanwhile, Beverly Hills itself has joined the list of American communities which have established memorials to the cowboy humorist. Will Rogers Memorial Park is the new name of Civic Center Park just off Sunset Boulevard in mid-city.

World Premiere of 'Will Rogers' Held In Claremore, Okla.

CLAREMORE, Okla., July 9.—World premiere of "The Story of Will Rogers" was held here tonight at the Yale Theatre, with Will Rogers, Jr., who portrays his father in the film, and his sister, Mrs. Mary Rogers, participating in the event.

Arbitration Meet

(Continued from page 1)

tration talks could only be rescued if distribution company presidents personally participated in future arbitration conferences. The position of many exhibitor delegates is that they are not dealing with principals, although they, themselves are principals representing various exhibitor organizations.

Stalled Last Week

Last week's arbitration conference ended after two-and-a-half days, following the inability to make further progress on disputed phases of arbitration of competitive bidding complaints.

Johnston, who has been visiting his home in Spokane, was due here last night.

Anti-Tax Drive

(Continued from page 1)

repeal the 20 per cent admission tax is expected to be completed by the end of the week. Cole and McGee, in the meantime, expect to remain in New York until that job and other problems in the anti-tax drive are dealt with. Rembusch left here yesterday for his home in Indianapolis.

WB Studio Fire

(Continued from page 1)

accoutrements were stored. Police were holding four boys on suspicion of arson.

A brisk wind carried flames across adjacent dry Los Angeles River into the Hollywood foothills where firemen tonight were attempting to stem the spread.

NBC's television station, KNBH, picked up the fire at its outbreak from NBC's partially completed new studio adjacent to Warners. Later KTLA, independent station, also picked up the event.

"Just what the doctor ordered to hypo the B.O.!"

DAILY VARIETY

"From beginning to end, from the first song-and-dance number to the romantic finish, the picture spells entertainment with a capital E!"

M. P. HERALD

"Bolger runs riot! Should knock the customers silly and make the exhibitor exceedingly thankful!"

FILM DAILY

"Just about the most perfect musical to come the exhibitor's way in years! There is everything right about this picture and nothing wrong. Has everything to lick 'em up at the box office and be a terrific moneymaker everywhere!"

SHOWMEN'S TRADE REVIEW

Everybody's a Fan for

RAY BOLGER in "WHAT'S

AS THE SUPER-SMASH 2nd WEEK TOPS SMASH

WITH ALLYN McLERIE

SCREEN PLAY BY JOHN MONKS, JR.

DIRECTED BY DAVID BUTLER

Dance and Production Numbers Staged by MICHAEL KIDD

"An exceptionally strong contender at the box office. Lavish and hilarious and will give great delight to millions!"
HOLLYWOOD REPORTER

"All the gay abandon and sweep that it had on the stage! Delightful!"
N. Y. TIMES

"Go to see it and have fun!"
N. Y. POST

"Top-notch! Bolger will have audiences singing with him wherever the picture is shown!" N. Y. DAILY NEWS

"It's perfect! Ray Bolger is the greatest comedy dancer of this era!"
N. Y. MIRROR

"Overwhelmingly mirthful! Bolger's greatest triumph!"
N. Y. WORLD-TELEGRAM-SUN

"A song-loaded, comedy-crammed package of entertainment! Top box office!"
INDEPENDENT FILM JOURNAL

"Should prove to be Warner's big money-maker of the year!" VARIETY

"Bolger's as wonderful on the screen as on the stage!"
N. Y. JOURNAL-AMERICAN

"This will be cheering news to the multitudes!"
M. P. DAILY

COLOR BY TECHNICOLOR

BROS.

re's Charley?"



t WEEK AT RADIO CITY MUSIC HALL!



BEN KALMENSON DRIVE
JUNE 1-SEPT. 27

at last! THE BOXO

AN ALL-WALT DISNEY SHOW

...that's doing bonanza business for the Criterion, New York; Hillstreet, Los Angeles; Pantages, Hollywood; Golden Gate, San Francisco; Keith, Washington; Town, Baltimore; Palace, Montreal!...Rave reviews!...Audience applause—

...ALL YOURS FOR THE WONDERFUL MID-SUMMER SEASON!

"...for a wonderful feeling that the movies are still the

ICE DREAM COME TRUE!



AND TO COMPLETE THIS GREAT ENTERTAINMENT PROGRAM PERSONALLY PLANNED BY WALT DISNEY

Greater than his Academy Award winners "BEAVER VALLEY", "SEAL ISLAND" and "NATURE'S HALF-ACRE"

Walt Disney's
NEWEST
TRUE-LIFE ADVENTURE
Water Birds



Print by TECHNICOLOR

Plus

Walt Disney's
heart-warming cartoon
The **LITTLE HOUSE**



Color by TECHNICOLOR

AN ALL-NEW
ALL-COLOR
ALL WALT DISNEY
WONDER SHOW!

STARTS **THURSDAY 9 A.M.** COOL **CRITERION** B'WAY AT 45th

And here's how they're advertising it for the big dough!
(THESE MOTION PICTURES AVAILABLE INDIVIDUALLY OR AS A COMBINATION)

Distributed by RKO RADIO PICTURES
The Showmanship Company

medium in the entertainment field" — LOS ANGELES EXAMINER

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L	WARNERS
June 1	(June Releases) PAULA Loretta Young Kent Smith D—80 min. (Rev. 5/19/52) BRAVE WARRIOR (Color) Jon Hall OD—73 min. (Rev. 5/19/52) WALK EAST ON BEACON George Murphy Finlay Currie D—98 min. (Rev. 4/25/52) MONTANA TERRITORY (Color) Lon McCallister Wanda Hendrix OD—64 min. (Rev. 6/5/52) THE ROUGH, TDUGH WEST Charles Starrett Smiley Burnette O—54 min. (Rev. 6/24/52)	OUTLAW WOMEN (Color) Marie Windsor O—75 min. (5105) (Rev. 4/16/52)	GLORY ALLEY Ralph Meeker Leslie Caron D—79 min. (Rev. 5/19/52)			BAL TABARIN Muriel Lawrence William Ching DM—84 min. (5129) (Rev. 6/19/52)	(June Releases) CLASH BY NIGHT Barbara Stanwyck Paul Douglas D—105 min. (229) (Rev. 5/14/52) (Re-Releases) KING KONG D—100 min. (269) (Rev. 2/24/33) THE LEOPARD MAN Dennis O'Keefe D—66 min. (270) (Rev. 5/4/43)	(June Releases) KANGAROO (Color) Maureen O'Hara Peter Lawford D—84 min. (Rev. 5/19/52) LYOIA BAILEY (Color) Dale Robertson Anne Francis D—89 min. (Rev. 5/29/52) (Re-Releases) LEAVE HER TO HEAVEN (Color) Gene Tierney Cornel Wilde D—110 min. (255) (Rev. 12/20/45) THE RAINS CAME Myrna Loy Tyrone Power D—95 min. (256) (Rev. 9/11/39)	(Reissues) REO RIVER John Wayne OD—127 min. (Rev. 7/12/48) TULSA (Color) Susan Hayward D—89 min. (Rev. 3/21/49) (London Films-Lopert) TALES OF HOFFMANN (Color) Moira Shearer MD—88 or 111 min. (Rev. 4/4/51) (Fanwill Prods.) CONFIDENCE GIRL Tom Conway Hillary Brooke D—81 min. (Rev. 6/6/52)		ABOUT FACE (Color) Gordon MacRae Eddie Bracken MC—94 min. (Rev. 4/10/52)
June 8		STOLEN FACE Paul Henreid Lizabeth Scott D—71 min. (5109) (Rev. 6/2/52)	PAT AND MIKE Spencer Tracy Katharine Hepburn CD—82 min. (Rev. 5/13/52)	AFRICAN TREASURE Bomba D—70 min. (5207) (Rev. 6/16/52)	(June Releases) THE ATDMIC CITY Gene Barry Lydia Clarke D—84 min. (5120) (Rev. 4/11/52) THE DENVER & RIO GRANOE (Color) Edmond D'Brien Dean Jagger D—89 min. (5115) (Rev. 3/31/52)	I OREAM OF JEANIE (Color) Ray Middleton Muriel Lawrence M—90 min. (5106) (Rev. 6/5/52)				CARSON CITY (Color) Randolph Scott O—87 min. (123) (Rev. 5/1/52)
June 15			SCARAMOUCHE (Color) Stewart Granger Eleanor Parker D—118 min. (Rev. 5/12/52)	GOLO FEVER John Calvert Ralph Morgan OD—63 min. (5220)						3 FOR BEDROOM C (Color) Gloria Swanson James Warren C—74 min. (124) (Rev. 6/5/52)
June 22		THE JUNGLE Rod Cameron Cesar Romero D—74 min. (5112)	LOVELY TO LOOK AT (Color) Howard Keel Kathryn Grayson MC—101 min. (Rev. 5/27/52)	HERE COME THE MARINES Leo Gorcey CD—66 min. (5212) (Rev. 6/16/52)						THE WINNING TEAM Doris Day Ronald Reagan D—98 min. (125) (Rev. 5/22/52)
June 29				WAGONS WEST (Color) Rod Cameron O—70 min. (5203) (Rev. 6/19/52)						
July 6			WASH'NGTON STORY Van Johnson Patricia Neal D—82 min. (Rev. 6/27/52)		(July Releases) THE GREATEST SHOW ON EARTH (Color) Betty Hutton James Stewart D—153 min. (5129) (Rev. 1/2/52) ENCORE Glynis Johns Kay Walsh D—90 min. (5122) (Rev. 4/1/52) JUMPING JACKS Dean Martin Jerry Lewis C—96 min. (5121) (Rev. 6/4/52)	WOMAN IN THE WILOERNESS (Color) Ruth Hussey Rod Cameron OD	(July Releases) THE WILD HEART (Color) Jennifer Jones David Farrar D—82 min. (274) (Rev. 5/29/52) (Oisney) THE STORY OF ROBIN HOOD (Color) Richard Todd Joan Rice D—84 min. (Rev. 3/18/52)	(July Releases) WAIT 'TIL THE SUN SHINES, NELLIE (Color) Jean Peters David Wayne D—108 min. (220) (Rev. 5/26/52) DIPLOMATIC CDURIER Tyrone Power D—97 min. (222) (Rev. 6/10/52) WE'RE NOT MARRIED! Ginger Rogers Victor Moore C—85 min. (221) (Rev. 6/23/52) LADY IN THE IRDN MASK (Color) Louis Hayward D—78 min. (218) (Rev. 6/11/52) (Re-Releases) THE BLACK SWAN (Color) Tyrone Power Maureen O'Hara D—85 min. (258) (Rev. 10/16/42) TO THE SHORES DF TRIPOLI (Color) John Payne Maureen O'Hara D—86 min. (257) (Rev. 3/11/42)	(Carol Reed) OUTCAST OF THE ISLANOS Sir Ralph Richardson Robert Morley D—92 min. (Rev. 5/9/52) (Sid Kuller) ACTORS AND SIN Edward G. Robinson Eddie Albert D&C—85 min. (Rev. 5/23/52)	(July Releases) HAS ANYBOOY SEEN MY GAL (Color) Piper Laurie C—89 min. (226) (Rev. 6/6/52) FRANCIS GOES TO WEST POINT Oonald O'Connor C—81 min. (224) (Rev. 6/13/52) SALLY AND SAINT ANNE Ann Blyth Edmund Gwenn C—90 min. (225) (Rev. 6/20/52)	SHE'S WORKING HER WAY THROUGH COLLEGE (Color) Virginia Mayo Ronald Reagan MC—101 min. (Rev. 6/5/52)
July 13		PIRATE SUBMARINE Special Cast D—69 min. (5110)	HOLIDAY FOR SINNERS Gig Young Keenan Wynn D—72 min. (Rev. 6/25/52)	DEAO MAN'S TRAIL Johnny Mack Brown O—59 min. (5243)	(Aug. Releases) CARRIE Laurence Olivier Jennifer Jones D—118 min. (5123) (Rev. 6/9/52) SON DF PALEFACE (Color) Bob Hope Jane Russell C—95 min. (5124)	THUNDERING CARAVANS Alan "Rocky" Lane Eddy Waller O—54 min. (5173) DLO OKLAHOMA PLAINS Rex Allen Slim Pickens O—60 min. (5144)	(Aug. Releases) THE BIG SKY Kirk Douglas Dewey Martin OD—140 min. (Rev. 7/9/52) ONE MINUTE TO ZERO Robert Mitchum Ann Blyth D SUOOEN FEAR Joan Crawford D	(Aug. Releases) DREAM BOAT Clifton Webb Ginger Rogers C—83 min. (223) OON'T BOTHER TO KNOCK Richard Widmark Marilyn Monroe D—76 min. (224) LES MISERABLES Michael Rennie Debra Paget D—104 (225) WHAT PRICE GLORY (Color) James Cagney Corinne Calvet CD—111 min. (226)	(Stanley Kramer) HIGH NODN Gary Cooper OD—85 min. (Rev. 4/30/52) (David E. Rose) ISLAND OF OESIRE (Color) Linda Darnell Tab Hunter D—103 min. (Samuel Fuller) PARK ROW Gene Evans D— 83 min.	(Aug. Releases) THE WORLO IN HIS ARMS (Color) Gregory Peck Ann Blyth D—104 min. (227) (Rev. 6/17/52) THE DUEL AT SILVER CREEK Audie Murphy Stephen McNally OD—77 min (228) LDST IN ALASKA Bud Abbott Lou Costello C—76 min. (229)	THE STORY OF WILL ROGERS (Color) Jane Wyman Will Rogers, Jr. D (129)
July 20											
July 27											
Aug. 3	(Aug. Releases) CAPTAIN PIRATE (Color) Louis Hayward D—85 min. LAST TRAIN FRDM BOMBAY Jon Hall D (J. Arthur Rank) THE CLOUDED YELLOW Jean Simmons Trevor Howard D—89 min. (Rev. 10/8/51)	HELLGATE Sterling Hayden Joan Leslie D (5113)	YOU FOR ME Peter Lawford Jane Greer D	SEA TIGER John Archer Marguerite Chapman D (5218)						
Aug. 10	THE KIO FRDM BROKEN GUN Charles Starrett Smiley Burnette O		FEARLESS F. AN Janet Leigh Carleton Carpenter C—79 min. (Rev. 7/7/52)	YUKON GOLO Kirby Grant D (5221)						

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 7 NEW YORK, U. S. A., THURSDAY, JULY 10, 1952 TEN CENTS

Exhibitors to Help Test Ohio Censors Law

Will Show Unlicensed Newsreels Next Week

COLUMBUS, O., July 9.—Five independent exhibitors have agreed to join distributors in what is believed to be the first deliberate exhibition of a motion picture without the license of a censor board in a state wherein a license is required, to test the legality of censorship.

Specifically, the move is intended to test the legality of Ohio's censoring of newsreels and is backed by the five major newsreel distributors and the Motion Picture Association of America. Each of the five will furnish an identical reel consisting of regular newsreel footage not submitted in advance to the Division of Education of the Ohio Department of Education for approval. The reel will carry the identifying title of "American News." The newsreels will also service their regular reels which will be submitted in advance to the censors for licenses.

The five theatres will start showing

(*Continued on page 3*)

Plan Big TV Center For Manhattan

New York City officials and television industry representatives are scouting around in Manhattan for property to build an all-inclusive television center, Walter T. Shirley, city Commissioner of Commerce, disclosed here yesterday at a luncheon Meeting of the National Television Film Council, held at the Warwick Hotel.

Shirley said that four or five sites are currently being considered for the project.

Hopes for Early Move on Bldg. Ban

WASHINGTON, July 9. — The National Production Authority today promised early reconsideration of the ban on motion picture theatre and other amusement construction, once the steel strike is ended.

The promise is contained in a letter from NPA Administrator Henry H. Fowler to J. Robert Hoff, president of the Theatre Equipment and Supply Manufacturers Association.

N. Y. Law Is Attacked

ALBANY, N. Y., July 9.—Another court test of state censorship and constitutional rights advanced a step further here yesterday when notice of appeal was filed with the clerk of the New York Court of Appeals from an Appellate Court decision of June 16 upholding the banning of the French film, "La Ronde", by the State Board of Regents.

Mrs. Florence Shientag, New York attorney, filed for Raymond Hakim and Commercial Pictures, U. S. distributors of the imported production, stating that the ban was arbitrary and capricious and that the state statute under which an exhibition license was refused was unconstitutional, a restraint of constitutional rights, and a denial of the rights to free speech. The complaint denies that the picture is immoral, as charged by the Regents Board in refusing a license.

In a three-to-two split by the Appelate Court, the minority decision by presiding Justice Sydney F. Foster and Justice O. Byron declared that the New York statute providing for censorship is unconstitutional.

Delay Indefinitely FCC Para. Hearings

WASHINGTON, July 9.—The Federal Communications Commission's "catch-all" hearings on the proposed American Broadcasting Co.—United Paramount Theatres merger and the qualifications of Paramount as a television licensee were suspended indefinitely today until the Commission acts on petitions to halt the proceedings, throw out the anti-trust issue involving Paramount, and transfer the case to the Commission for immediate action without waiting for an initial opinion by the hearing examiner.

Paramount filed its petition in support of this course of action today con-

(*Continued on page 3*)

LOEW'S ECONOMY PROGRAM IS SET





Nicholas Schenck Dore Schary

Executive Salary Cuts; 38 Films at Realistic Cost; Full Day's Work

HOLLYWOOD, July 9.—A program calling for a general tightening up of operations in the interests of greater efficiency and including salary cuts of 25 to 50 per cent on amounts over $1,000 per week for a period of one year was announced by Nicholas M. Schenck, president of Loew's, and Dore Schary, vice-president in charge of production and studio operations at the Culver City studio today.

The program, which resulted from five and one-half weeks of conferences here by Schenck with company officials, was disclosed to a mass meeting of nearly 4,000 M-G-M studio employes.

Its primary objective, the company heads stated, is "to adjust our economy to meet potential box office returns, and at the same time maintain traditional quality."

As part of the program it was de-

(*Continued on page 3*)

Calls Arbitration Meet of Company Executives Today

A meeting of distribution representatives to the Conference on Arbitration has been called for today by Eric Johnston, president of the Motion Picture Association of America.

The meeting, which will get underway at 11:00 A.M., will take place at MPAA headquarters here. Although there was no official statement as to the agenda, it is believed that an attempt will be made to end the stalemate on negotiations to set up an industry arbitration system.

The call for a meeting of distribution executives and attorneys who took part in recent arbitration talks came after exhibitor delegates expressed the sentiment that the arbi-

(*Continued on page 3*)

Anti-Tax Heads Meet On Drive Leaders

Preliminary work on the selection of state anti-tax committee chairmen got underway here yesterday at a meeting of the co-chairmen of the Council of Motion Picture Organizations' tax committee, Pat McGee and Col. H. A. Cole, and Trueman T. Rembusch, member of COMPO's governing triumvirate.

The job of selecting state committee chairmen in the industry's drive to

(*Continued on page 3*)

Fire Again Sweeps WB Coast Studio

HOLLYWOOD, July 9.—A conflagration again struck Warner Brothers studio late this afternoon causing greater damage, reportedly, than the million and a half dollar blaze which swept the premises May 16.

Flames broke out on the back lot and destroyed New York street and other permanent exteriors as well as a property building where valuable

(*Continued on page 3*)

MGM Heads Confident of the Future, Backed by Pledge of Company's Support

Hollywood, July 9.—Optimism for the future underlined the Nicholas M. Schenck-Dore Schary statement of operating policy announced to studio employes here today.

"We believe strongly," the statement said, "that the problems that beset us are soluble—that the obstacles surrounding us can be overcome—but we know what we need and we have been pledged the whole-hearted and full-hearted cooperation of our entire organization.

"With this cooperation we hope to achieve a goal of having a studio which turns out top-flight product without waste, with a maximum of profit and with a high degree of integrity and taste."

Personal Mention

STEVE BROIDY and HAROLD MIRISCH, president and vice-president of Monogram-Allied Artists respectively, will leave here today for the Coast.

•

HUGO STRAMER, RKO Radio manager for Columbia, and his wife and children are currently vacationing in New York. They will leave shortly for a visit to Canada.

•

EDWARD L. KINGSLEY of Arthur Mayer-Edward Kingsley, Inc., will return here from London by plane this morning.

•

AL LOWE, Universal-International home office representative for Latin America, has left here for an extended tour of his territory.

•

GLOVER A. JOHNSON, owner of the Cherokee and Emory theatres at Centre, Ala., and his wife are visiting Anchorage, Alaska.

•

HENRY GLOVER, branch manager of Monogram Southern Exchanges, New Orleans, was in Atlanta from that city.

•

BEN BERGER, North Central Allied president, has been named a member of the board of the Minneapolis Round Table of Christians and Jews.

•

BERNARDO GLUCKSMANN, RKO Radio distributor in Uruguay, is in New York from that country.

•

ROBERT LIPPERT, head of Lippert Productions, will arrive here from the Coast today.

•

DANNY GRAYSON of Hopalong Cassidy Enterprises left here by plane yesterday for London.

•

ZOLTAN KORDA, British producer, flew to London from here yesterday.

'U' Elevates 3 to Producer Status

HOLLYWOOD, July 9.—Universal-International has announced the elevation of Ross Hunter, Richard Wilson and Anton Leader, all associate producers, to producer status.

Hunter has been assigned "Vermilion O'Toole" and "Stopover;" Wilson has been assigned "The Golden Sword" and "Streets of Cairo," and Leader's first production assignment will be "Men of Iron."

Alliance Theatres Seeks TV Permit

WASHINGTON, July 9.—Fort Wayne Television, owned by the Alliance Theatre Corp., today filed an application with the Federal Communications Commission for a UHF channel for Fort Wayne, Ind.

Alliance, operating theatres in Indiana, Illinois and surrounding territory, is headed by P. J. Dee.

UK Exhibitors Hit Critics of Theatre Quota Defaulters

By PETER BURNUP

LLANDUDNO, NORTH WALES, July 9.—The Cinematograph Exhibitors Association, in annual convention here, today decided to strike back at Parliamentary critics of theatre quota defaulters.

Plans were made to prepare documentary evidence of the impossibility of meeting the quota in every instance; to vigorously contest and defend all exhibitors who may be prosecuted for quota defaults, and to brief friends of the industry in Parliament on quota problems and implications of strict enforcement of the law in order that they will be able to intelligently reply to critics in Commons in the future.

The program of action resulted from high resentment among convention delegates to the recent attacks on exhibitor quota defaulters by Members of Parliament who are regarded as mouthpieces for Left Wing studio unions furthering an anti-American campaign. M-G-M's Empire Theatre was particularly singled out for criticism as a quota defaulter.

The discussion was touched off at the convention today by Theo Fligelstone, former C.E.A. president, who said that quota defaults are due solely to a lack of suitable product. He charged that a reign of terror is being promoted by a Commons clique in order to blackmail exhibitors into playing worthless second features and documentaries which drive patrons away from the theatres.

The purpose of the Quota Act, it was pointed out by convention speakers, is to improve the standard of production, whereas the present supporting program quota of 25 per cent not only is encouraging the production of "quickies" but is driving away customers.

Meet Tomorrow on France and Japan

The deadlock in the French pact negotiations and the situation in Japan will highlight a meeting of foreign sales managers and company presidents, called for tomorrow at the Motion Picture Association of America headquarters. Eric Johnston, MPAA president, will attend.

A decision is also expected to be reached tomorrow on whether Johnston or John G. McCarthy, MPAA vice-president and director of international affairs, will go to Paris when negotiations resume for a new French film agreement.

A meeting of foreign sales managers was held yesterday at which McCarthy briefed the group on the recent Paris talks.

CBS Names Perkinson

William Perkinson, formerly with Ziv Television Programs, Inc., has been appointed account executive for the CBS television film sales office in Chicago, Fred J. Mahlstedt, director of TV film sales, disclosed here.

Hollingshead, 60, Dies on the Coast

HOLLYWOOD, July 9.—Funeral services for Gordon Hollingshead, 60, head of Warner Brothers short subjects production who died at his home in Balboa, Cal. yesterday, will be held Friday at 11 A.M. at Forest Lawn.

Hollingshead won 12 Academy Awards for short subjects and was nominated 36 times for the Academy Award. Many of his Awards were won for patriotic short subjects.

He had been head of short subject production for Warner since 1938 and had been with the company since 1925. He was honored by the studio on April 15, 1950 on his 25th anniversary with Warner.

Hollingshead started his film career in 1914 as a part-time actor at the old Tannhauser Studio in New Rochelle, N. Y. He served in World War I in the Signal Corps as a photographer and was selected by General Pershing to act the lead in a series of educational films designed to prepare troops for their return to civilian life. When he was demobilized, he moved from New York to Hollywood, following the industry, and became an assistant director. In 1938, the company switched all short subject production to the studio here, and put Hollingshead in charge.

He was active here until a couple of weeks ago when he had a heart attack. He is survived by his widow; Axeliane; two daughters, Mrs. Ebba Webb and Mrs. H. R. Ring; a stepson, Otto Hoeg; five grandchildren; a sister, Mrs. Hettie Bryant, and a nephew, Gordon Murray.

Goldwyn, RKO Radio Heads to Hollywood

James A. Mulvey, president of Samuel Goldwyn Productions, Ned E. Depinet, RKO Pictures president; Robert Mochrie, RKO Radio general sales manager, and Phil Reisman, foreign distribution manager, will leave here for the Coast next Thursday to see Samuel Goldwyn's new production, "Hans Christian Andersen," which RKO Radio will distribute.

Alfred W. Crown, Goldwyn vice-president and sales chief, will leave here on Monday for the Coast to be on hand for the screening also.

Kravitz Advertising Manager of Filmack

CHICAGO, July 9.—Lou Kravitz, editor of Filmack's *Inspiration*, organization publication, has been appointed director of Advertising for Filmack Trailer Co., Irving Mack company head.

Kravitz is well known in exhibition circles, having worked for theatre circuits and advertising organizations throughout the country.

20th Releasing Series on Art

A series of seven one-reel subjects, presented by Art Films Productions, dealing with the lives of masters of art and their paintings, will be released by 20th Century-Fox starting in September, it was announced here by Peter J. Levathes, short subjects sales manager.

The shorts, filmed in color by Technicolor in the galleries and museums of Italy, England, France and Holland, "will reveal for the first time on the screen the works of both modern and ancient masters in all their grandeur," said the company.

The subjects and the painters they feature are: "Curtain Call," Degas; "I Remember the Glory," Bottiecelli; "Light in the Window," Vermeer; "Birth of Venus," The Renaissance period; "Joy of Living," Renoir; "The Young Immortal," Raphael; "The Night Watch," Rembrandt.

The film unit in Europe was composed of Marilyn Silverstone, who was associate producer of the series and did the research upon which the scripts, written by Mildred Barish Vermont, were based, and Jean Oser, director. Cyril J. Knowles, Technicolor cameraman, and his staff, photographed. The films were produced by Boris Vermont and the original music score for each was written by Jaques Belasco.

Darnell Circuit Sold To Louis Lazar Group

BUFFALO, July 9.—Darnell Theatres, Inc., which operated 19 theatres in New York, Ohio, Kentucky, Virginia and Maryland from its Buffalo headquarters, has been sold to a group headed by Louis Lazar, formerly vice-president in charge of international operations of Paramount Theatres, Inc., Paris.

The price has not been disclosed.

The company has been renamed Lazar Theatres, Inc. and will continue its headquarters in Buffalo in the Walbridge Building. Elmer F. Lux, formerly vice-president and general manager of the circuit, will continue in that position.

Mass. Transit Strike Ends After 4 Months

BOSTON, July 9.—The 122-day strike of 1800 Eastern Massachusetts Street Railway bus drivers and mechanics ended late today. It hit hard at the 125 theatres in the 75 cities and towns serviced by the transportation system, causing an estimated loss to the theatres of over $1,500,000 in box office revenues.

Theatre closings were considered if the strike would continue much longer.

Colvin Brown Services

Funeral services for Colvin W. Brown, veteran film industry executive who died here on Tuesday, will be held at 2 P.M. today at St. James Episcopal Church, 71st Street and Madison Avenue. Burial will be at Elgin, Ill., Brown's native city.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Test Law

(Continued from page 1)

the test reel on Wednesday, July 16. The exhibitors and distributors will then sit back and await whatever legal action may be taken by the state board —if any. The industry is certain to carry a court test to the Supreme Court, if necessary.

Announcement of the test was made jointly here today by the five theatres and the MPAA. The test is designed "to strike down censorship and give the newsreels full equality under the Constitution with other media of communications, information and expression," it was stated.

Follows Court Decisions

The move follows the recent decisions of the U.S. Supreme Court which said in "The Miracle" and the "Pinky" cases that motion pictures are entitled to the free speech and free press guarantees of the Constitution.

Ohio is one of the few states in America that requires newsreels to have a censor's okay and one of seven states censoring all motion pictures before they can be shown to the public.

The five theatres that will show the uncensored newsreels are:

Little Theatre, Columbus; Lower Mall Theatre, Cleveland; Westwood, Toledo Park, Cincinnati; and Palace, Youngstown. The exhibitors conducting the test are members of the Independent Theatre Owners of Ohio, of which Robert A. Wile is executive secretary. Wile and Manning Clagett of the MPAA, New York, jointly released the announcement of the test.

E. J. Hofheimer of the Little Theatre, Columbus, said in a joint statement issued by the exhibitors:

"As exhibitors we are pleased to cooperate in this test. The press and other media of communications are not censored, and should not of course be censored. In our judgment, there is no more justification to censor the newsreel than to censor the newspaper.

"The people not only of Columbus but all the people in Ohio and in the United States have a vital stake in the outcome of this test. It is their freedom, in reality, that is at issue.

"We feel sure that public-spirited citizens who believe in freedom want to make their own decisions as to what they read, see or hear. They don't want somebody else to usurp their constitutional rights and make their decisions for them."

Eric Johnston, MPAA president, said:

"In cooperation with the five exhibitors in Ohio, we are deliberately making this move to invite a court test of newsreel censorship.

"In view of the Supreme Court's recent decisions, it is certainly clear that censorship of newsreels violates the provisions of the Constitution that safeguard freedom of expression in the United States.

"We had hoped that the Ohio censors, upon reading the Supreme Court's decisions, would have promptly on their own discontinued censoring the newsreels. As they did not, we have no recourse but to get the issue into the courts.

"We are supremely confident of the outcome. Surely the courts in Ohio, in light of what the Supreme Court has said, will quickly hold that censorship of newsreels cannot longer be permitted."

Johnston said that other legal moves would be made, in Ohio and elsewhere, to kill censorship—prior restraint—of all motion pictures.

Loew's Economy Program

(Continued from page 1)

cided that M-G-M will make 38 films in the next fiscal year, beginning September 1. The company had 42 releases in the current fiscal year, counting "Quo Vadis" and "Ivanhoe," both of which were in a "special" sales category.

The Schenck-Schary statement said that an average cost for the 38 films has been determined "which we believe is consistent with present box-office conditions. Our budget will be aimed at eliminating waste factors which have resulted from lush operations in former lush years."

The salary cuts, the statement said, will apply to those in the over $1,000 a week brackets throughout the entire executive staff and officers in Hollywood, New York and overseas, "including ourselves." It is designed to "provide leadership in the drive of economy," the Schenck-Schary statement asserted, and "no part of the salary given up during this period will be returned under any circumstances."

"There will be reductions in the number of producers, directors and writers who will be kept on a permanent contract basis," the statement continued. "Those remaining under contract with the studio will be required to turn out a greater number of films in the effort to reduce studio overhead."

Indicating that personnel will be pruned where possible, the statement said that "We have also consolidated effort in various departments and there will be some reduction in the numbers of people in these departments. We will insist that everyone give as much as he can to the job for which he is paid. For these reasons, and because we intend to make this insistence a sharp one, we do not contemplate any direct 'across-the-board' salary cuts; nor are we contemplating any wholesale discharge of employes.

"We plan to insure the level of salaries by requiring a full-time job in exchange for a full week's salary."

"We will continue to provide opportunity for young directing, acting producing and writing talent," the statement continued, "and such talent will be channeled through a planned program of films. Casting and cost factors will be altered to suit individual projects in this program.

"We have analyzed during these conferences the cost of waste factors, such as tardiness, interference, temperament, lack of preparation and loss of working time, of all talent working at the studio. As a result, each person in every field of activity concerned with the making of films has been asked and has agreed to cooperate more fully in eliminating these factors."

The statement pointed out that the conferences leading to formulation of the program had included top executive personnel, creative talent and labor leaders. All phases of studio operations were examined and the conferences were unhurried.

"We wanted to be certain," the statement said, "that decisions made as a result of these conferences would be practical and reflect care and judgment. Too often adjustments have been temporary because they have been based on panic and, consequently, on injudicious thinking."

C. C. Moskowitz, Loew's vice-president and treasurer, participated in the conferences during a three weeks period and Howard Dietz, vice-president in charge of advertising-publicity, was at the sessions for a week from the home office.

Schenck will conclude his six weeks stay here on Friday when he leaves for New York by train. Howard Strickling, studio publicity head, also will leave for New York this week-end, arriving there Monday.

MGM Has No Plans For Films for TV

Culver City, July 9.—"At the present time we have no plan, nor are we contemplating any plan for television filming," Nicholas M. Schenck and Dore Schary told the studio organization in their statement of policy here today.

"The field of television production," they said, "is one which will be examined and re-examined as time goes on, because the economic factors involved are ever changing." But no plan for M-G-M to enter that field exists now, they emphasized.

Diplomatic Corps at "Rogers" Premiere

HOLLYWOOD, July 9.—More than 40 foreign governments will pay tribute to the memory of the late Will Rogers tomorrow evening when the complete consular corps of Los Angeles attends the formal premiere of "The Story of Will Rogers," starring Will Rogers, Jr., and Jane Wyman, at Warner's Beverly Hills Theatre.

Meanwhile, Beverly Hills itself has joined the list of American communities which have established memorials to the cowboy humorist. Will Rogers Memorial Park is the new name of Civic Center Park just off Sunset Boulevard in mid-city.

World Premiere of 'Will Rogers' Held In Claremore, Okla.

CLAREMORE, Okla., July 9.—World premiere of "The Story of Will Rogers" was held here tonight at the Yale Theatre, with Will Rogers, Jr., who portrays his father in the film, and his sister, Mrs. Mary Rogers, participating in the event.

Arbitration Meet

(Continued from page 1)

tration talks could only be rescued if distribution company presidents personally participated in future arbitration conferences. The position of many exhibitor delegates is that they are not dealing with principals, although they, themselves are principals representing various exhibitor organizations.

Stalled Last Week

Last week's arbitration conference ended after two-and-a-half days, following the inability to make further progress on disputed phases of arbitration of competitive bidding complaints.

Johnston, who has been visiting his home in Spokane, was due here last night.

Anti-Tax Drive

(Continued from page 1)

repeal the 20 per cent admission tax is expected to be completed by the end of the week. Cole and McGee, in the meantime, expect to remain in New York until that job and other problems in the anti-tax drive are dealt with. Rembusch left here yesterday for his home in Indianapolis.

Para. Hearings

(Continued from page 1)

centrating on the elimination of the anti-trust phase, following the joint action late Tuesday by UPT, ABC and the Columbia Broadcasting System of a similar plea which stressed the urgency of getting the merger question settled by September so that ABC could plan television programming schedules for the winter season.

Should the FCC accept this proposal, it would mean that the license of Paramount station KTLA in Los Angeles would be renewed on a permanent basis, the merger of ABC and UPT consummated, and the sale of UPT television station WBKB, Chicago also approved.

The FCC broadcast bureau, whose attorneys, headed by Frederick Ford, have been arguing the commission's side of the case in the hearings, will, however, oppose this step. He is expected to file his reply within a few days.

And DuMont, whose status also is involved, as to whether or not it is actually controlled by Paramount, also will file a reply petition early next week, according to attorney Morton Galane. Under the proposed action, the DuMont phase also would be decided directly by the commission.

Galane said DuMont's position had not been fully determined, but that it is likely the company will not take a stand one way or the other on the elimination of the anti-trust issue, but will insist on an examiner's report before the matter is taken up by the full commission.

The petitions of the other parties asked that the hearings be canceled and the report of examiner Leo Resnick waived, and that the commission itself issue the final decision after a 20-day period for the filing of proposed findings by all those concerned.

WB Studio Fire

(Continued from page 1)

accoutrements were stored. Police were holding four boys on suspicion of arson.

A brisk wind carried flames across adjacent dry Los Angeles River into the Hollywood foothills where firemen tonight were attempting to stem the spread.

NBC's television station, KNBH, picked up the fire at its outbreak from NBC's partially completed new studio adjacent to Warners. Later KTLA, independent station, also picked up the event.

"Just what the doctor ordered to hypo the B.O.!"

DAILY VARIETY

"From beginning to end, from the first song-and-dance number to the romantic finish, the picture spells entertainment with a capital E!"

M. P. HERALD

"Bolger runs riot! Should knock the customers silly and make the exhibitor exceedingly thankful!"

FILM DAILY

"Just about the most perfect musical to come the exhibitor's way in years! There is everything right about this picture and noth wrong. Has everything to 'em up at the box office be a terrific moneymake everywhere!"

SHOWMEN'S TRADE REV



Everybody's a Fan for

RAY BOLGER in "Wh

WA

AS THE SUPER-SMASH 2nd WEEK TOPS SMAS

WITH ALLYN McLERIE

SCREEN PLAY BY JOHN MONKS, JR.

DIRECTED BY DAVID BUTLER

Dance and Production Numbers Staged by MICHAEL KIDD

"An exceptionally strong contender at the box office. Lavish and hilarious and will give great delight to millions!"
HOLLYWOOD REPORTER

"Go to see it and have fun!"
N. Y. POST

"Top-notch! Bolger will have audiences singing with him wherever the picture is shown!" *N. Y. DAILY NEWS*

"All the gay abandon and sweep that it had on the stage! Delightful!"
N. Y. TIMES

"It's perfect! Ray Bolger is the greatest comedy dancer of this era!"
N. Y. MIRROR

"A song-loaded, comedy-crammed package of entertainment! Top box office!"
INDEPENDENT FILM JOURNAL

"Overwhelmingly mirthful! Bolger's greatest triumph!"
N. Y. WORLD-TELEGRAM-SUN

"Should prove to be Warner's big money-maker of the year!" *VARIETY*

"Bolger's as wonderful on the screen as on the stage!"
N. Y. JOURNAL-AMERICAN

"This will be cheering news to the multitudes!"
M. P. DAILY

COLOR BY TECHNICOLOR

BROS.

re's Charley?"



ST WEEK AT RADIO CITY MUSIC HALL!



BEN KALMENSON DRIVE
JUNE 1-SEPT. 27

at Last! THE BOXO

AN ALL-WALT DISNEY SHOW

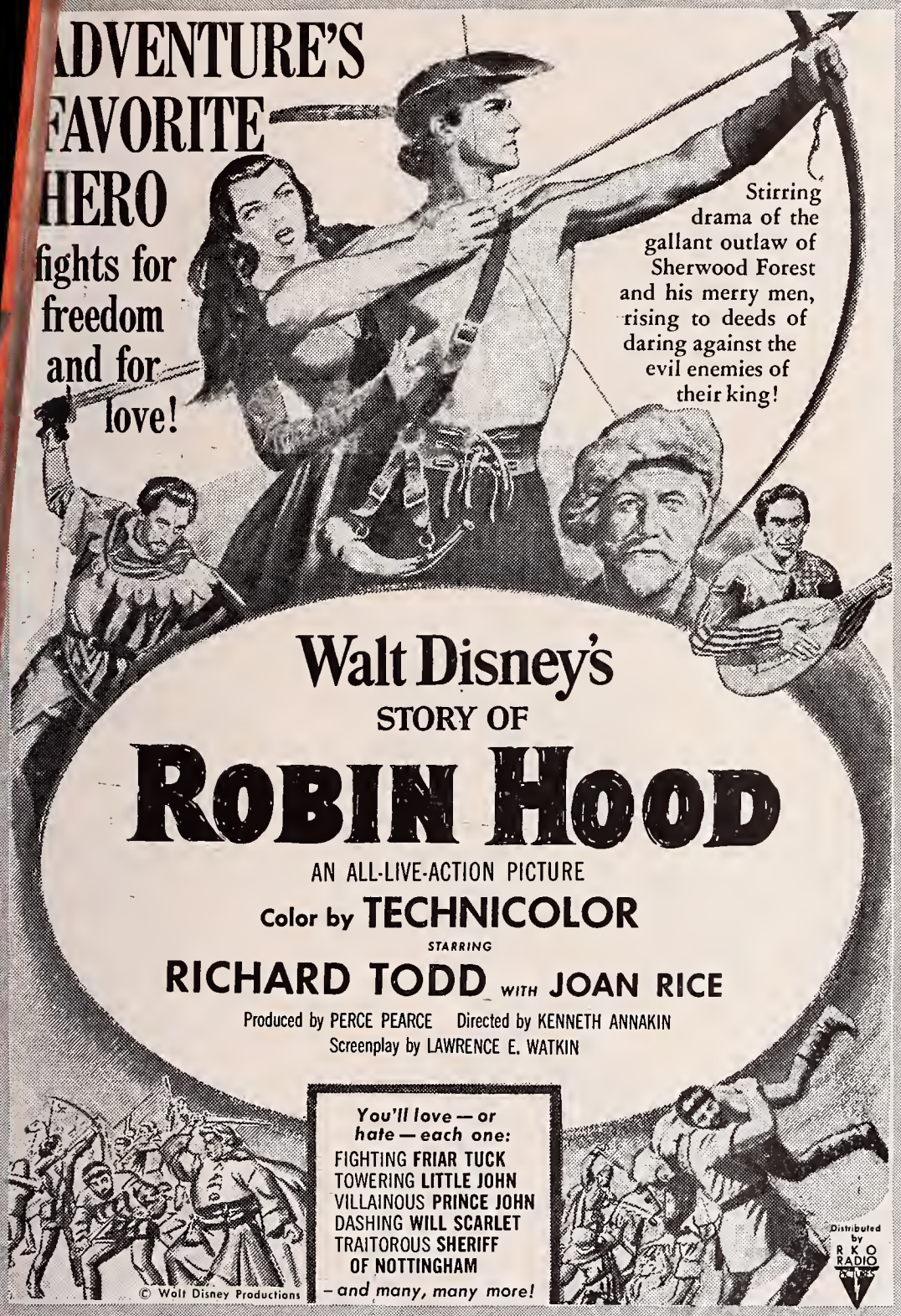
...that's doing bonanza business for the Criterion, New York; Hillstreet, Los Angeles; Pantages, Hollywood; Golden Gate, San Francisco; Keith, Washington; Town, Baltimore; Palace, Montreal!...Rave reviews!...Audience applause—

...ALL YOURS FOR THE WONDERFUL MID-SUMMER SEASON!

"...for a wonderful feeling that the movies are still the g

FICE DREAM COME TRUE!

ADVENTURE'S FAVORITE HERO fights for freedom and for love!



Stirring drama of the gallant outlaw of Sherwood Forest and his merry men, rising to deeds of daring against the evil enemies of their king!

Walt Disney's
STORY OF
ROBIN HOOD
AN ALL-LIVE-ACTION PICTURE
Color by TECHNICOLOR
STARRING
RICHARD TODD WITH JOAN RICE
Produced by PERCE PEARCE Directed by KENNETH ANNAKIN
Screenplay by LAWRENCE E. WATKIN

You'll love — or hate — each one:
FIGHTING **FRIAR TUCK**
TOWERING **LITTLE JOHN**
VILLAINOUS **PRINCE JOHN**
DASHING **WILL SCARLET**
TRAITOROUS **SHERIFF OF NOTTINGHAM**
— and many, many more!

© Walt Disney Productions

Distributed by RKO RADIO PICTURES

AND TO COMPLETE THIS GREAT ENTERTAINMENT PROGRAM PERSONALLY PLANNED BY WALT DISNEY

Greater than his Academy Award winners "BEAVER VALLEY", "SEAL ISLAND" and "NATURE'S HALF-ACRE"

Walt Disney's
NEWEST
TRUE-LIFE ADVENTURE
Water Birds
Print by TECHNICOLOR

Plus

Walt Disney's
heart-warming cartoon
The LITTLE HOUSE
Color by TECHNICOLOR

AN ALL-NEW ALL-COLOR ALL WALT DISNEY WONDER SHOW!

STARTS **THURSDAY 9 A.M.** COOL **CRITERION** B'WAY AT 45th

And here's how they're advertising it for the big dough!
(THESE MOTION PICTURES AVAILABLE INDIVIDUALLY OR AS A COMBINATION)

Distributed by RKO RADIO PICTURES *The Showmanship Company*

medium in the entertainment field" — LOS ANGELES EXAMINER

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
June 1	(June Releases) PAULA Loretta Young Kent Smith D—80 min. (Rev. 5/19/52) BRAVE WARRIOR (Color) Jon Hall OD—73 min. (Rev. 5/19/52) WALK EAST ON BEACON George Murphy Finlay Currie D—98 min. (Rev. 4/25/52) MONTANA TERRITORY (Color) Lon McCallister Wanda Hendrix OD—64 min. (Rev. 6/5/52) THE ROUGH, TOUGH WEST Charles Starrett Smiley Burnette O—54 min. (Rev. 6/24/52)	OUTLAW WOMEN (Color) Marie Windsor O—75 min. (5105) (Rev. 4/16/52)	GLORY ALLEY Ralph Meeker Leslie Caron D—79 min. (Rev. 5/19/52)			BAL TABARIN Muriel Lawrence William Ching DM—84 min. (5129) (Rev. 6/19/52)	(June Releases) CLASH BY NIGHT Barbara Stanwyck Paul Douglas D—105 min. (229) (Rev. 5/14/52) (Re-Releases) KING KONG D—100 min. (269) (Rev. 2/24/33) THE LEOPARD MAN Dennis O'Keefe D—66 min. (270) (Rev. 5/4/43)	(June Re'eases) KANGAROO (Color) Maureen O'Hara Peter Lawford D—84 min. (Rev. 5/19/52) LYDIA BAILEY (Color) Dale Robertson Anne Francis D—89 min. (Rev. 5/29/52) (Re-Releases) LEAVE HER TO HEAVEN (Color) Gene Tierney Cornel Wilde D—110 min. (255) (Rev. 12/20/45) THE RAINS CAME Myrna Loy Tyrone Power D—95 min. (256) (Rev. 9/11/39)	(Reissues) RED RIVER John Wayne OD—127 min. (Rev. 7/12/48) TULSA (Color) Susan Hayward D—89 min. (Rev. 3/21/49) (London Films-Lopert) TALES OF HOFFMANN (Color) Moira Shearer MD—88 or 111 min. (Rev. 4/4/51) (Fanwill Prods.) CONFIDENCE GIRL Tom Conway Hillary Brooke D—81 min. (Rev. 6/6/52)	(June Releases) IVORY HUNTER (Color) Anthony Steele Diana Sheridan D—97 min. (221) (Rev. 5/19/52) SCARLET ANGEL (Color) Yvonne De Carlo Rock Hudson D—80½ min. (222) (Rev. 6/2/52) JUST ACROSS THE STREET Ann Sheridan John Lund C—78 min. (223) (Rev. 6/16/52) (Rank) ISLAND RESCUE David Niven Glynis Johns C—87 min. (283) (Rev. 6/30/52)	ABOUT FACE (Color) Gordon MacRae Eddie Bracken MC—94 min. (Rev. 4/10/52)
June 8		STOLEN FACE Paul Henreid Lizabeth Scott D—71 min. (5109) (Rev. 6/2/52)	PAT AND MIKE Spencer Tracy Katharine Hepburn CD—82 min. (Rev. 5/13/52)	AFRICAN TREASURE Bomba D—70 min. (5207) (Rev. 6/16/52)	(June Releases) THE ATDMIC CITY Gene Barry Lydia Clarke D—84 min. (5120) (Rev. 4/11/52) THE DENVER & RIO GRANDE (Color) Edmond O'Brien Dean Jagger D—89 min. (5115) (Rev. 3/31/52)	I DREAM OF JEANIE (Color) Ray Middleton Muriel Lawrence M—90 min. (5106) (Rev. 6/5/52)				CARSON CITY (Color) Randolph Scott O—87 min. (123) (Rev. 5/1/52)
June 15			SCARAMOUCHE (Color) Stewart Granger Eleanor Parker D—118 min. (Rev. 5/12/52)	GOLD FEVER John Calvert Ralph Morgan OD—63 min. (5220)						3 FOR BEDROOM C (Color) Gloria Swanson James Warren C—74 min. (124) (Rev. 6/5/52)
June 22	(July Releases) CALIFORNIA CONQUEST (Color) Cornel Wilde Teresa Wright OD—79 min. (Rev. 6/12/52) CRIPPLE CREEK (Color) George Montgomery O—78 min. (Rev. 6/26/52) THE BRIGAND (Color) Anthony Dexter Jody Lawrance D—94 min. (Rev. 6/5/52) STORM OVER TIBET Rex Reason Diana Douglas D—87 min. (Rev. 12/26/51) RED SNOW Guy Madison Ray Mala D—75 min. (Rev. 6/20/52) BARBED WIRE Gene Autry O—61 min. JUNCTION CITY Charles Starrett Smiley Burnette O—54 min. (Rev. 7/3/52)	THE JUNGLE Rod Cameron Cesar Romero D—74 min. (5112)	LDVELY TO LOOK AT (Color) Howard Keel Kathryn Grayson MC—101 min. (Rev. 5/27/52)	HERE CDME THE MARINES Leo Gorcey CD—66 min. (5212) (Rev. 6/16/52)						THE WINNING TEAM Doris Day Ronald Reagan D—98 min. (125) (Rev. 5/22/52)
June 29				WAGONS WEST (Color) Rod Cameron O—70 min. (5203) (Rev. 6/19/52)							SHE'S WORKING HER WAY THROUGH COLLEGE (Color) Virginia Mayo Ronald Reagan MC—101 min. (Rev. 6/5/52)
July 6		PIRATE SUBMARINE Special Cast D—69 min. (5110)	WASH'NGTON STORY Van Johnson Patricia Neal D—82 min. (Rev. 6/27/52)	DEAD MAN'S TRAIL Johnny Mack Brown O—59 min. (5243)	(July Releases) THE GREATEST SHOW ON EARTH (Color) Betty Hutton James Stewart D—153 min. (5129) (Rev. 1/2/52) ENCORE Glynis Johns Kay Walsh D—90 min. (5122) (Rev. 4/1/52) JUMPING JACKS Dean Martin Jerry Lewis C—96 min. (5121) (Rev. 6/4/52)	WOMAN IN THE WILDERNESS (Color) Ruth Hussey Rod Cameron OD THUNDERING CARAVANS Alan "Rocky" Lane Eddy Waller O—54 min. (5173) DLD OKLAHOMA PLAINS Rex Allen Slim Pickens O—60 min. (5144)	(July Releases) THE WILD HEART (Color) Jennifer Jones David Farrar D—82 min. (274) (Rev. 5/29/52) (Disney) THE STORY OF ROBIN HOOD (Color) Richard Todd Joan Rice D—84 min. (Rev. 3/18/52)	(July Releases) WAIT 'TIL THE SUN SHINES, NELLIE (Color) Jean Peters David Wayne D—108 min. (220) (Rev. 5/26/52) DIPLOMATIC COURIER Tyrone Power D—97 min. (222) (Rev. 6/10/52) WE'RE NOT MARRIED! Ginger Rogers Victor Moore C—85 min. (221) (Rev. 6/23/52) LADY IN THE IRDN MASK (Color) Louis Hayward D—78 min. (218) (Rev. 6/11/52) (Re-Releases) THE BLACK SWAN (Color) Tyrone Power Maureen D'Hara D—85 min. (258) (Rev. 10/16/42) TO THE SHORES OF TRIPOLI (Color) John Payne Maureen O'Hara D—86 min. (257) (Rev. 3/11/42)	(Carol Reed) OUTCAST OF THE ISLANDS Sir Ralph Richardson Robert Morley D—92 min. (Rev. 5/9/52) (Sid Kuller) ACTORS AND SIN Edward G. Robinson Eddie Albert D&C—85 min. (Rev. 5/23/52)	(July Releases) HAS ANYBODY SEEN MY GAL (Color) Piper Laurie C—89 min. (226) (Rev. 6/6/52) FRANCIS GOES TO WEST POINT Donald D'Connor C—81 min. (224) (Rev. 6/13/52) SALLY AND SAINT ANNE Ann Blyth Edmund Gwenn C—90 min. (225) (Rev. 6/20/52)	THE STORY OF WILL RDGERS (Color) Jane Wyman Will Rogers, Jr. D (129)
July 13			HDLIDAY FOR SINNERS Gig Young Keenan Wynn D—72 min. (Rev. 6/25/52)	SEA TIGER John Archer Marguerite Chapman D (5218)	(Aug. Releases) CARRIE Laurence Olivier Jennifer Jones D—118 min. (5123) (Rev. 6/9/52) SDN OF PALEFACE (Color) Bob Hope Jane Russell C—95 min. (5124)		(Aug. Releases) THE BIG SKY Kirk Douglas Dewey Martin OD—140 min. (Rev. 7/9/52) ONE MINUTE TO ZERO Robert Mitchum Ann Blyth D SUDDEN FEAR Joan Crawford D	(Aug. Releases) DREAM BOAT Clifton Webb Ginger Rogers C—83 min. (223) DON'T BOTHER TO KNOCK Richard Widmark Marilyn Monroe D—76 min. (224) LES MISERABLES Michael Rennie Debra Paget D—104 (225) WHAT PRICE GLORY (Color) James Cagney Corinne Calvet CD—111 min. (226)	(Stanley Kramer) HIGH NOON Gary Cooper OD—85 min. (Rev. 4/30/52) (David E. Rose) ISLAND OF DESIRE (Color) Linda Darnell Tab Hunter D—103 min. (Samuel Fuller) PARK RDW Gene Evans D— 83 min.	(Aug. Releases) THE WORLD IN HIS ARMS (Color) Gregory Peck Ann Blyth D—104 min. (227) (Rev. 6/17/52) THE DUEL AT SILVER CREEK Audie Murphy Stephen McNally OD—77 min (228) LDST IN ALASKA Bud Abbott Lou Costello C—76 min. (229)	
July 20			YOU FOR ME Peter Lawford Jane Greer D	YUKON GOLD Kirby Grant D (5221)							
July 27		HELLGATE Sterling Hayden Joan Leslie D (5113)	FEARLESS FAGAN Janet Leigh Carleton Carpenter C—79 min. (Rev. 7/7/52)								
Aug. 3	(Aug. Releases) CAPTAIN PIRATE (Color) Louis Hayward D—85 min. LAST TRAIN FROM BOMBAY Jon Hall D (J. Arthur Rank) THE CLOUDED YELLOW Jean Simmons Trevor Howard D—89 min. (Rev. 10/8/51) THE KID FRDM BROKEN GUN Charles Starrett Smiley Burnette O										
Aug. 10											

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 8 NEW YORK, U.S.A., FRIDAY, JULY 11, 1952 TEN CENTS

Tax Leaders To Be Picked At Local Level

Letters to Top Exhibitors Will Go Out Shortly

Letters to leading exhibitors throughout the country calling upon them to organize state anti-tax committees will be sent out shortly by the Council of Motion Picture Organizations' tax committee, it was learned here today.

This method rather than the naming of state anti-tax heads by the COMPO tax committee will be utilized, according to present plans. State anti-tax chairmen, under the current plan, will be selected at the "grass roots" level, by the various groups themselves, rather than being named by the COMPO committee organized to work for repeal of the 20 per cent tax on admissions.

Pat McGee and Col. H. A. Cole, co-chairmen of the COMPO tax committee, plan to leave here Saturday for their homes in Denver and Texas, respectively.

NCA in Industry's Campaign vs. Tax

MINNEAPOLIS, July 10.—North Central Allied, headed by Benjamin Berger, is the latest exhibitor organization to undertake an open, active and militant part in the industry's campaign for the repeal of the 20 per cent Federal admission tax, because "many exhibitors have expressed the view that elimination of the tax would mean business salvation."

In a bulletin to NCA members and other independent exhibitors, Berger urged every owner to see his Con-

(*Continued on page 8*)

Universal Redeems $213,195 Debentures

Washington, July 10.—The redemption of 217,000 sinking fund debentures for a cash consideration of $213,195 during June was reported here today by Universal Pictures to the Securities and Exchange Commission.

The value of Universal debentures, bearing 3¾ per cent interest, still outstanding is $2,657,000.

Doob Named Head of Tax Repeal Group

Oscar A. Doob is chairman and Sam Rosen and Robert Weitman are members of a new policy and publicity committee for the industry's tax repeal campaign, it was disclosed here yesterday by Col. H. A. Cole and Pat McGee, co-chairmen of the tax repeal campaign committee of the Council of Motion Picture Organizations.

The new committee was authorized at Tuesday's meeting here of the full tax repeal campaign committee.

TV Held 'Frantic' as It Turns to Films

MINNEAPOLIS, July 10.—The "real controversey" between the film industry and television revolves around "the frantic efforts by TV to obtain the best motion pictures with which to bolster its own unsatisfactory program," according to Allied States general counsel Abram F. Myers.

In a current membership bulletin, Ben Berger, North Central Allied president, quotes Myers as also saying that "the public needs to be told that TV interests have employed an ex-Democratic United States Senator and a Collector of Internal Revenue in an attempt to persuade the Department of Justice and the Federal

(*Continued on page 6*)

Open Probe Based On Complaints by SCTOA on Coast

HOLLYWOOD, July 10.—The probe into trade practices on the grounds of the complaint by the Southern California Theatre Owners Association to the Senate Small Business Committee got under way today when special investigator William D. Amis met with SCTOA trade practice committee members in his chambers in Federal Building here.

Committee chairman Cecil Vinnicoff, accompanied by members Al Hanson and Gus Metzger, spent several hours outlining post-consent decree practices they consider contrary to the spirit of the decree, and volunteered to document their charges fully.

Amis, who expects to remain here a fortnight, told MOTION PICTURE DAILY

(*Continued on page 8*)

TV Newsreelers Hit Olympic Games Ban

Representatives of American TV newsreel agencies have made known the refusal of the Olympic Committee to permit U. S. TV newsreels to cover the international games, according to Telenews Productions.

Only TV newsreelers are involved; regular American newsreels will service theatres with Olympic film footage.

Information has been received that

(*Continued on page 6*)

EARLY CHICAGO TELECAST AIDED BOX-OFFICES, SAYS LUX

BUFFALO, July 10.—"There had been great concern among exhibitors in this area about getting outstanding pictures for showing during the period of the two big political conventions, because owners felt that the telecasting of the proceedings in Chicago would adversely affect the box-office," said Elmer F. Lux, vice-president and general manager of Lazar Theaters, Inc. (formerly Darnell Theatres) and president of the Buffalo Common Council.

"But it seems that the monotony of the early proceedings and the fact that a televiewer, because of only one TV channel here can see nothing else but those proceedings, drove folks into theatres, so that the TV convention programs really helped, instead of hurt business," continued Lux.

"Less than 10 per cent of the people are interested in politics anyway," said Lux, "so that the great mass did not watch the telecasts. In our own case, business from Sunday to Wednesday was better in every situation than similar periods going away back to Easter time and I understand that drive-ins have been doing the biggest business of the year."

"Telecasting of the convention early this week certainly did not hurt our business," said William P. Rosenow of Skyway Drive-in Theatres, operators of the Lake Shore and Niagara drive-ins. "We have had some top notch shows in both our situations and business has been very good. The one channel TV situation in Buffalo means that televiewers cannot get anything else but the convention stuff which undoubtedly sends

(*Continued on page 6*)

Ask Company Heads to Join In Arbitration

Johnston to Advance Exhibitors' Proposal

The possibility of having distribution company presidents negotiate personally with officials of exhibitor organizations on the establishment of an industry-wide arbitration system will be explored by Eric Johnston, Motion Picture Association of America president.

This was announced at the conclusion of yesterday's meeting here at MPAA headquarters of distribution representatives, called by Johnston in an apparent attempt to spur the progress of negotiations.

Johnston, who was briefed on exhibition sentiment in favor of holding the arbitration talks with company presidents, told distribution delegates on arbitration that he would check with company presidents to see if such

(*Continued on page 9*)

Michalson Resigns RKO Pathe Post

Harry J. Michalson has resigned from the post of president of RKO Pathe, subsidiary specializing in the production of short subjects. The resignation is effective on August 1. Michalson desires to take a long rest.

Ned E. Depinet, president of RKO Radio Pictures said the company is losing one of its ablest executives and

(*Continued on page 8*)

Employes' Morale at W.B. Fire Lauded

Burbank, July 10.—Warner studio officials were high in their praise today of the conduct of employes yesterday in the face of the second serious fire to occur on the lot in a period of six weeks.

"Studio employes' morale again was as high as that demonstrated at the last fire, with everyone participating to help the fire-fighting forces save valuable props and studio properties," an official statement said.

Personal Mention

DR. HERBERT KALMUS, president of Technicolor, Inc., and WILLIAM PERLBERG and GEORGE SEATON will leave here today for Europe aboard the *S. S. Liberte*.

•

WALTER READE, JR., president of Walter Reade Theatres, has accepted the chairmanship of the motion picture theatre section for New Jersey for the current Cerebral Palsy fund appeal. JOHN BALMER, city manager for the circuit in Plainfield, N. J., is serving as co-chairman of that city's Cerebral Palsy drive.

•

EDDIE LIESER, son of LOU LIESER, manager of the Lippert exchange in Buffalo, has joined the service department of the Paramount Theatre in that city.

•

ALLEN B. GATES has retired as consultant on training to the general management of Eastman Kodak after 22 years with the company.

•

CHARLES BOASBERG, RKO Radio North-South division sales manager, will return here today from Toronto.

•

ROBERT UNGERFELD, Universal exploitation representative, has been named a "Commodore" of the Oklahoma Navy.

•

HAROLD COHEN, Lippert franchise owner in New Orleans, will be in New York at the weekend from that city.

•

RICHARD HARPER, M-G-M sales circuit representative, is due back here today from Albany and Gloversville.

•

GEORGE JESSEL will be a guest on the next "Information Please" telecast on CBS Sunday at 9:00 P.M.

•

BEN LORBER, head of the Universal insurance department, has returned here from the studio.

•

EDDIE CANTOR has been given a Certificate of Appreciation by Army and Air Force recruiting services.

•

ANNETTE COHEN has been promoted by Columbia from biller to student booker at the Cleveland exchange.

•

SAMUEL G. ENGEL, 20th Century-Fox producer, has arrived here from the Coast.

•

ERNEST DORAU has been named manager of the Capitol Theatre, East Haven, Conn.

•

P. T. DANA, Universal Eastern sales manager, left here yesterday for Detroit and will return at the weekend.

•

JACK HILTON, producer, will fly from London today for New York.

•

STEPHEN SEKELY, director, is in London from New York.

Higher Prices No Solution In Britain, ABPC Reports

By WILLIAM PAY

LONDON, July 8. (By Air Mail)—Relief for theatres from Britain's heavy entertainment tax, rather than increased admission prices, is the need of exhibition here, Sir Philip Warter, chairman, told Associated British Pictures Corp. stockholders in his annual message released this week.

Theatre attendance has been well maintained, Sir Philip reported, but ABPC's directors are conscious of the need to provide the best possible films, which are the industry's best answer to television. Although the public is becoming increasingly discriminatory there is ample evidence to show that there has been no decline in appreciation of the best type of motion pictures.

Although the industry as yet has been unsuccessful in obtaining any worthwhile entertainment tax concessions, Sir Philip said, last year's efforts resulted in increases in certain prices of admission. However, that is not the answer to the problem. Mass entertainment at prices within the reach of everyone is always our aim, Sir Philip reminded.

It is absolutely essential, he said, that our industry should receive substantial relief from the burden of the entertainment duty if we are to continue to attain any measure of success.

Results achieved by ABPC's production groups in the past fiscal year revealed an improvement over the preceding year, due partly to operation of the Eady Fund, the report stated. However, unless that Fund is put on a more permanent basis, the outlook for British film production is not encouraging, Sir Philip said. Sums paid by ABPC's theatres to the Eady Fund during the year were greatly in excess of the benefits received on films produced by its studio units.

Of 20 British features played on the ABC circuit last year, 14 were produced and financed by sources independent of the corporation.

Sir Philip said the company believes it would be in the best interests of all concerned if the Eady Fund were to be put on a permanent and statutory basis. Even with the Eady Fund, he said, production still is a speculative business. We endeavor to lessen its risks by joint production with Warners and other American companies.

Attendance at the company's theatres during the current year have been adversely affected by weather and other causes, while operating costs, mainly wages, continue to rise, the report said. It is still too early to estimate results for the year's operations, it was added.

Amplifying on ABPC's financial report, published in MOTION PICTURE DAILY on June 27, Sir Philip reported the company's total assets at £20,939,308, including fixed assets of £18,270,401 and film productions, rights, etc., of £447,279. Reserves and undistributed profits increased by £131,271. The group's theatres had 207,700,717 admissions during the year, a decrease of approximately two per cent from the previous year, ended March 31, 1951. Nevertheless, gross receipts rose to £19,960,394, an increase of £1,059,280, over the previous year. Of the increase, the entertainment tax and Eady levy absorbed £93,200.

The total entertainment tax and Eady levy paid by the group was £7,941,415, or approximately 40 per cent of the gross.

U.K. Is Worried By Hollywood's Desertion of 'B's'

LONDON, July 8 (By Air Mail).—Sidney A. Myers, British Lion's assistant managing director, has returned from his product-hunting expedition in the U. S. He states that he concluded tentatively deals involving not only what he describes as a number of useful "B" pictures but the regular output of an American producer operating with "A" subjects. But those deals will demand ratification in British Lion's London office.

The Myers safari pin-points difficulties in which a number of distributors find themselves here. Acknowledgedly, British Lion finds itself particularly embarrassed following the withdrawal from its fold of the considerable Republic output and the Herbert Wilcox-Anna Neagle films. But the company is not alone in feeling the pinch arising out of the declared policy of Hollywood majors to concentrate on bigger pictures and to cut down on "B" product.

In spite of pronouncements here from distinguished American visitors like Jack L. Warner to the effect that the day of the double-feature program is over and that the industry's only answer to the TV-menace is fewer but bigger, better, brighter films, the market for what shrewd exhibitors like J. X. Prendergast describe as bread-and-butter pictures persists. But it's a market with shortening supply. Concern grows not only among bread-and-butter exhibitors but the distributors who feed them.

W. J. Gell's Monarch Films is generally accepted as British Lion's leading rival in that field. Gell has also lately been in New York on a product-seeking mission.

It is considered significant that George Minter's Renown Pictures, which built up a flourishing traffic in the "B" picture field and during the war years in particular was one of the big stand-bys for independent theatremen, has switched now to major productions.

Post $22,619 to Meet Bordonaro Verdict

Buffalo, July 10.—To prevent an-accumulation of additional interest while an appeal is pending, three distributors have paid $22,619 to the Federal Court clerk here, the sum representing a $22,500 verdict, plus interest from June 2, awarded to Bordonaro Brothers Theatres, Inc., of Olean. The plaintiff has appealed to the U. S. Court of Appeals in New York City contending that the verdict was insufficient.

The verdict was against Paramount Pictures, RKO Pictures and Warner Brothers Circuit Management Corp

Predicts $2½-Million 'Kong' Reissue Gross

Despite 1952 being little more than half over, *Time* magazine, in its current issue, dated July 14, reviews RKO Radio's re-released "King Kong" under the headline of "Movie of the Year." Saying "RKO had struck pay dirt" with the 19-year-old film, *Time* estimated that the picture would gross $2,500,000 this year, since it was doing "2½ times the rate of a normal A picture."

Top Grosses Cited For U-I's 'My Gal'

"Has Anybody Seen My Gal", Universal-International release, is understood to have rolled up house records of $952 on the opening day at the Five Points Theatre in Jacksonville, $1,360 for the best opening day's business in 33 weeks at the Rialto Theatre in Atlanta, and a record $15,200 for the first three days at the Missouri Theatre in St. Louis.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY BOLGER in
"WHERE'S CHARLEY?"
Color by TECHNICOLOR
A WARNER BROS. PICTURE
plus SPECTACULAR STAGE PRESENTATION

VIRGINIA MAYO RONALD REAGAN
GENE NELSON IN
"She's Working Her Way Through College"
COLOR BY TECHNICOLOR
in person
JAN MURRAY
NEAL HEFTI And His Orchestra
Extra THE MODERNAIRES
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Walt Disney's Story of
ROBIN HOOD
Color by TECHNICOLOR
—and—
Walt Disney's WATER BIRDS
A True Life Adventure
Print by Technicolor
Walt Disney's "LITTLE HOUSE"
Technicolor Cartoon
Distributed by RKO
COOL CRITERION B'WAY & 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quiglcy Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



How BIG is "IVANHOE"?

Here's the Popularity Poll of Film Research Surveys, Inc. on the Preview at Loew's Lexington Theatre, N.Y., July 1st:

"IVANHOE" TOPS "QUO VADIS"!

"IVANHOE": 96.5% – "QUO VADIS": 96%

Great news for the entire industry. Imagine! "Ivanhoe" tops famed "Quo Vadis". Day after day the fame of "Ivanhoe" is spreading. First, the sensational World Premiere shattering a 23-year-old record! Then, the unprecedented trade raves! Now the amazing audience reaction, best rating of any adventure spectacle in the history of Film Research Surveys, Inc.

NEVER A SHOW LIKE "IVANHOE"!

Universal-International's 40

...WILL BE PRE-SOLD WITH

FULL-COLOR ADVERTISEMENTS...

TO OVER 138,000,000 READERS OF

SIXTEEN NATIONAL PUBLICATIONS

...AND 87 NEWSPAPERS

IN 64 INDIVIDUAL CITIES!

THE MOST POWERFUL NATIONAL ADVERTISING CAMPAIGN IN U-I HISTORY!



Anniversary Motion Picture!



Universal-International presents

GREGORY PECK
ANN BLYTH

in *Rex Beach's*

The WORLD IN HIS ARMS

COLOR BY *Technicolor*

ANTHONY QUINN • JOHN McINTIRE • ANDREA KING • Directed by RAOUL WALSH • Screenplay by BORDEN CHASE • Produced by AARON ROSENBERG

Chi. Telecast

(*Continued from page 1*)

people outdoors and into theatres," he added.

On the other hand, Vincent R. McFaul, general manager of Shea Theatres, said: "There is no doubt that any affair such as a national convention does some harm to our box-offices. Any time you get personalities of Taft, Eisenhower or McArthur caliber on radio or TV, you are going to have some people stay at home to listen. To what extent or what percentage of our attendance is affected is hard to say because there are so many elements now that all combine and are making serious inroads into normal business. The extremely hot weather we have been experiencing and the steel strike, which has crippled industry on the Niagara frontier, are other major items that affect our business," concluded McFaul.

MINNEAPOLIS, July 10.—The home telecasts of the Republican national convention so far this week apparently have failed to keep the Johnnie Ray fans away from the 4,000-seat Radio City Theatre here. Monday, usually one of the poorest days of the week, showed a strong $4,000 at Radio City.

Subsequent week-day grosses were good but it is expected that Ray will gross only about $25,000 for the full week, against nearly $75,000 garnered by Martin and Lewis recently at the same theatre.

CINCINNATI, July 10.—Box-office receipts at first-run and neighborhood theatres were reported to be lower this week due to the wide interest displayed here in the Republican national convention. The drop in Senator Taft's home town was more pronounced Monday and Tuesday nights, when the addresses of General Douglas MacArthur and former President Herbert Hoover were telecast.

DETROIT, July 10.—Box-office business in Detroit is just about normal. Few first-runs reported above average business. Exhibitors here say the national convention is not harming business. If the box-office does slump, it is because of heavy lay-offs at auto factories due to the steel strike. No effort is being made to combat telecast competition. Drive-ins are doing very well.

ALBANY, N. Y., July 10.—The national Republican convention, with its interrupted flow of telecasts and broadcasts, has thus far made no material difference in the business done by theatres in Albany. The balloting for the presidential nomination, managers think, may affect grosses, if it takes place at night.

KANSAS CITY, July 10.—There has been no pronounced effect discernible in theatre attendance from the Republican national convention. Though there are many television sets in homes, and several radio stations give extensive coverage afternoon and evening, there seems insufficient excitement to keep attention glued to receivers at the expense of good theatre entertainment.

BALTIMORE, July 10.—First-run exhibitors here are agreeably surprised that the Republican convention TV has not been in competition with box-offices. Business is just the same, or slightly better, at downtown houses and also in neighborhood theatres.

"Jumping Jacks" which opened yesterday at Keith's drew capacity business all day and evening. Jack Sidney, city manager for Loew's houses here, said "business was better," and Rodney Collier, Stanley's manager, said there isn't any evidence of the convention cutting-in on grosses at present.

Television--Radio

with Pinky Herman

"FOR many are called but few are chosen" is an oft-quoted line that is definitely more truth than poetry. . . . With a slight variation in subject matter, we find that "Many ask questions but few supply the answers," all of which is merely to advise all and sundry that the cycle of quiz shows, instead of showing signs of disintegrating, is increasing. . . . A lengthy dispatch from Syd Eiges' fourth floor cubicle in Radio City gives detailed accounts of two forthcoming video quizzers which will bow onto the scene starting July 28. . . . "I've Got News for You," emceed by Jack Paar, will be seen and heard Monday, Wednesday and Friday, 7-7:30 P.M. and that time slot on Tuesday and Thursday will be filled by Walter O'Keefe's "The Mayor of Hollywood." . . . While on the subject of quizzes, "Masquerade Party," which NBTees off Monday night will feature a nationally famous Democrat who will masquerade as a Republican. . . . Timely, no?

• • •

In Tuesday's "Break the Bank" story, we reported that the all time record sum ever won by a contestant on that program was $11,840 dollars. . . . But because it was a terribly hot night, the Giants lost a close game, the Republican Convention was getting underway or perhaps you can even think up a better reason for the error, the fact is that the printer inadvertently made a slight mistake and gave as the record payoff of $11,840,000. . . . Of course one might argue that with the devaluation of the dollar to the extent where the current dollar is worth the equivalent of about 51 cents of the 1931 dollar the error was really of minor consequence and with that view we might concur, but in all fairness to all concerned we feel it proper and entirely necessary to assure Corporal Martin Diamant (who won the record sum of $11,840 in December, 1951) that the sponsors of "Break the Bank" do NOT owe him an additional $11,728,160. . . . Somewhere there must be a moral to this story and because we can't seem to find an appropriate one, we'll resort to the use of the classic, "Never cry Wolf (Ed Wolf), unless you have an idea for another giveaway program that is as durable, exciting and commercial as 'Break the Bank.'"

• • •

From here it looks like the Max Liebman-Sid Caesar-Imogene Coca film deal may be closed with 20th Century-Fox. . . . If and when concluded, it will be a participation deal. . . . Producer Max Liebman, due next week from Europe, will fly to the Coast for final talks. . . . Is NBC trying to interest Alexander Korda in a pact which will have A.K. produce special hour-long flickers for exclusive NBT telecasts? . . . Ben Fryc, executive producer of Studio Films, commutes from Solon, Ohio, to Emil Velasco Studios here, where he supervises the editing of several musical short subjects made especially for TV. . . . Films will be ready about August 1, and will be distributed by United Television Programs, Inc.

• • •

After several months of casting different personalities to handle the M.C. chores for "Stars in Khaki and Blue," heard Saturday nights 8:30-9:00 P.M. via NBC, producer Robert Jennings has signed Wendy Barrie as the permanent femcee as a result of her terrific job on the program two weeks ago. . . . Stay-up lates who like soft music and soft discussions on topics of the day should like the 11-to-1 A.M. series that Paul Denis features nightly via WVNJ from the Blue Ribbon Restaurant. . . . Paul has the sincerest wishes of every fourth estater in town. . . . Don Russell, announcer for the "Cavalcade of Stars" series via DuMont and emcee of his own "Take the Break" WABDeejay series, has come a long way since he was a page at NBC only three years ago. . . . He's ready for a night time show of his own. . . . If you are seeking a gal trio that has the smooth tones and close harmony of the Andrews Sisters, then give a listen to the Simmons Twins & Amy. . . . Ad agencies are getting a pitch on a new TV series titled, "The Farmer's Daughter," starring Loretta Young. . . . Did you know that Ted Mack was once a side man in Ben Pollack's Orchestra?

Theatremen in Tilt For Video Channel

DENVER, July 10.—Two theatre groups in Denver are involved in a contest for television channel No. 7, and this contest is expected to be the most bitter of the three now in sight here.

Denver Television Co., organized by Harris and John Wolfberg, owner of the Paramount, Broadway, and four drive-ins, is asking for channel No. 7, and so is Aladdin Radio & Television Co., owners of KLZ. Partners in Aladdin include Frank H. Ricketson Jr., president of Fox Intermountain Theatres, and Harry Huffman, retired Denver city manager for that circuit.

There are five other applicants for television channels in Denver, which is without TV due to the "freeze." Applicants include Eugene O'Fallon, Inc., (KFEL), asking for channel No. 2; Colorado Television Co., (KVOD), and Empire Coil Co., New Rochelle, N. Y., asking for channel No. 9; asking for channel No. 4 are KMYR Broadcasting Co. and Metropolitan Television Co., organized for the purpose of buying KOA here from NBC, with Bob Hope as a principal stockholder. It is thought channel No. 4 will be the NBC outlet in Denver.

There are no applicants for channel No. 6, educational, nor for 20 and 26 (UHF).

Newsreelers

(*Continued from page 1*)

the ban stems from a decision by the committee to "commercialize" the Olympics by making a feature film of the contests for "profitable distribution," it was charged by Telenews.

U. S. TV newsreel agencies have protested the committee ban in a cable addressed to E. Von Frenckell, Olympic Committee chairman, and signed by Francis McCall, news director of the NBC-TV network; by Jack Haney, UP-TV, and by E. P. Genock, Telenews editor-in-chief.

TV 'Frantic'

(*Continued from page 1*)

Communications Commission to bulldoze the motion picture industry into turning over its product to TV."

Myers scored the widespread impression held by the public that the film industry, terrified by television, is desperately trying to prolong its own life by withholding its current and choice pictures from TV.

1st Oregon TV Sends Grosses Down 20%

PORTLAND, Ore., July 10.—Downtown theatre grosses here were down 20 per cent as four stations and TV set distributors combined to bring in the first full TV coverage for Portland this week.

The excessive heat and the number of drive-ins in the area were also given as reasons for the box-office dip.

Swanson Back in Mexico

MEXICO CITY, July 10.—Gloria Swanson has returned here from Hollywood to resume making the TV shorts series in English she began in May for Tele-voz, which Miguel Aleman, Jr., the President's son, heads.



JOSEPH KAUFMAN presents

Joan Crawford

Sudden Fear!

with

JACK PALANCE · GLORIA GRAHAME · BRUCE BENNETT

VIRGINIA HUSTON · TOUCH CONNORS

Produced by JOSEPH KAUFMAN · Directed by DAVID MILLER

Screenplay by LENORE COFFEE and ROBERT SMITH

Based Upon Edna Sherry's Story, "Sudden Fear"

TRADE SHOWINGS

ALBANY
Fox Screening Room, 1052 Broadway — Wed. 7/23 2:00 P.M.

ATLANTA
RKO Screening Room, 195 Luckie St., N.W. — Wed. 7/23 2:30 P.M.

BOSTON
RKO Screening Room, 122-28 Arlington St. — Wed. 7/23 10:30 A.M.

BUFFALO
Mo. Pic. Oper. Scr. Rm., 498 Pearl Street — Wed. 7/23 2:30 P.M.

CHARLOTTE
Fox Screening Room, 308 S. Church Street — Wed. 7/23 2:00 P.M.

CHICAGO
RKO Screening Room, 1300 S. Wabash Ave. — Wed. 7/23 2:00 P.M.

CINCINNATI
RKO Screening Room, 12 East 6th Street — Wed. 7/23 8:00 P.M.

CLEVELAND
Fox Screening Room, 2219 Payne Avenue — Wed. 7/23 2:30 P.M.

DALLAS
Republic Screen. Room, 412 South Harwood St. — Wed. 7/23 2:30 P.M.

DENVER
Paramount Screen. Rm., 2100 Stout Street — Wed. 7/23 2:00 P.M.

DES MOINES
Fox Screening Room, 1300 High Street — Wed. 7/23 2:00 P.M.

DETROIT
Blumenthals Scr. Rm., 2310 Cass Avenue — Wed. 7/23 2:30 P.M.

INDIANAPOLIS
Universal Screen. Rm., 517 N. Illinois Street — Wed. 7/23 1:00 P.M.

KANSAS CITY
Paramount Screen. Rm., 1800 Wyandotte Street — Wed. 7/23 2.00 P.M.

LOS ANGELES
RKO Screening Room, 1980 S. Vermont Ave. — Wed. 7/23 2:00 P.M.

MEMPHIS
Fox Screening Room, 151 Vance Avenue — Wed. 7/23 12:15 Noon

MILWAUKEE
Warner Screening Room, 212 W. Wisconsin Ave. — Wed. 7/23 2:00 P.M.

MINNEAPOLIS
Fox Screening Room, 1015 Currie Avenue — Wed. 7/23 1:30 P.M.

NEW HAVEN
Fox Screening Room, 40 Whiting Street — Wed. 7/23 2:00 P.M.

NEW ORLEANS
Fox Screening Room, 200 S. Liberty Street — Wed. 7/23 10:30 A.M.

NEW YORK
RKO Screening Room, 630 Ninth Avenue — Wed. 7/23 2:30 P.M.

OKLAHOMA
Fox Screening Room, 10 North Lee Street — Wed. 7/23 10:30 A.M.

OMAHA
Fox Screening Room, 1502 Davenport St. — Wed. 7/23 1:00 P.M.

PHILADELPHIA
RKO Screening Room, 250 North 13th Street — Wed. 7/23 2:30 P.M.

PITTSBURGH
RKO Screening Room, 1809-13 Blvd. of Allies — Wed. 7/23 2:00 P.M.

PORTLAND
Star Screening Room, 925 N.W. 19th Ave. — Wed. 7/23 2:30 P.M.

ST. LOUIS
RKO Screening Room, 3143 Olive Street — Wed. 7/23 2:00 P.M.

SALT LAKE CITY
Fox Screening Room, 216 East 1st. St. So. — Wed. 7/23 1:30 P.M.

SAN FRANCISCO
Fox Screening Room, 245 Hyde Street — Wed. 7/23 2:00 P.M.

SEATTLE
Jewel Box Screen. Rm., 2318 Second Avenue — Wed. 7/23 1:30 P.M.

SIOUX FALLS
Hollywood Theatre, 212 N. Philips Ave. — Wed. 7/23 10:00 A.M.

WASHINGTON
Film Center Scr. Rm., 932 New Jersey Ave. — Wed. 7/23 2:00 P.M.

A NEW HIGH IN SUSPENSE MELODRAMA!

Distributed by RKO RADIO PICTURES

Michalson

(*Continued from page* 1)

his resignation is regretted by the entire organization.

Michalson, a native of Pittsburgh, celebrated his 30th anniversary with RKO and its predecessor company last April. He entered the industry in the capacity of salesman, from which he rose to branch manager, division manager and short subject sales manager. On Aug. 13, 1947, he was elected president of RKO Pathe in addition to his short subject post, and finding his duties as president of RKO Pathe increasingly demanding, he relinquished his position as short subject sales manager in 1950, to give all of his time to RKO Pathe.

Campaign Vs. Tax

(*Continued from page* 1)

gressman and Senator, "and get a firm commitment to vote against the tax."

Berger declared that Congress and the public both "realize that our industry is sorely distressed . . . and aware of our plight." He said elimination of the tax will aid materially in keeping many theatres open.

"We believe the tax can be entirely eliminated if each and every exhibitor does his job," said Berger.

Canti in Paramount Post

SAN FRANCISCO, July 10.—Edward Canti who has been operating his own chicken ranch in Southern California, is reported to be the next office manager at the Paramount film exchange here, replacing James Merry who resigned to live in Los Angeles. Canti was previously with Paramount.



Reviews

"The Story of Will Rogers"

(Warner Brothers)

THE LIFE OF WILL ROGERS was a full one, rich with humor and deep with understanding. In recreating it on the screen, in color by Technicolor, Warner Brothers has fashioned a quality picture that has much to recommend. Will Rogers, Jr., does an outstanding portrayal of his casual-talking father, and Jane Wyman turns in a warm and touching performance as Mrs. Rogers.

Quite obviously, as biographical drama, the picture becomes a procession of events in the life of the subject, and as such it has none of the soaring elements of fiction. But it has an appeal in every sequence that will touch the hearts of audiences. As the story of Rogers' life unfolds, from his humble beginnings as a cowpoke to his rise to an eminent place in American life, there also unfolds in nostalgic review a history of the first third of this century.

Eddie Cantor appears briefly and refreshingly, as himself, and as another highlight there has been fitted into the picture footage of such grand performers as Al Jolson, Fanny Brice, Marilyn Miller, and others. There are about a dozen songs in the film.

Some of the most entertaining sequences are the early ones, after Rogers' marriage, in which he performs as a rope artist. One day, while nervously awaiting the birth of his first child, Rogers goes on stage and begins talking spontaneously. That moment Rogers found his forte and he goes steadily onward to achieve prestige and fortune. The picture has President Wilson say in citing him, his was the "voice from the heart of the people."

Rogers' patriotic services were numerous. Between these many deeds he found time to go to Hollywood and make many films, silent and sound. And it was in Hollywood that he met Wiley Post, resulting in a deep friendship, and a concomitant interest in aviation.

Frank Davis and Stanley Roberts did the screenplay, from a *Saturday Evening Post* story by Mrs. Will Rogers. Some of the other highlights of the crowded life include the "favorite son" nomination for President at a Democratic convention and the interesting European travels. And, finally, that ill-fated flight to Alaska with Post, in 1935.

Others in the cast are Noah Beery, Jr., who turns in a splendid role as Post; James Gleason, a theatrical agent, and Carl Benton Reid, as Rogers' father.

Robert Arthur produced and Michael Curtiz directed.

Running time, 109 minutes. General audience classification. Release date, July 26.

MANDEL HERBSTMAN

"Don't Bother to Knock"

(20th Century -Fox)

A SERIOUS DRAMATIC ROLE is given shapely and enticing Marilyn Monroe in provocatively-titled "Don't Bother to Knock." Playing a psychically distressed young lady, she serves as the agent in reuniting two estranged lovers, Richard Widmark and Anne Bancroft.

A forceful, novel story and a good cast combine to make the picture a reliable piece of merchandise. As entertainment, it is uneven, sometimes excellent and sometimes just fair.

Miss Monroe's acting talent is difficult to assess, since playing an unbalanced girl, most any type of portrayal could be considered as stemming naturally from her disturbance. At any event it looks on the surface like a professionally competent job, and there is nothing wanting in the performances of the others in the lead.

The screenplay, by Daniel Taradash, throws the spotlight on a handful of people during a night at a Manhattan hotel. Widmark, a commercial pilot, is there to win back the fading love of Miss Bancroft, who is a vocalist in the cocktail lounge. Miss Monroe is there through the good services of her elevator-operating uncle, Elisha Cook, Jr., who has arranged for her to do some baby-sitting for newspaper publisher Jim Backus and his wife, Lurene Tuttle.

On the rebound of a rebuff from Miss Bancroft, Widmark flirts with negligee-clad Miss Monroe through the hotel windows, and presently he becomes a guest in her room. It develops that Miss Monroe spent some time in a mental institution following the death of her lover in an airplane mishap. In Widmark she begins to see the image of her lover and verges on irrationality. Among the series of incidents that erupt is an attempt by her to kill the child for whom she was baby-sitting. The story culminates in a scene in which Miss Monroe, beset and baffled, tries to kill herself with a razor blade, but soothing talk by Widmark prevents the tragedy. Miss Bancroft, now seeing that Widmark has the depth of understanding she wanted of him, reunites with him.

Julian Blaustein produced and Roy Baker directed.

Running time, 76 minutes. General audience classification. For August release.

M. HERBSTMAN

Trio Inspect Upstate Warner Houses

ALBANY N. Y., July 10.—Harry Finestein, New Haven zone manager, John Totman, his assistant, and James Bracken, contact manager, completed today an inspection of all Warner theatres in Albany, Troy and Utica. They started yesterday. Charles A. Smakwitz, zone manager, accompanied them. The trio also discussed with Smakwitz changes growing out of the sale of five theaters in Elmira and Medina and the transfer of supervision of five others to the Pittsburgh zone. All records, except those dealing with film, which have been sent to New Haven for the past year, are now being forwarded to Newark, New Jersey.

SCTOA

(*Continued from page* 1)

the committee's complaints, as presented, "appear justified," and indicated, if further investigation shows them to be valid, that he will suggest in his report to the Small Business Committee that a Senatorial committee come here to hold hearings on the matter. This probably could not be done before the national election, however, Amis said.

Amis, who tomorrow and over the weekend will visit individual independent exhibitors in the Los Angeles territory, intends also to meet with the Society of Independent Motion Picture Producers and individual independent producers during his stay here. He expects to conduct a similar investigation in Chicago next, he said, with New York and possibly other centers scheduled for later.

Noel Barrow, FP-C Executive, Dies

TORONTO, July 10.—Noel Gaskin Barrow, 59, a director and secretary-treasurer of Famous Players Canadian Corp., is dead. A native of Barbados British West Indies, he entered the film industry at New York in 1916 but came to Toronto two years later to join the first Paramount organization in Canada. On the formation of Famous Players Canadian Corp. in 1920 he entered its head office and eventually became the company's secretary in 1941. The funeral is being held tomorrow afternoon with burial here. The widow and two daughters survive.

Col. Signs New Pact With Sam Katzman

HOLLYWOOD, July 10.—Columbia signed a new seven-year contract with independent producer Sam Katzman calling for 15 productions annually; eight in color by Technicolor and seven black-and-white, the latter including two serials. The pact, effective next January, supersedes the present seven-year contract, now in its final year.

RCA Conducts Color TV Test in N. Y.

The first of a series of three field tests of the RCA compatible all-electronic color television system was broadcast between 9:45 and 10:00 A.M. Wednesday over WNBT here.

The other two tests will be held at the same time today and Tuesday. Set owners in the New York area can receive the test signals in black-and-white.

J. T. Woodruff

CLEVELAND, July 10.—J. T. Woodruff, affiliated with Floyd Lewis in the distribution of "Joseph and Potiphar's Wife," died unexpectedly Monday night in the Mount Vernon, Ohio, hospital, of a heart attack.

NEED SPECIAL TRAILERS QUICK?
QUICK SERVICE
FREE COPY SERVICE
BEST ART-WORK
YOU'LL GET IT FROM
FILMACK
SEND US YOUR ORDER
ALL-AROUND KNOW-HOW
FINEST QUALITY
TRY US AND SEE
CHICAGO, 1327 S. Wabash Av - NEW YORK, 630 9th Av.

J.J. Theatres Suit To Trial on Jan. 12

A trial date of Jan. 12 has been set here by Federal Judge Knox in the $3,075,000 triple damage anti-trust suit of J. J. Theatres, Inc. and Luxor Group, Inc. against 20th Century-Fox and Skouras Theatres.

Damages are claimed from 20th-Fox and Skouras Theatres since March 15, 1941. The complaint alleges failure to get the entire first-run split at the plaintiff's Luxor Theatre in the Bronx. Other companies named by the plaintiff, RKO Pictures, Warner Brothers and Universal, are named co-conspirators in the complaint, which claims that unlike the defendants that they have offered first-run neighborhood bookings to the defendant's theatre since February, 1949.

A counter-claim and a cross-claim, in the meantime, have been entered by Skouras Theatres against the plaintiff, naming the following other defendants, Warner Brothers , RKO Theatres, RKO Pictures and Universal. The counter-claim alleges violation of the trust laws with added defendants giving the Luxor a day and date first-run with the Park Plaza and Croton since 1949.

3 Mono. Films for July

Three Monogram films, one in color, will be put into national release during July, it was disclosed here by Morey Goldstein, vice-president and general manager. The films and their release dates are: "Wagons West," July 6; "Dead Man's Trail," July 20; "Sea Tiger," July 27.

To Join in Arbitration

(*Continued from page* 1)

an arrangement could be worked out.

The probability of company presidents taking part personally in the controversial phases of setting up an arbitration system was viewed as dim in trade quarters, however. In addition to the many days which would have to be devoted to the problem, it was suggested that it would be most difficult to set a date in New York when the presence of all company presidents could be assured.

Currently, Loew's-M-G-M president Nicholas M. Schenck is just returning to New York after many weeks on the Coast. Spyros P. Skouras, 20th Century-Fox president, Harry Warner, president of Warner Brothers, and Harry Cohn, Columbia president, are on the Coast. Barney Balaban, Paramount president, is in Europe. The situation in Universal Pictures is in a state of flux with Milton R. Rackmil, Decca Records president, slated to assume the presidency of Universal next Tuesday. Ned E. Depinet, RKO Pictures president, leaves for the Coast Thursday.

It is believed the result of Johnston's move is more apt to result in the delegation of additional authority to the company sales managers and attorneys currently participating in the arbitration talks. The limitation of authority of distribution representatives was one of the major objections of exhibition representatives who contend that it makes it necessary for the distributor negotiators to continually delay decisions for consultations with their principals, with the result that progress on an arbitration plan is slowed to a snail's pace.

If negotiating progress is not expedited through delegation of greater authority to the distributor negotiators, then it would be up to the company presidents to decide whether they wanted arbitration badly enough to engage in the negotiations themselves. Even if they did, it was pointed out, they still would require the presence of their sales executives and attorneys as consultants.

Exhibitor negotiators at the same time point out that they are the principals of their organizations and are in a position to make decisions on the spot. Discouraged by the slow rate of progress, they ended the arbitration talks a week ago following continued inability to reach agreements on arbitration of competitive bidding complaints.

At the conclusion of yesterday's meeting, Johnston called for another conference of the distribution representatives on July 21 here. Yesterday's talks, it was stated, centered around the arbitration meetings held over the past two months.

Besides Johnston the following attended: William F. Rodgers, Charles Reagan and Henderson Richey of M-G-M; Theodore Black, Richard Yates, Republic; Robert Mochrie, RKO Pictures; Robert Perkins, Ben Kalmenson, Warner Brothers; Al Schwalberg, Austin Keough, Monroe Goodman, Paramount; Abe Montague, Columbia; Charles Feldman, Universal; Al Lichtman, 20th Century-Fox; Bernard Kranze, United Artists; and Maurice Goldstein, Monogram

The MPAA was represented by Joyce O'Hara, Ralph D. Hetzel, Jr., and Sidney Schreiber, in addition to Johnston.

Sues to Determine Cryptix Validity

CINCINNATI, July 10.—Frank W. Huss, Jr., president of Associated Theatres, local suburban circuit, has filed suit in U. S. District Court for the Southern district of Kentucky against Seldon R. Glenn, U. S. Collector of Internal Revenue, to obtain a ruling on the validity of using Cryptix numbered tickets in filing admission tax returns for the Hiland Theatre, an Associated Theatres subsidiary, at Fort Thomas, Ky., just across the Ohio river from here.

The suit also seeks an injunction to restrain Glenn and A. B. Grolling, deputy collector, from enforcing an order to destroy the tickets which they claim are not valid.

Each of the approximately 100 theatres using Cryptix tickets, developed and distributed by Willis Vance, head of the local Central Ticket Office, has an individual numbering system combining letters and a code, which are filed with the Internal Revenue Department. The code is designed to prevent improper or unauthorized persons from checking theatre receipts.

ONCE IN A GENERATION . . .
ENTERTAINMENT LIKE THIS!



"If you wanta be announced, Red Will Danaher, wipe your muddy boots!"

starring
JOHN WAYNE
MAUREEN O'HARA
BARRY FITZGERALD
with
WARD BOND



and
VICTOR McLAGLEN
as
Red Will Danaher
A giant of a man... bull-headed... the ham-handed village bully.

HERBERT J. YATES presents
THE QUIET MAN
Color by TECHNICOLOR · Directed by JOHN FORD
A REPUBLIC PICTURE

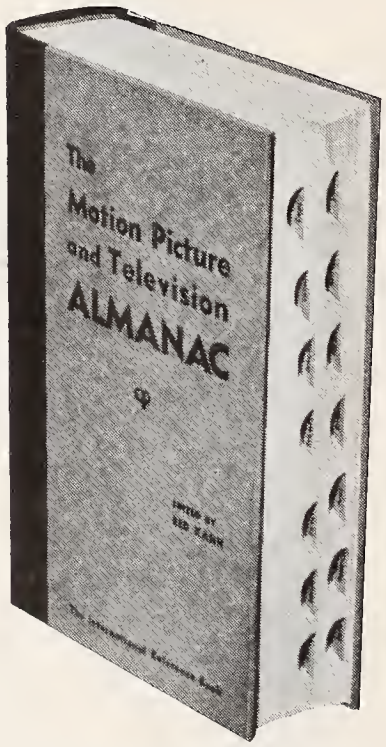
IT often happens that the best advertising copy was not written for that purpose. Nothing can be more convincing than a spontaneously written expression of sincere opinion. Hence this series of extracts, reproduced from some of the many letters to the editor of the ALMANAC.

This one from the President of Donahue & Coe, Inc. . . . . . .

As Ed Churchill sees it . . . . .

". . . It is of inestimable value to us here at the office and is referred to constantly by many members of our organization. I sometimes wonder how we would get along without it!

Our annual edition becomes the most finger-printed reference book in our library and we're always mighty glad to receive the current one as a replacement."



A QUIGLEY PUBLICATION

The current issue is completely sold out. Reservations are now being made for the enlarged new 1952-53 edition, at the unchanged price of $5 per copy postpaid.

Quigley Publishing Company, Inc.
1270 Sixth Avenue, New York 20, N. Y.

THE INTERNATIONAL REFERENCE BOOK

Letters

July 7, 1952.

To the Editor: I certainly enjoyed reading your editorial in the June 30th issue of the Motion Picture Daily.

Enclosed, herewith, is a copy of a letter I wrote to the Wall Street Journal and a copy of their reply.

The article they published certainly met with my expectations and regardless of what type and kind of article they publish now, great harm will have been done to our industry.

ROTUS HARVEY, President,
Western Theatre Owners, Inc.

June 18, 1952.

Mr. Henry Gemmill, Managing Editor
Wall Street Journal
44 Broad Street
New York 4, New York

Dear Mr. Gemmill:

Yesterday I received a telephone call from a Mr. Thompson in your local office. He advised the Journal is planning a series of articles on the motion picture industry and he propounded several questions and requested answers. I informed Mr. Thompson I would not answer such questions over the telephone and asked him to submit them in writing as I did not care to answer such pertinent questions 'off the cuff' for they required thoughtful answers and, in some instances, research. I was then informed there was not sufficient time to put the questions in writing as he had to submit his report within the next few days. So ended our telephone conversation.

I have no doubt your reporter can find many local members of our industry who will answer his questions but any spur of the moment replies he will get cannot be accurate.

I have always felt, and I am sure the majority of your readers feel the same, that the Wall Street Journal's articles and editorials are conservative, thoughtful and factual studies of their subject matter. However, if this experience of mine is an indication of your methods of gathering information and statistics then I wonder if the Journal does publish reliable information.

Frankly, we are very disturbed over what is apparently your type of reporting for too many erroneous articles have already been published by various magazines and these damaging stories have done our industry a great deal of harm. The motion picture industry, like any other business, has its problems but if any industry's problems are to be aired in publications such as yours, then certainly the Wall Street Journal, as well as the others, owe it to the industry involved to be sure of all facts and comments before publishing.

Sincerely,
WESTERN THEATRE
OWNERS, INC.
ROTUS HARVEY, President

June 20, 1952.

Mr. Rotus Harvey, President
Western Theatre Owners, Inc.
369 Turk Street
San Francisco 2, California

Dear Mr. Harvey:

I am forwarding your letter of June 18th to Mr. Joseph Taylor, the Managing Editor of our Pacific Coast Edition who is in charge of our Western news gathering activities.

At this distance you will appreciate that it is very difficult for me to comment at all intelligently on the incident you describe. I have no way of knowing from your letter what questions were propounded to you and how difficult they might be to answer.

For your information, however, the telephone has certainly become a standard and useful tool in modern newspaper reporting and during the years of my own personal experience, I have often found that it is quite possible to get more penetrating replies on this "spur of the moment" basis than when some more around about method is employed. I doubt very much whether I would have chosen to submit any questions in writing to you had I been doing the reporting.

It seems to me that our reporting techniques produce quite satisfactory results or you would hardly have, as you say you do, the feeling "that the Wall Street Journal's articles and editorials are conservative, thoughtful and factual studies of their subject matter."

Yours very truly,
HENRY GEMMILL
Managing Editor

Lippert in Talks on Exchange Sales

Negotiations between Robert Lippert, head of Lippert Productions, and Lippert exchange heads in the New York territory for the sale of his organization's exchanges to finance two projected productions, are understood to be underway. Lippert arrived here yesterday.

The first sale in the exchange-participation plan was consummated with the purchase of the Dallas and Memphis exchanges from Lippert, who is understood to be seeking $1,000,000 from the sale of his 28 exchanges. Further details of his plans will be unveiled next week when Lippert is slated to hold a press conference.

Columbia Exhibit to Tour State Fairs

Columbia Pictures has completed plans for a touring exhibit of Midwestern state fairs this summer and fall to build interest in two of its productions now awaiting release.

The exhibit will feature the bandmaster costume worn by Hans Conreid as Dr. Terwilliker in "The 5000 Fingers of Dr. T," pre-production sketches from that picture, and large set models from "Affair in Trinidad."

The exhibit is set to go on display first as part of a special exhibit prepared by the Independent Theatre Owners of Ohio at the Ohio State Fair in Columbus, August 22-30. The following week it will be moved to the Indiana State Fair, and will continue from fair to fair until the entire Midwestern area is covered.

'Cincy' Drive-ins Get 1st-Run Films

CINCINNATI, July 10.—Product being sold away from first-runs here is being bought by drive-ins rather than regular theatres, current bookings being Republic's "I Dream of Jeanie" and "Honeychile", going to S. and S. Amusement Co.'s Twin Drive-in and Forest Auto theatres, both of which have materially increased their newspaper advertising space.

HERE'S THE SERIAL HERO OF THE YEAR IN COLUMBIA'S JET-PROPELLED EXPLOITATION NATURAL!





...blazing from BLACKHAWK Comics

starring KIRK ALYN with Carol Forman and John Crawford • Written for the Screen by GEORGE H. PLYMPTON, ROYAL K. COLE and SHERMAN L. LOWE • Based on The Blackhawk Comic Magazine • Drawn by Reed Crandall and Charles Cuidera • Produced by SAM KATZMAN Directed by SPENCER BENNET and FRED F. SEARS • A COLUMBIA SUPER-SERIAL

THEY'LL SEE
Flying Discs!
Astounding Escapes!
Phenomenal Explosions!
Electrifying Feats!
Spectacular Settings!

BOXOFFICE LURE!



JEAN PETERS · JEFFREY HUNTER · CONSTANCE SMITH

LURE OF THE WILDERNESS

COLOR BY TECHNICOLOR

WITH WALTER BRENNAN TOM TULLY PRODUCED BY ROBERT L. JACKS ASSOCIATE PRODUCER ROBERT D. WEBB DIRECTED BY JEAN NEGULESCO SCREEN PLAY BY LOUIS LANTZ BASED ON A STORY BY VEREEN BELL

20th CENTURY-FOX

There's No Business Like 20th Century-Fox Business!

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 9 NEW YORK, U.S.A., MONDAY, JULY 14, 1952 TEN CENTS

Tradewise...

By SHERWIN KANE

FAILURE of the elaborate and costly television and radio coverage of the Republican National Convention in Chicago to affect national theatre attendance to any noticeable degree throughout most of last week is interpreted by many theatre operators as another illustration of the truth of the maxim that you have to have a show, even on TV, to draw the crowds.

For its first four days the convention was without a real show. The result was that its audience was an audience of stay-at-homes. They were not the theatre patrons; certainly not that huge segment of the theatre's patronage found in the below 25-year age groups.

Moreover, some theatre operators surmise, the great group of TV viewers who are not hopelessly addicted, were forced out of their homes (and some of them into theatres) as a result of the cancelling of standard entertainment programs from the networks to accommodate the convention coverage. When the convention itself lacked drama up to its final stages and there was nothing else to turn to on the midget screens, that's when many must have gone out to a movie, these exhibitors believe.

The experience may reasonably be expected to hold true for the Democratic National Convention next week. Unless the Democrats can furnish the living rooms of the nation with something dramatic, the telecasts and radio broadcasts of their proceedings will be virtually without effect on theatre attendance, at least until the balloting begins in the last stages of the convention.

• •

WHAT impressed this department most in the economic policy statement of MGM last week was its complete freedom from any note of hysteria or, even, doubt. There was, in fact, real encouragement not only for the people of that company but for the industry in the confident statement that "We believe strongly that the problems that beset us are soluble—that the obstacles surrounding us can be overcome."

Executives and contract personnel are to be congratulated for cooperating. Others, if deserving, will not be affected. All should be benefited in the long run.

Republicans A 'Grand Old Party', Exhibitors Agree

To the very end, the Republican National Convention was kind to the nation's theatres.

The early Eisenhower victory on Friday was so perfectly tailored to order for theatre business that many in the industry began to wonder if it had not been deliberately planned that way to court exhibitors' votes next November. No patron planning to attend even a matinee on Friday found it necessary to alter his or her plans. All were able to go to the first afternoon performance knowing the identity of the Republican nominee.

All of exhibition now is hoping the Democratic leaders, in convention in Chicago next week, show the industry equal consideration.

Good weekend business appeared the rule as even the incurable TV addicts and chronic stay-at-homes, surfeited with four and one-half days of

(*Continued on page 3*)

Republican Pictures In Newsreel Test

Cleveland, July 13.—When the five independent theatres in Northern Ohio start the test of the legality of censoring newsreels, on Wednesday, the subject will be the Republican convention reels which will be shown without benefit of the state censorship seal. Houses involved in the test, which has the backing of the Motion Picture Association of America, are the Westwood Theatre, Toledo; Palace, Youngstown; Little, Columbus; Park, Cincinnati, and the Lower Mall Theatre here.

Youngstein to Meet On Heineman Drive

Max E. Youngstein, United Artists vice-president, who is serving as captain of the company's "Bill Heineman Sales Drive," will launch his first drive sessions with Midwestern exchanges this week, flying from New York today for a week of meetings with personnel of the company's Detroit and Cleveland branches.

During the past month, he has made

(*Continued on page 3*)

San Diego ITO Will Aid Practices Probe

LOS ANGELES, July 13.—The Independent Theatre Owners of San Diego has joined the Southern California Theatre Owners Association in cooperating with the Senate Small Business Committee's special investigator, William D. Amis, in his study of trade practices prevalent in this area which independent exhibitors consider injurious to them and contradictory to the intent of the consent decree.

Amis, who launched the investigation last Thursday, spent the weekend on his continuing round of visits to independent exhibitors. Beginning tomor-

(*Continued on page 3*)

"Son of Paleface"

[*Paramount*]

IT IS DOUBTFUL that anywhere there breathes a movie-goer who will not erupt into ringing laughter and mirth upon seeing "Son of Paleface." Someone at Paramount had the hilarious good sense to combine Bob Hope, Jane Russell and Roy Rogers in one film and the idea is sure to have a bonanza-reaping effect at the box-office.

The production is extravagant in its entertainment values, including color by Technicolor, eye-filling scenery and some eight songs, variously and at times jointly sung by the principals. Gags, surprises and bits of satire roll off in continuous luxury. And Bing Crosby makes his brief but inevitable appearance.

The spoof opens as our boy Bob, a Harvard man and son of the legendary Indian fighter Paleface, comes to Sawbuck Pass to claim the fortune presumably left by his father. It happens that the territory is being terrorized by an outlaw group led by a mysterious figure known as "The Torch." This desperate fact brings to town none other than government agent Roy Rogers who is determined to get at the roots of all the

(*Continued on page 3*)

Grant First TV Permits Since Freeze

Set 14 Stations, Nine in Cities Without Video

WASHINGTON, July 13.—The first grants for construction of new television stations since the freeze were issued on Friday by the Federal Communications Commission.

FCC granted permits for 14 new commercial TV stations, nine of which are in cities presently without television service and five in cities assigned UHF channels only.

In addition, the Commission ordered hearings on 18 other channels in 10 cities for which competing applications had been received. Fourteen applications were tossed out, 13 because they had not been amended since the freeze and one because it was faulty.

Among the applications dropped was one filed by United Paramount Theatres for Tampa-St. Petersburg, Fla. UPT would have five stations if the proposed ABC-UPT merger

(*Continued on page 3*)

NEWS FLASHES

DETROIT, July 13.-Full support to the Council of Motion Picture Organizations' battle to repeal the 20 per cent Federal admission tax was pledged by the board of directors of Allied Theatres of Michigan at a meeting here at which Allen Johnson, national representative for Allied, reported on the COMPO resolution.

•

The Council of Motion Picture Organizations has received a letter of appreciation from Assistant Secretary of Defense Mrs. Anna Rosenberg thanking COMPO for its help in the production and distribution of two films promoting the enlistment of women in the Armed Forces.

Personal Mention

DAVID A. LIPTON, Universal vice-president in charge of advertising-publicity, will arrive here tonight from the Coast for a two-weeks stay.

•

JOHN PETROSKI, former manager of the Warner Palace, Norwich, Conn., has been named manager of the Warner in Bridgeport, replacing JAMES TOBIN, who has resigned to go into the engraving business in that city.

•

MOREY R. GOLDSTEIN, Monogram-Allied Artists vice-president and general sales manager, has returned to his desk here following two weeks of virus pneumonia.

•

M. J. E. MCCARTHY, manager of the Monogram exchange in Los Angeles, left there at the weekend for a two-week vacation in the Pacific Northwest.

•

LUCKY PINCKARD, formerly manager of the Esquire Theatre in San Francisco, is now a Lieutenant in the Army Signal Corps en route to Austria.

•

TED HARRIS, managing director of the State Theatre, Hartford, and MRS. HARRIS and their two daughters are in Nassau, Bahamas, on a vacation.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subject sales, will arrive in Albany today from Boston, and will be in Buffalo on Wednesday for two days before returning here.

•

DICK REINHARD, formerly with the Music Corp. of America in San Francisco, has opened his own agency there.

•

NICHOLAS M. SCHENCK, president of Loew's, is due back at his desk here today after six weeks at the studio.

•

HOWARD STRICKLING, M-G-M studio publicity head, is scheduled to arrive here today from the Coast.

•

HARRIS B. TUTTLE of Eastman Kodak, has been elected a fellow of the Amateur Cinema League.

•

JACK O'CONNELL, with the Warner Circuit in New Haven for 15 years, is now an insurance salesman there.

RCA Synchro-Screen For RKO 81th Street

On Wednesday the RKO 81st Street Theatre will become the first house here to be equipped with the new full-vision RCA Synchro-Screen. The initial films to be presented thereon will be "Diplomatic Courier" and "Outcasts of Poker Flat."

Said RKO Theatres: "The RCA Synchro-Screen creates an illusion of the picture being much larger, a feeling of depth and a sense of greater intimacy. It softens the light and enhances color values as well as picture detail."

More Delay Is Seen for New Franco-U.S. Pact

No early resumption of negotiations with the French government on a new agreement for importation of American films and conversion of approximately $4,500,000 in blocked film earnings there is likely, it appeared following a Motion Picture Association of America board meeting here on Friday.

The recent negotiations in Paris, which ended 10 days ago in a stalemate over French insistence on subsidy provisions for French films and a reduction of American film imports, were reviewed at Friday's meeting, presided over by Eric Johnston, MPAA president. Johnston called another meeting for tomorrow to continue the discussions.

Presumably, MPAA will endeavor to come up with a new proposal at tomorrow's meeting which might serve to reopen the discussions in Paris at a later date. There was no indication following Friday's meeting whether Johnston or John McCarthy, MPAA international head, would go to Paris when the sessions are resumed.

In addition, there was no indication from the Society of Independent Motion Picture Producers here whether it has designated a representative to attend the Paris sessions when they are resumed. Alfred W. Crown, Samuel Goldwyn Prdouctions sales head, who represented SIMPP at the previous Paris meetings, will leave here for the Coast today and James A. Mulvey, Goldwyn Productions president, who has been a key figure for SIMPP in foreign agreement negotiations, is scheduled to leave here for the Goldwyn studio on Thursday. Mulvey is due back in New York over the weekend, however.

The previous French agreement expired June 30.

Friday's MPAA session also considered reports on current negotiations in Tokyo to free some $10,000,000 in blocked yen accumulated by film companies there during the period of the American Occupation. Considerable progress has been made, it is understood, but negotiations will be continued in an effort to free all of the blocked funds. If successful, the association and SIMPP then will face the difficult task of allocating the sum among the individual distribution companies and producers.

Johnston and Joyce O'Hara, MPAA vice-president, left here Saturday for Washington and are due back tonight or tomorrow morning.

Call Report of Offer To Selig Unfounded

HOLLYWOOD, July 13.—Reports from Denver that Robert Selig had been offered the managership of the Roxy Theatre by Charles P. Skouras appeared unfounded today when Skouras spokesman pointed out that National Theatres has not acquired the Roxy. Although Roxy manager David Katz is here conferring with Skouras, there was no indication that his future status is concerned.

Twin City Theatres Is Bowing Out

MINNEAPOLIS, July 13.—Twin City Theatres, less than a year ago a potent factor in the independent theatre field in St. Paul, is making its exit from exhibition in favor of the ice-cream business.

Owners with Burt Myers of the Dairy Queen franchise for several states, the three officers of Twin City (M. E. Montgomery, Howard Dale and Bob Rydeen) until last Feb. 23 operated the Strand and Tower first-runs and Lyceum and State last-runs in the loop and the neighborhood Hamline in the Midway district.

On Feb. 23, they shuttered the Strand and Tower after starting court action to force Minnesota Amusement Co. to take the two theatres back and refund payments of $75,000, claiming possibilities of the houses had been misrepresented. (The two theatres are still dark.)

Last week, Mrs. Howard Dale, wife of one of the Twin City owners negotiated a new lease with the owners of the Lyceum, and took over operation of the Hamline, on which TCT holds the lease with the property owners. This week, TCT is concluding negotiations for the sale of the equipment in the State and its lease.

Coast Production Remains Strong

HOLLYWOOD, July 13.—The production index gained back the one point lost last week, for a total of 38 pictures in work. Four new pictures were started and three were completed.

Started were: "Ambush at Tomahawk Gap," Columbia; "Kansas Pacific" (Allied Artists), Monogram; "Break-Up," RKO Radio; "Desert Legion," Universal - International. Completed were: "The Story of Three Loves" (Third sequence, "Equilibrium"), Metro - Goldwyn - Mayer; "Battle Zone" (Allied Artists), Monogram; "South Pacific Trail," Republic.

Blatts Acquire Another

BUFFALO, July 13.—Blatt Brothers, who operate theatres in Northern Pennsylvania and drive-ins along the shores of Lake Chautauqua, New York, have taken over the Star drive-in, South Park.

INS Appoints Williams

International News Service has appointed David R. Williams, former assistant sales manager of Standard Radio-United Television Programs, Inc., to work with its TV and radio staff in sales, station relations, research and development of new products for the INS-Telenews services.

Newsreel Parade

THE GOP CONVENTION and the Warner Brothers studio fire are current newsreel highlights. Other items include a new speedboat record, people in the news, and sports. Complete contents follow:

MOVIETONE NEWS, No. 57 — Eisenhower wins battle of delegates. U. S. liner cracks Atlantic record. Honor inventor of atomic sub. London "Reds" mar Ridgway arrival. Speedboat record.

NEWS OF THE DAY, No. 291—Eisenhower wins battle of delegates. "Red" welcome for Ridgway. Atomic submarine. Fire sweeps Warner Brothers studio. Britain hails *SS United States.*

PARAMOUNT NEWS, No. 94—Speedboat record. Report on 82nd Congress. Moscow: "Red" May Day. London: police quell anti-Ridgway riot. Blue ribbon to liner *SS United States.*

TELENEWS DIGEST, No. 28-B—U.N.'s Jebb blasts germ war charge. Warner Brothers studio fire. People in the news: Barkeley, Mrs. Roosevelt, Dean Acheson. All Star ball game.

UNIVERSAL NEWS, No. 577 — New speedboat record set. Miniature town in Holland. Fire sweeps Warner Brothers studio. Highlights of the Republican convention.

WARNER PATHE NEWS, No. 96—GOP convention highlights. *SS United States* makes Europe after record run. Fire sweeps Warner Brothers sets. Acheson returns. Water speed record.

Name Duren Sales Drive Captain

Albert H. Duren, Paramount's Charlotte branch manager, has been named captain of the company's "Greater Confidence Parade of 1952" sales drive in the Eastern-Southern division, Hugh Owen, division sales manager, disclosed.

Duren, first of the drive captains to be appointed, is currently in New York for meetings with Owen, his assistant, Al Fitter, and Monroe R. Goodman, national drive co-ordinator.

'Story,' Gleason Get Record $48,000

PITTSBURGH, July 13.—All records were broken at Loew's Penn with "The Washington Story" on the screen and Jackie Gleason's show on stage. The gross hit a big $48,000, compared to an average $15,000 for a week. Prices for the Gleason show, however, were hiked to $1.10 top.

5 Para. Films Cited By Federation

Five Paramount pictures have been classified as "films of exceptional merit" by the General Federation of Women's Clubs in its new list of recommended films. They are: "The Greatest Show on Earth," "Encore," "Anything Can Happen," "Detective Story," and "Rhubarb."

Ream Resigns from CBS

Joseph H. Ream has resigned as executive vice-president and a director of Columbia Broadcasting. His resignation will become effective August 1.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

'U' Had Nomination Clip Set in Advance

Editors of Universal Newsreel, anticipating the Eisenhower nomination, prepared a newsreel clip announcing the event in advance. Seconds after the balloting was over the clip was on the way to theatres throughout country, bringing the event to filmgoers the same afternoon it took place. Clip also included a commentary.

Republicans

(*Continued from page* 1)

staring at their miniature screens, stretched, rubbed their tired eyes and resumed life among the living, away from the living room.

Theatre owners in the Cleveland area were typical of the thousands throughout the land who hope that the Democratic convention home telecasts will follow the pattern of the Republican convention telecasts which resulted in a box-office bonanza.

Practically all of Cleveland's exhibitors, both first and subsequent-run owners, reported the best three day's business in recent months. TV convention concentration drove people out of their homes in quest of amusement entertainment. Even mediocre programs drew heavy attendance, exhibitors reported.

They Have Two Heads And Subsist on Democrats

BIRMINGHAM, Ala., July 13.—One local resident admitted to tuning in the Republican National Convention on her TV set. Said she's never been North and was curious to see for the first time what a Republican looked like.

Protection Policy for Cuba Under Study

HAVANA, July 13. — Declaring that Cuba should produce at least 10 motion pictures a year, President Batista took the first step toward adoption of a protective policy for his country's infant film industry by appointing a special commission to study what protective measures can be taken and to report on them at the next Cabinet meeting.

Carrera of Cuba And UA in Deal

A full year's first-run circuit deal with Edelberto Carrera in Cuba assures United Artists of expanded playing time and top terms for its 1953 product, it was announced here by Arnold M. Picker, UA vice-president in charge of foreign distribution. The deal was worked out by Alfred Katz, UA's supervisor in the Caribbean area, with Carrera, operator of 16 theatres.

Start Filming 'Crusoe'

Filming has commenced on the West Coast of Mexico on "Robinson Crusoe." Luis Bunuel, who won the directors first prize at the Cannes Film Festival last year for his "Los Olvidados," has been working for two years with writer Phillip Ansel Roll on this version of the Daniel Defoe classic. Oscar Dancigers will produce.

"Son of Paleface"

(*Continued from page* 1)

skullduggery. "The Torch," it develops, is Miss Russell, who conceals her nefarious enterprises by working at the local saloon as an entertainer with a smoldering way with a song.

These basic plot factors have been expanded by scriptwriters Frank Tashlin, Robert L. Welch and Joseph Quillan into a joyous collection of tangled fancies that sends one's spirit soaring.

When Hope finds his father's treasure chest it is empty, a circumstance he would like to keep concealed in the light of the horde of angry debtors at his neck. Meanwhile Miss Russell lays plans to get Hope under the moonlight and then romance away his fortune. The adventures that follow are wildly imaginative.

Since things are done in a big way in Robert L. Welch's production there are two bubble baths, one that Miss Russell takes and one that Hope tackles.

In the course of events there are a series of holdups, battles with badmen and Indians, and asserted encounters with peril. It all, however, leads to the end in which Hope finds his fortune, wins a reformed Miss Russell, and receives the blessing of outlaw-conquering Rogers.

As for the showman, he can be assured of the customer leaving the theatre in the gay mood that will bring him back.

Tashlin also directed.

Running time, 95 minutes. General audience classification. For August release.

MANDEL HERBSTMAN

Grant New Stations

(*Continued from page* 1)

is approved, the limit for any one company or person under FCC regulations, and so UPT has not bothered to amend its pre-freeze applications.

Edward Lasker, two of whose five applications were among those dropped for lack of amending, is understood to have failed to amend the other three also. Lasker is vice-president of Winchester Pictures.

Film Personalities Involved

Personalities in the film industry were also involved in the hearings to be held by FCC. Bob Hope is a stockholder in Metropolitan Television, which seeks a Denver channel in competition with KMYR Broadcasting. Also in Denver, John Wolfberg, a local exhibitor, owns 34 per cent of the same company, which seeks a channel in competition with Alladin Radio and TV.

A hearing was also ordered in the contest between Orange Television Broadcasting, of which Wometco's Mitchell Wolfson owns five per cent, and Tampa Broadcasting Co. Involved is a Tampa-St. Petersburg, Fla., channel.

Mid-Continent Television, in which Los Angeles exhibitor Sherill Corwin has a 20 per cent interest, will compete for a Wichita, Kans., channel with two other applicants. W. S. Butterfield Theatres will contest for a Flint, Mich., channel.

FCC granted three construction permits for Denver channels, one in Portland, Ore.; two in Springfield-Holyoke, Mass.; two in Youngstown, Ohio; two in York, Pa.; and one each in Flint, Mich.; Bridgeport, Conn.; New Britain, Conn., and New Bedford, Mass.

Pine Sets 6,000-Mile 'Caribbean' Junket

William Pine will embark tomorrow from the Coast on a 6,000-mile tour to promote "Caribbean," the latest film made by Pine and his co-producer, William Thomas, for Paramount.

Pine will discuss advertising, publicity and exploitation ideas for the film with exhibitors. The tour will get underway in Dallas, and will include New Orleans, Charlotte, New York, Gloversville, N. Y.; Toronto, Chicago, Seattle and Los Angeles, where it will wind up on July 25.

Senate Probe

(*Continued from page* 1)

row, he is due to commence meetings with exchange executives as well.

Both major and independent producers are scheduled to be canvassed with respect to exhibitor complaints which induced Amis' investigation.

Sparked by SCTOA

The investigation was sparked by the complaints of the SCTOA to the Senate Small Business Committee. At an initial meeting last Thursday, Amis met with SCTOA trade practice committee members who outlined post-consent decree practices they consider contrary to the spirit of the decree and volunteered to document their charges fully.

Amis expects to conduct similar investigations in Chicago, New York, and possibly other centers.

Youngstein to Meet

(*Continued from page* 1)

a sales swing of the South, meeting with the Dallas, Atlanta and Charlotte, exchanges, and of the East, covering the Buffalo and Boston branches.

The sales drive, named in honor of William J. Heineman, UA vice-president in charge of distribution, began on June 15 and will extend to December 6.

For the purpose of the drive, all UA exchanges have been classified into three groups based on their grossing potential over the past several years. Under this plan, exchanges of equal sales strength are placed in competition with one another, rather than with the total sales organization.

Mexico Pledges TV Aid

The co-operation of the Mexican government in the production of U.S. films for television has been promised to Nelson Morris Productions, according to the president of the newly formed video film firm bearing his name.

Morris said that all of his firm's productions will be staged in Mexico, either on location or at the Churubusco and Azteca studios in Mexico City. The "Border Story" series will be the company's first production. Theodore B. Sills will direct.

Written by the author of "A Place In The Sun"—



Paramount's
Carrie

Capital Takes Early Lead in U. A. Drive

United Artists exchanges in Washington, St. Louis and Salt Lake City have leaped to early leads in their respective groups in the second week of the first lap of the "Bill Heineman Sales Drive," it was revealed here by Max E. Youngstein, UA vice-president and drive captain. The sales effort to honor William J. Heineman, UA's vice-president in charge of distribution, will run to December 6. Each UA exchange is placed in one of three groups in order to establish greater opportunities for all. The drive is divided into three laps of six weeks each during which periods first, second and third prizes will be awarded. The last seven weeks will be utilized to determine grand prize winners.

Closely following the leaders in each group are Dallas and Atlanta, holding second and third spots, respectively, in the first group; Cleveland and Charlotte, second and third in the second group, and New Haven and Montreal, second and third in the third group.

Central district manager Moe Dudelson is holding an early lead in the special contest among UA districts with Southern manager George Pabst running a close second.

Cincinnati Buildings Get Valuation Cuts

CINCINNATI, July 13. — The State Board of Tax Appeals, in Columbus, has upheld a 10 per cent reduction in the valuation of 14 Cincinnati suburban theatres, which the Hamilton County Board of Taxation allowed to 19 theatres some time ago at the request of the theatre owners "because of economic conditions resulting from a definite decline in attendance." However, 13 owners, representing 14 theatres, appealed for larger reductions.

The companies involved are: Hamilton Amusement Co., Harmony Amusement Co., Royal Theatre Co., Cheviot Four-Star Theatres, Albert J. and Jacob D. Rinsberg, John H. Hoskins and Louis Wiethe, Pela Theatre Co., Montgomery Amusement Co., George C. Kolb, Samuel S. Schaengold, N. R. Baum, Pearl G. Hunt and Ruth Chase and Loretta Jackson.

Chas. Snyder Heads Detroit Film Delivery

DETROIT, July 13.—Charles W. Snyder, retired head of the Detroit Police Censor Bureau, has been elected president of Film Truck Service. Snyder is a former executive secretary of Allied Theatres of Michigan.

Mrs. Gladys Pike retired as president of Film Truck Service because of ill health.

Set 'Good Neighbor' 'Rogers' Premieres

Warner Brothers is planning "good neighbor" premieres of "The Story of Will Rogers" in foreign capitals around the world, the company reports. Cities for which premieres already have been set are London, Paris, Rome, Stockholm, Sydney, Johannesburg, Tokyo, Rio de Janeiro and Managua, capital of Nicaragua.

Reviews

"Barbed Wire"

(Columbia)

GENE AUTRY, aided by his comical sidekick, Pat Buttram, pits his wit and guns against a would-be railroad magnate in his latest production which Armand Schaefer produced and George Archainbaud directed. The film is on a par with previous Autry pictures and from time to time is highlighted, as usual, with songs by the star.

Autry appears as a cattle buyer from a Kansas railhead who goes to Texas to investigate a group of homesteaders whose barbed wire fences have cut off one of the state's most important cattle trails. The homesteaders turn out to be "phonies," acting on orders of Leonard Penn, another cattleman, who hopes to create a demand by a group of cattlemen for a railroad in the area. The railroad would have to be built over territory owned by Penn, who plans in that fashion to become wealthy and powerful. Gene, with the aid of Buttram and Anne James, pretty newspaper publisher, eventually marshals the cattlemen and brings the dubious schemes of Penn out into the open. A climactic gun fight ends Penn's career.

Running time, 61 minutes. General audience classification. July release.

"Desert Pursuit"

(Monogram)

CUSTOMERS had better be warned to see this film from the beginning, since a foreword explains the mystifying presence of three Arabs on camels in Death Valley as left-overs from an unsuccessful Confederate dromedary detachment organized during the Civil War. In other respects, the traditional Western plot unfolds as the Arabs pursue Wayne Morris and his supply of freshly-panned gold, and Virginia Grey, an erstwhile gambling table dealer, with intent to rob them.

The late W. Scott Darling wrote the script, which rides a good part of its distance on silently photographed stretches of desert, showing the pursued and the pursuers making their difficult way across Death Valley's gigantic rock and sandy slopes. These are the film's best minutes. When the dialogue is resumed, and when the final, fatal action gets going, the majesty of the terrain tends to overwhelm the human issues being worked out. This final, fatal action takes place on the mountainous rim of Death Valley as Morris and a friendly Indian fight it out with the Arab robbers, killing two and routing the other.

Produced by Lindsley Parsons, with Morris and Ace Herman in association, and directed by George Blair, the picture is hard to figure as to its future. Although the camel aspect is historically accurate, the sight of the beasts slogging across Death Valley is hard to accept seriously in a projection room. It may look more credible in a theatre.

Running time, 71 minutes. General audience classification.

"The Duel at Silver Creek"

(Universal-International)

A FAST-MOVING Western tale in the conventional mold, "The Duel at Silver Creek" presents Audie Murphy, Faith Domergue and Stephen McNally in the leads. Leonard Goldstein produced knowingly, in color by Technicolor.

Gerald Drayson Adams' story of some blood-thirsty claim jumper outlaws who force mine owners to sign over their claims at the point of a gun, offers plenty of opportunity for exciting action within a familiar framework.

McNally, marshal of the Silver City area which has been terrorized by the claim-jumpers, takes on Murphy as his deputy after the outlaws have put the law officer's trigger finger out of commission. Murphy, as quick on the draw as he is at cards, has a personal grudge against the claim-jumpers since they killed his dad. The campaign against the crew is complicated by McNally's falling for beautiful Miss Domergue who, unknown to McNally and Murphy, actually is the great and good friend of Gerald Mohr, the head of the band. Posing as brother and sister, Mohr and Miss Domergue run a "phony" mining company while directing their underground activities.

The pace is continually good and builds nicely towards the climactic duel of the title. This occurs when McNally and Murphy, having uncovered Miss Domergue's treachery, move towards the bandit hideout for a gun-blazing showdown with Mohr and the rescue of pretty Susan Cabot, Murphy's light-o-love, held as hostage by the bandits.

Don Siegel directed, with the emphasis on movement. The outdoor locales are guaranteed to please the action fans. Adams and Joseph Hoffman wrote the screenplay. Also featured in the competent cast are Eugene Inglesias, as a local Silver City boy-gone-wrong, and James Anderson, one of Miss Domergue's hired assassins.

Running time, 77 minutes. General audience classification. For August release.

Fight Drive-in Building

ALBANY, N. Y., July 13. — Residents of three housing developments in Guilderland are protesting the erection of a drive-in by John Gardner, owner of the Colony in Schenectady, on a plot that originally had been part of a housing development. A petition subsequently asked the town board to declare the area a residential zone and to halt construction of the theatre.

$4,152 Mono. Dual Gross

HOLLYWOOD, July 13.—"Wild Stallion" and "Here Come the Marines," a Monogram dual playing at the first-run Lyric Theatre in Salt Lake City, closed a seven-day run with a gross of $4,152, Harold Wirthwein, Western sales manager, reports here, noting that they topped all grosses for Monogram product in Salt Lake City for a year.

Ask for Particulars In Percentage Suit

FARGO, N. D., July 13.—A motion virtually requiring five film distributing companies to produce copies of contracts or other licensing agreements allegedly violated by three North Dakota theatre owners was presented in U.S. District Court here.

Paramount Film Distributing Corp., RKO Radio Pictures, Universal Film Exchange, Inc., Warner Brothers Pictures Distributing Corp. and 20th Century-Fox Film Corp. have charged, in eight damage actions, that a Bottineau, N. D., and two Rugby, N. D., theatre owners misrepresented box-office receipts in film rental percentage reports.

The motion requesting the complaint be made "more definite and certain," was presented by L. H. Oehlert, Fargo attorney representing Guy A. Troyer and Otis K. Engen, owners of the Lyric Theatre in Rugby, and Carter S. Troyer, owner of the State in Bottineau.

David Shearer, Minneapolis attorney representing the companies, argued against the motion and moved for an inspection of the theatres' records to determine if any fraud in reporting existed.

Judge C. J. Vogel gave 10 days for the filing of the plaintiffs' supplemental brief and 10 days for filing of a reply by the defense.

The case will be heard in U.S. District Court in Grand Forks in November.

Ascap to Weigh New Payoff for Writers

Otto A. Harbach, president of the American Society of Composers, Authors and Publishers, has sent a call to ASCAP members to attend meetings on both coasts in order to hear a revised system of writer royalty distribution. The first meeting is scheduled for Wednesday, at the Waldorf Astoria, here, to be followed in a couple of weeks by a similar meeting on the West Coast.

The revised plan of writer royalty distribution calls for changes in the present sustained performance fund, giving members in the lower categories a greater opportunity to advance, and at the same time assuring stability of a substantial part of each writer's income over a period of years.

Members of the Society who are veterans of World War II are given the benefit of selecting the best five-year average out of their last 10 years of membership.

Curtis Joins Telamerica

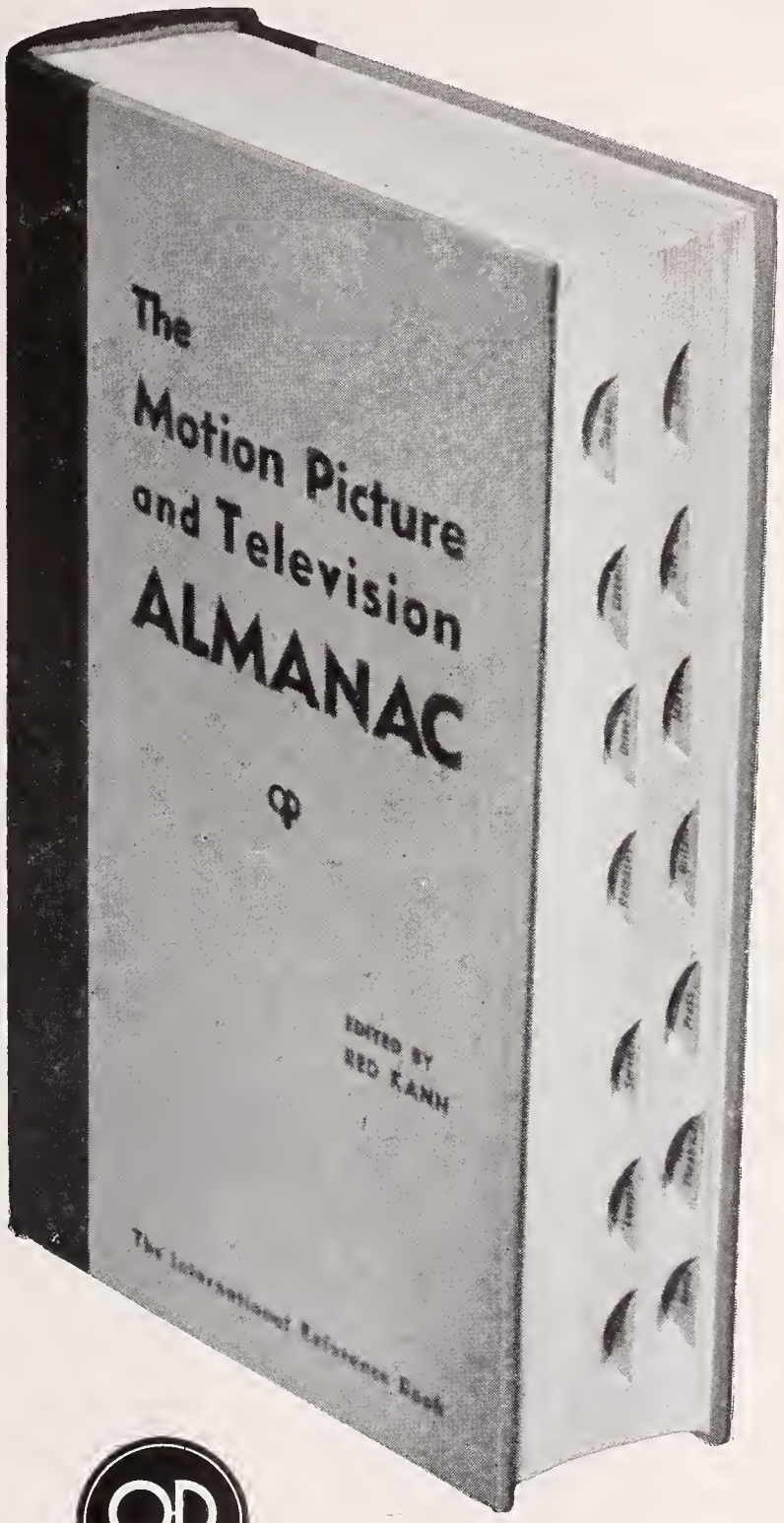
D. Corbit Curtis, for the past eight years unit managr and director of "The March of Time" and previous to that with RKO Pathe, has joined Telamerica, Inc., the company discloses.

Curtis will act as account consultant as well as produce and direct films.

Klaeger to Transfilm

Robert Klaeger, previously head of Motion Picture Productions, has been appointed vice-president in charge of production by Transfilm, Inc. Prior to a post as supervising editor for the U. S. Army Signal Corps, Klaeger was assistant manager for the Griffith Amusement Co.

The Industry's Most-Wanted, Most-Often-Used Reference Book



No other publication contains this valuable information*

* The WHO'S WHO section alone—which is but one of the 15 thumb-indexed sections of the ALMANAC—is worth several times the price of the complete volume of highly useful information. The WHO'S WHO section contains over 12,000 concise biographies of executives, producers, performers and other personalities, covering the fields of *both* motion pictures and television.

* It is the *ONLY* WHO'S WHO in these fields, and it is being considerably enlarged for the 1952-53 edition of the ALMANAC, to include hundreds of additional names, with up-to-date biographies and career credits.

Also, the separately thumb-indexed TV data section has been expanded to include a wealth of additional information for many purposes, in—

Thumb Indexed . . .

- Who's Who
- Corps.
- Codes
- Circuits
- Gov. Case
- Drive-Ins
- Television and Radio
- Pictures
- Great Britain
- Services
- Press
- Equipment
- Organizations
- World Market

The 1952-53 Motion Picture and Television ALMANAC

A QUIGLEY PUBLICATION

The previous edition was a sell-out!
To make sure of your copy, order NOW.

Revised E-x-p-a-n-d-e-d 1952-53 Edition Now in preparation

QUIGLEY PUBLISHING CO.
Rockefeller Center, 1270 Sixth Ave.
New York 20, N. Y.

Please reserve a copy of the 1952-53
Motion Picture and Television **ALMANAC**

Enclosed please find check for $5.00 in full payment, including shipping charges.
Mail to—

Name_____

Address_____

City_____ Zone____ State____

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
June 1	(June Releases) PAULA Loretta Young Kent Smith D—80 min. (Rev. 5/19/52) BRAVE WARRIOR (Color) Jon Hall OD—73 min. (Rev. 5/19/52) WALK EAST ON BEACON George Murphy Finlay Currie D—98 min. (Rev. 4/25/52) MONTANA TERRITORY (Color) Lon McCallister Wanda Hendrix OD—64 min. (Rev. 6/5/52) THE ROUGH, TOUGH WEST Charles Starrett Smiley Burnette O—54 min. (Rev. 6/24/52)	OUTLAW WOMEN (Color) Marie Windsor O—75 min. (5105) (Rev. 4/16/52)	GLORY ALLEY Ralph Meeker Leslie Caron D—79 min. (Rev. 5/19/52)			BAL TABARIN Muriel Lawrence William Ching DM—84 min. (5129) (Rev. 6/19/52)	(June Releases) CLASH BY NIGHT Barbara Stanwyck Paul Douglas D—105 min. (229) (Rev. 5/14/52) (Re-Releases) KING KONG D—100 min. (269) (Rev. 2/24/33) THE LEOPARD MAN Oennis O'Keefe D—66 min. (270) (Rev. 5/4/43)	(June Releases) KANGAROO (Color) Maureen O'Hara Peter Lawford D—84 min. (Rev. 5/19/52) LYDIA BAILEY (Color) Oale Robertson Anne Francis D—89 min. (Rev. 5/29/52) (Re-Releases) LEAVE HER TO HEAVEN (Color) Gene Tierney Cornel Wilde D—110 min. (255) (Rev. 12/20/45) THE RAINS CAME Myrna Loy Tyrone Power D—95 min. (256) (Rev. 9/11/39)	(Reissues) RED RIVER John Wayne OD—127 min. (Rev. 7/12/48) TULSA (Color) Susan Hayward D—89 min. (Rev. 3/21/49) (London Films-Lopert) TALES OF HOFFMANN (Color) Moira Shearer MD—88 or 111 min. (Rev. 4/4/51) (Fanwill Prods.) CONFIOENCE GIRL Tom Conway Hillary Brooke D—81 min. (Rev. 6/6/52)	(June Releases) IVORY HUNTER (Color) Anthony Steele Oiana Sheridan D—97 min. (221) (Rev. 5/19/52) SCARLET ANGEL (Color) Yvonne Oe Carlo Rock Hudson D—80½ min. (222) (Rev. 6/2/52) JUST ACROSS THE STREET Ann Sheridan John Lund C—78 min. (223) (Rev. 6/16/52) (Rank) ISLAND RESCUE David Niven Glynis Johns C—87 min. (283) (Rev. 6/30/52)	ABOUT FACE (Color) Gordon MacRae Eddie Bracken MC—94 min. (Rev. 4/10/52)
June 8		PAT AND MIKE Spencer Tracy Katharine Hepburn CD—82 min. (Rev. 5/13/52)	AFRICAN TREASURE Bomba D—70 min. (5207) (Rev. 6/16/52)		(June Releases) THE ATOMIC CITY Gene Barry Lydia Clarke D—84 min. (5120) (Rev. 4/11/52) THE OENVER & RIO GRANOE (Color) Edmond O'Brien Oean Jagger D—89 min. (5115) (Rev. 3/31/52)	I DREAM OF JEANIE (Color) Ray Middleton Muriel Lawrence M—90 min. (5106) (Rev. 6/5/52)	(July Releases) THE WILD HEART (Color) Jennifer Jones Oavid Farrar D—82 min. (274) (Rev. 5/29/52) (Disney) THE STORY OF ROBIN HOOD (Color) Richard Todd Joan Rice D—84 min. (Rev. 3/18/52)	(Reissues) CLARENCE THE CROSS-EYED LION Marilyn Maxwell Richard Carlson D—76 min. (Rev. 5/19/48) (Re-Releases) THE BLACK SWAN (Color) Tyrone Power Maureen O'Hara D—85 min. (258) (Rev. 10/16/42) TO THE SHORES OF TRIPOLI (Color) John Payne Maureen O'Hara D—86 min. (257) (Rev. 3/11/42)	(Carol Reed) OUTCAST OF THE ISLANDS Sir Ralph Richardson Robert Morley D—92 min. (Rev. 5/9/52) (Sid Kuller) ACTORS ANO SIN Edward G. Robinson Eddie Albert D&C—85 min. (Rev. 5/23/52)		CARSON CITY (Color) Randolph Scott O—87 min. (123) (Rev. 5/1/52)
June 15	STOLEN FACE Paul Henreid Lizabeth Scott D—71 min. (5109) (Rev. 6/2/52)		SCARAMOUCHE (Color) Stewart Granger Eleanor Parker D—118 min. (Rev. 5/12/52)	GOLO FEVER John Calvert Ralph Morgan OD—63 min. (5220)							3 FOR BEOROOM C (Color) Gloria Swanson James Warren C—74 min. (124) (Rev. 6/5/52)
June 22			LOVELY TO LOOK AT (Color) Howard Keel Kathryn Grayson MC—101 min. (Rev. 5/27/52)	HERE COME THE MARINES Leo Gorcey CD—66 min. (5212) (Rev. 6/16/52)					(Stanley Kramer) HIGH NOON Gary Cooper OD—85 min. (Rev. 4/30/52)		THE WINNING TEAM Ooris Oay Ronald Reagan D—98 min. (125) (Rev. 5/22/52)
June 29		THE JUNGLE Rod Cameron Cesar Romero D—74 min. (5112)		WAGONS WEST (Color) Rod Cameron O—70 min. (5203) (Rev. 6/19/52)		WOMAN IN THE WILDERNESS (Color) Ruth Hussey Rod Cameron OD			(David E. Rose) ISLAND OF OESIRE (Color) Linda Darnell Tab Hunter D—103 min.		
July 6	(July Releases) CALIFORNIA CONQUEST (Color) Cornel Wilde Teresa Wright OD—79 min. (Rev. 6/12/52) CRIPPLE CREEK (Color) George Montgomery O—78 min. (Rev. 6/26/52) THE BRIGANO (Color) Anthony Oexter Jody Lawrance D—94 min. (Rev. 6/5/52) STORM OVER TIBET Rex Reason Oiana Douglas D—87 min. (Rev. 12/26/51) REO SNOW Guy Madison Ray Mala D—75 min. (Rev. 6/20/52) BARBEO WIRE Gene Autry O—61 min. JUNCTION CITY Charles Starrett Smiley Burnette O—54 min. (Rev. 7/3/52)										
July 13		PIRATE SUBMARINE Special Cast D—69 min. (5110)	WASH'NGTON STORY Van Johnson Patricia Neal D—82 min. (Rev. 6/27/52) HOLIOAY FOR SINNERS Gig Young Keenan Wynn D—72 min. (Rev. 6/25/52)		(July Releases) THE GREATEST SHOW ON EARTH (Color) Betty Hutton James Stewart D—153 min. (5129) (Rev. 1/2/52) ENCORE Glynis Johns Kay Walsh D—90 min. (5122) (Rev. 4/1/52) JUMPING JACKS Dean Martin Jerry Lewis C—96 min. (5121) (Rev. 6/4/52)	THUNOERING CARAVANS Alan "Rocky" Lane Eddy Waller O—54 min. (5173) OLO OKLAHOMA PLAINS Rex Allen Slim Pickens O—60 min. (5144)	(July Releases) WAIT 'TIL THE SUN SHINES, NELLIE (Color) Jean Peters David Wayne D—108 min. (220) (Rev. 5/26/52) OIPLOMATIC COURIER Tyrone Power D—97 min. (222) (Rev. 6/10/52) WE'RE NOT MARRIED! Ginger Rogers Victor Moore C—85 min. (221) (Rev. 6/23/52) LADY IN THE IRON MASK (Color) Louis Hayward D—78 min. (218) (Rev. 6/11/52)		(July Releases) HAS ANYBOOY SEEN MY GAL (Color) Piper Laurie C—89 min. (226) (Rev. 6/6/52) FRANCIS GOES TO WEST POINT Donald O'Connor C—81 min. (224) (Rev. 6/13/52) SALLY ANO SAINT ANNE Ann Blyth Edmund Gwenn C—90 min. (225) (Rev. 6/20/52)	SHE'S WORKING HER WAY THROUGH COLLEGE (Color) Virginia Mayo Ronald Reagan MC—101 min. (Rev. 6/5/52)
July 20				DEAD MAN'S TRAIL Johnny Mack Brown O—59 min. (5243)							
July 27	(Aug. Releases) CAPTAIN PIRATE (Color) Louis Hayward D—85 min. LAST TRAIN FROM BOMBAY Jon Hall D (J. Arthur Rank) THE CLOUDED YELLOW Jean Simmons Trevor Howard D—89 min. (Rev. 10/8/51) THE KID FROM BROKEN GUN Charles Starrett Smiley Burnette O			SEA TIGER John Archer Marguerite Chapman D—71 min. (5218)							THE STORY OF WILL ROGERS (Color) Jane Wyman Will Rogers, Jr. D—109 min. (129) (Rev. 7/11/52)
Aug. 3		HELLGATE Sterling Hayden Joan Leslie D (5113)	YOU FOR ME Peter Lawford Jane Greer D		(Aug. Releases) CARRIE Laurence Olivier Jennifer Jones D—118 min. (5123) (Rev. 6/9/52) SON OF PALEFACE (Color) Bob Hope Jane Russell C—95 min. (5124)		(Aug. Releases) THE BIG SKY Kirk Douglas Dewey Martin OD—140 min. (Rev. 7/9/52) ONE MINUTE TO ZERO Robert Mitchum Ann Blyth D SUDDEN FEAR Joan Crawford D	(Aug. Releases) OREAM BOAT Clifton Webb Ginger Rogers C—83 min. (223) DON'T BOTHER TO KNOCK Richard Widmark Marilyn Monroe D—76 min. (224) (Rev. 7/11/52) LES MISERABLES Michael Rennie Debra Paget D—104 (225) WHAT PRICE GLORY (Color) James Cagney Corinne Calvet CD—111 min. (226)	(Samuel Fuller) PARK ROW Gene Evans D— 83 min.	(Aug. Releases) THE WORLO IN HIS ARMS (Color) Gregory Peck Ann Blyth D—104 min. (227) (Rev. 6/17/52) THE DUEL AT SILVER CREEK Audie Murphy Stephen McNally OD—77 min (228) LOST IN ALASKA Bud Abbott Lou Costello C—76 min. (229)	
Aug. 10				YUKON GOLO Kirby Grant D (5221)							

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 9 NEW YORK, U. S. A., MONDAY, JULY 14, 1952 TEN CENTS

Tradewise...

By SHERWIN KANE

FAILURE of the elaborate and costly television and radio coverage of the Republican National Convention in Chicago to affect national theatre attendance to any noticeable degree throughout most of last week is interpreted by many theatre operators as another illustration of the truth of the maxim that you have to have a show, even on TV, to draw the crowds.

For its first four days the convention was without a real show. The result was that its audience was an audience of stay-at-homes. They were not the theatre patrons; certainly not that huge segment of the theatre's patronage found in the below 25-year age groups.

Moreover, some theatre operators surmise, the great group of TV viewers who are not hopelessly addicted, were forced out of their homes (and some of them into theatres) as a result of the cancelling of standard entertainment programs from the networks to accommodate the convention coverage. When the convention itself lacked drama up to its final stages and there was nothing else to turn to on the midget screens, that's when many must have gone out to a movie, these exhibitors believe.

The experience may reasonably be expected to hold true for the Democratic National Convention next week. Unless the Democrats can furnish the living rooms of the nation with something dramatic, the telecasts and radio broadcasts of their proceedings will be virtually without effect on theatre attendance, at least until the balloting begins in the last stages of the convention.

• •

WHAT impressed this department most in the economic policy statement of MGM last week was its complete freedom from any note of hysteria or, even, doubt. There was, in fact, real encouragement not only for the people of that company but for the industry in the confident statement that "We believe strongly that the problems that beset us are soluble—that the obstacles surrounding us can be overcome."

Executives and contract personnel are to be congratulated for cooperating. Others, if deserving, will not be affected. All should be benefited in the long run.

Republicans A 'Grand Old Party', Exhibitors Agree

To the very end, the Republican National Convention was kind to the nation's theatres.

The early Eisenhower victory on Friday was so perfectly tailored to order for theatre business that many in the industry began to wonder if it had not been deliberately planned that way to court exhibitors' votes next November. No patron planning to attend even a matinee on Friday found it necessary to alter his or her plans. All were able to go to the first afternoon performance knowing the identity of the Republican nominee.

All of exhibition now is hoping the Democratic leaders, in convention in Chicago next week, show the industry equal consideration.

Good weekend business appeared the rule as even the incurable TV addicts and chronic stay-at-homes, surfeited with four and one-half days of

(*Continued on page 3*)

Republican Pictures In Newsreel Test

Cleveland, July 13.—When the five independent theatres in Northern Ohio start the test of the legality of censoring newsreels, on Wednesday, the subject will be the Republican convention reels which will be shown without benefit of the state censorship seal. Houses involved in the test, which has the backing of the Motion Picture Association of America, are the Westwood Theatre, Toledo; Palace, Youngstown; Little, Columbus; Park, Cincinnati, and the Lower Mall Theatre here.

Youngstein to Meet On Heineman Drive

Max E. Youngstein, United Artists vice-president, who is serving as captain of the company's "Bill Heineman Sales Drive," will launch his first drive sessions with Midwestern exchanges this week, flying from New York today for a week of meetings with personnel of the company's Detroit and Cleveland branches.

During the past month, he has made

(*Continued on page 3*)

San Diego ITO Will Aid Practices Probe

LOS ANGELES, July 13.—The Independent Theatre Owners of San Diego has joined the Southern California Theatre Owners Association in cooperating with the Senate Small Business Committee's special investigator, William D. Amis, in his study of trade practices prevalent in this area which independent exhibitors consider injurious to them and contradictory to the intent of the consent decree.

Amis, who launched the investigation last Thursday, spent the weekend on his continuing round of visits to independent exhibitors. Beginning tomor-

(*Continued on page 3*)

"Son of Paleface"

[*Paramount*]

IT IS DOUBTFUL that anywhere there breathes a movie-goer who will not erupt into ringing laughter and mirth upon seeing "Son of Paleface." Someone at Paramount had the hilarious good sense to combine Bob Hope, Jane Russell and Roy Rogers in one film and the idea is sure to have a bonanza-reaping effect at the box-office.

The production is extravagant in its entertainment values, including color by Technicolor, eye-filling scenery and some eight songs, variously and at times jointly sung by the principals. Gags, surprises and bits of satire roll off in continuous luxury. And Bing Crosby makes his brief but inevitable appearance.

The spoof opens as our boy Bob, a Harvard man and son of the legendary Indian fighter Paleface, comes to Sawbuck Pass to claim the fortune presumably left by his father. It happens that the territory is being terrorized by an outlaw group led by a mysterious figure known as "The Torch." This desperate fact brings to town none other than government agent Roy Rogers who is determined to get at the roots of all the

(*Continued on page 3*)

Grant First TV Permits Since Freeze

Set 14 Stations, Nine in Cities Without Video

WASHINGTON, July 13.—The first grants for construction of new television stations since the freeze were issued on Friday by the Federal Communications Commission.

FCC granted permits for 14 new commercial TV stations, nine of which are in cities presently without television service and five in cities assigned UHF channels only.

In addition, the Commission ordered hearings on 18 other channels in 10 cities for which competing applications had been received. Fourteen applications were tossed out, 13 because they had not been amended since the freeze and one because it was faulty.

Among the applications dropped was one filed by United Paramount Theatres for Tampa-St. Petersburg, Fla. UPT would have five stations if the proposed ABC-UPT merger

(*Continued on page 3*)

Allied of Michigan Pledges Tax Fight

DETROIT, July 13.—Allied Theaters of Michigan's board of directors has pledged full support to the battle to repeal the 20 per cent Federal admission tax which has been undertaken by the Council of Motion Picture Organizations.

Michigan Allied's pledge was made at a meeting here at which Allen Johnson, national representative for Allied, reported on the COMPO resolution to battle the Federal admission tax.

Defense Dep't Lauds COMPO for Help

A letter of appreciation, written by Mrs. Anna M. Rosenberg, Assistant Secretary of Defense, has been received by the Council of Motion Picture Organizations here, thanking COMPO for its help in the production and distribution of two films promoting the enlistment of women in the Armed Forces.

Personal Mention

DAVID A. LIPTON, Universal vice-president in charge of advertising-publicity, will arrive here tonight from the Coast for a two-weeks stay.

•

JOHN PETROSKI, former manager of the Warner Palace, Norwich, Conn., has been named manager of the Warner in Bridgeport, replacing JAMES TOBIN, who has resigned to go into the engraving business in that city.

•

MOREY R. GOLDSTEIN, Monogram-Allied Artists vice-president and general sales manager, has returned to his desk here following two weeks of virus pneumonia.

•

M. J. E. MCCARTHY, manager of the Monogram exchange in Los Angeles, left there at the weekend for a two-week vacation in the Pacific Northwest.

•

LUCKY PINCKARD, formerly manager of the Esquire Theatre in San Francisco, is now a Lieutenant in the Army Signal Corps en route to Austria.

•

TED HARRIS, managing director of the State Theatre, Hartford, and MRS. HARRIS and their two daughters are in Nassau, Bahamas, on a vacation.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subject sales, will arrive in Albany today from Boston, and will be in Buffalo on Wednesday for two days before returning here.

•

DICK REINHARD, formerly with the Music Corp. of America in San Francisco, has opened his own agency there.

•

NICHOLAS M. SCHENCK, president of Loew's, is due back at his desk here today after six weeks at the studio.

•

HOWARD STRICKLING, M-G-M studio publicity head, is scheduled to arrive here today from the Coast.

•

HARRIS B. TUTTLE of Eastman Kodak, has been elected a fellow of the Amateur Cinema League.

•

JACK O'CONNELL, with the Warner Circuit in New Haven for 15 years, is now an insurance salesman there.

RCA Synchro-Screen For RKO 81th Street

On Wednesday the RKO 81st Street Theatre will become the first house here to be equipped with the new full-vision RCA Synchro-Screen. The initial films to be presented thereon will be "Diplomatic Courier" and "Outcasts of Poker Flat."

Said RKO Theatres: "The RCA Synchro-Screen creates an illusion of the picture being much larger, a feeling of depth and a sense of greater intimacy. It softens the light and enhances color values as well as picture detail."

More Delay Is Seen for New Franco-U.S. Pact

No early resumption of negotiations with the French government on a new agreement for importation of American films and conversion of approximately $4,500,000 in blocked film earnings there is likely, it appeared following a Motion Picture Association of America board meeting here on Friday.

The recent negotiations in Paris, which ended 10 days ago in a stalemate over French insistence on subsidy provisions for French films and a reduction of American film imports, were reviewed at Friday's meeting, presided over by Eric Johnston, MPAA president. Johnston called another meeting for tomorrow to continue the discussions.

Presumably, MPAA will endeavor to come up with a new proposal at tomorrow's meeting which might serve to reopen the discussions in Paris at a later date. There was no indication following Friday's meeting whether Johnston or John McCarthy, MPAA international head, would go to Paris when the sessions are resumed.

In addition, there was no indication from the Society of Independent Motion Picture Producers here whether it has designated a representative to attend the Paris sessions when they are resumed. Alfred W. Crown, Samuel Goldwyn Prdouctions sales head, who represented SIMPP at the previous Paris meetings, will leave here for the Coast today and James A. Mulvey, Goldwyn Productions president, who has been a key figure for SIMPP in foreign agreement negotiations, is scheduled to leave here for the Goldwyn studio on Thursday. Mulvey is due back in New York over the weekend, however.

The previous French agreement expired June 30.

Friday's MPAA session also considered reports on current negotiations in Tokyo to free some $10,000,000 in blocked yen accumulated by film companies there during the period of the American Occupation. Considerable progress has been made, it is understood, but negotiations will be continued in an effort to free all of the blocked funds. If successful, the association and SIMPP then will face the difficult task of allocating the sum among the individual distribution companies and producers.

Johnston and Joyce O'Hara, MPAA vice-president, left here Saturday for Washington and are due back tonight or tomorrow morning.

Call Report of Offer To Selig Unfounded

HOLLYWOOD, July 13.—Reports from Denver that Robert Selig had been offered the managership of the Roxy Theatre by Charles P. Skouras appeared unfounded today when Skouras spokesman pointed out that National Theatres has not acquired the Roxy. Although Roxy manager David Katz is here conferring with Skouras, there was no indication that his future status is concerned.

Twin City Theatres Is Bowing Out

MINNEAPOLIS, July 13.—Twin City Theatres, less than a year ago a potent factor in the independent theatre field in St. Paul, is making its exit from exhibition in favor of the ice-cream business.

Owners with Burt Myers of the Dairy Queen franchise for several states, the three officers of Twin City (M. E. Montgomery, Howard Dale and Bob Rydeen) until last Feb. 23 operated the Strand and Tower first-runs and Lyceum and State last-runs in the loop and the neighborhood Hamline in the Midway district.

On Feb. 23, they shuttered the Strand and Tower after starting court action to force Minnesota Amusement Co. to take the two theatres back and refund payments of $75,000, claiming possibilities of the houses had been misrepresented. (The two theatres are still dark.)

Last week, Mrs. Howard Dale, wife of one of the Twin City owners negotiated a new lease with the owners of the Lyceum, and took over operation of the Hamline, on which TCT holds the lease with the property owners. This week, TCT is concluding negotiations for the sale of the equipment in the State and its lease.

Coast Production Remains Strong

HOLLYWOOD, July 13.—The production index gained back the one point lost last week, for a total of 38 pictures in work. Four new pictures were started and three were completed.

Started were: "Ambush at Tomahawk Gap," Columbia; "Kansas Pacific" (Allied Artists), Monogram; "Break-Up," RKO Radio; "Desert Legion," Universal - International. Completed were: "The Story of Three Loves" (Third sequence, "Equilibrium"), Metro - Goldwyn - Mayer; "Battle Zone" (Allied Artists), Monogram; "South Pacific Trail," Republic.

Blatts Acquire Another

BUFFALO, July 13.—Blatt Brothers, who operate theatres in Northern Pennsylvania and drive-ins along the shores of Lake Chautauqua, New York, have taken over the Star drive-in, South Park.

INS Appoints Williams

International News Service has appointed David R. Williams, former assistant sales manager of Standard Radio-United Television Programs, Inc., to work with its TV and radio staff in sales, station relations, research and development of new products for the INS-Telenews services.

Newsreel Parade

THE GOP CONVENTION and the Warner Brothers studio fire are current newsreel highlights. Other items include a new speedboat record, people in the news, and sports. Complete contents follow:

MOVIETONE NEWS, No. 57 — Eisenhower wins battle of delegates. U. S. liner cracks Atlantic record. Honor inventor of atomic sub. London "Reds" mar Ridgway arrival. Speedboat record.

NEWS OF THE DAY, No. 291—Eisenhower wins battle of delegates. "Red" welcome for Ridgway. Atomic submarine. Fire sweeps Warner Brothers studio. Britain hails *SS United States.*

PARAMOUNT NEWS, No. 94—Speedboat record. Report on 82nd Congress. Moscow: "Red" May Day. London: police quell anti-Ridgway riot. Blue ribbon to liner *SS United States.*

TELENEWS DIGEST, No. 28-B—U.N.'s Jebb blasts germ war charge. Warner Brothers studio fire. People in the news: Barkeley, Mrs. Roosevelt, Dean Acheson. All Star ball game.

UNIVERSAL NEWS, No. 577 — New speedboat record set. Miniature town in Holland. Fire sweeps Warner Brothers studio. Highlights of the Republican convention.

WARNER PATHE NEWS, No. 96—GOP convention highlights. *SS United States* makes Europe after record run. Fire sweeps Warner Brothers sets. Acheson returns. Water speed record.

Name Duren Sales Drive Captain

Albert H. Duren, Paramount's Charlotte branch manager, has been named captain of the company's "Greater Confidence Parade of 1952" sales drive in the Eastern-Southern division, Hugh Owen, division sales manager, disclosed.

Duren, first of the drive captains to be appointed, is currently in New York for meetings with Owen, his assistant, Al Fitter, and Monroe R. Goodman, national drive co-ordinator.

'Story,' Gleason Get Record $48,000

PITTSBURGH, July 13.—All records were broken at Loew's Penn with "The Washington Story" on the screen and Jackie Gleason's show on stage. The gross hit a big $48,000, compared to an average $15,000 for a week. Prices for the Gleason show, however, were hiked to $1.10 top.

5 Para. Films Cited By Federation

Five Paramount pictures have been classified as "films of exceptional merit" by the General Federation of Women's Clubs in its new list of recommended films. They are: "The Greatest Show on Earth," "Encore," "Anything Can Happen," "Detective Story," and "Rhubarb."

Ream Resigns from CBS

Joseph H. Ream has resigned as executive vice-president and a director of Columbia Broadcasting. His resignation will become effective August 1.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager: Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

'U' Had Nomination Clip Set in Advance

Editors of Universal Newsreel, anticipating the Eisenhower nomination, prepared a newsreel clip announcing the event in advance. Seconds after the balloting was over the clip was on the way to theatres throughout country, bringing the event to filmgoers the same afternoon it took place. Clip also included a commentary.

Republicans

(*Continued from page* 1)

staring at their miniature screens, stretched, rubbed their tired eyes and resumed life among the living, away from the living room.

Theatre owners in the Cleveland area were typical of the thousands throughout the land who hope that the Democratic convention home telecasts will follow the pattern of the Republican convention telecasts which resulted in a box-office bonanza.

Practically all of Cleveland's exhibitors, both first and subsequent-run owners, reported the best three day's business in recent months. TV convention concentration drove people out of their homes in quest of amusement entertainment. Even mediocre programs drew heavy attendance, exhibitors reported.

They Have Two Heads And Subsist on Democrats

BIRMINGHAM, Ala., July 13.—One local resident admitted to tuning in the Republican National Convention on her TV set. Said she's never been North and was curious to see for the first time what a Republican looked like.

Protection Policy for Cuba Under Study

HAVANA, July 13. — Declaring that Cuba should produce at least 10 motion pictures a year, President Batista took the first step toward adoption of a protective policy for his country's infant film industry by appointing a special commission to study what protective measures can be taken and to report on them at the next Cabinet meeting.

Carrera of Cuba And UA in Deal

A full year's first-run circuit deal with Edelberto Carrera in Cuba assures United Artists of expanded playing time and top terms for its 1953 product, it was announced here by Arnold M. Picker, UA vice-president in charge of foreign distribution. The deal was worked out by Alfred Katz, UA's supervisor in the Caribbean area, with Carrera, operator of 16 theatres.

Start Filming 'Crusoe'

Filming has commenced on the West Coast of Mexico on "Robinson Crusoe." Luis Bunuel, who won the directors first prize at the Cannes Film Festival last year for his "Los Olvidados," has been working for two years with writer Phillip Ansel Roll on this version of the Daniel Defoe classic. Oscar Dancigers will produce.

"Son of Paleface"

(*Continued from page* 1)

skullduggery. "The Torch," it develops, is Miss Russell, who conceals her nefarious enterprises by working at the local saloon as an entertainer with a smoldering way with a song.

These basic plot factors have been expanded by scriptwriters Frank Tashlin, Robert L. Welch and Joseph Quillan into a joyous collection of tangled fancies that sends one's spirit soaring.

When Hope finds his father's treasure chest it is empty, a circumstance he would like to keep concealed in the light of the horde of angry debtors at his neck. Meanwhile Miss Russell lays plans to get Hope under the moonlight and then romance away his fortune. The adventures that follow are wildly imaginative.

Since things are done in a big way in Robert L. Welch's production there are two bubble baths, one that Miss Russell takes and one that Hope tackles.

In the course of events there are a series of holdups, battles with badmen and Indians, and asserted encounters with peril. It all, however, leads to the end in which Hope finds his fortune, wins a reformed Miss Russell, and receives the blessing of outlaw-conquering Rogers.

As for the showman, he can be assured of the customer leaving the theatre in the gay mood that will bring him back.

Tashlin also directed.

Running time, 95 minutes. General audience classification. For August release.

MANDEL HERBSTMAN

Grant New Stations

(*Continued from page* 1)

is approved, the limit for any one company or person under FCC regulations, and so UPT has not bothered to amend its pre-freeze applications.

Edward Lasker, two of whose five applications were among those dropped for lack of amending, is understood to have failed to amend the other three also. Lasker is vice-president of Winchester Pictures.

Film Personalities Involved

Personalities in the film industry were also involved in the hearings to be held by FCC. Bob Hope is a stockholder in Metropolitan Television, which seeks a Denver channel in competition with KMYR Broadcasting. Also in Denver, John Wolfberg, a local exhibitor, owns 34 per cent of the same company, which seeks a channel in competition with Alladin Radio and TV.

A hearing was also ordered in the contest between Orange Television Broadcasting, of which Wometco's Mitchell Wolfson owns five per cent, and Tampa Broadcasting Co. Involved is a Tampa-St. Petersburg, Fla., channel.

Mid-Continent Television, in which Los Angeles exhibitor Sherill Corwin has a 20 per cent interest, will compete for a Wichita, Kans., channel with two other applicants. W. S. Butterfield Theatres will contest for a Flint, Mich., channel.

FCC granted three construction permits for Denver channels, one in Portland, Ore.; two in Springfield-Holyoke, Mass.; two in Youngstown, Ohio · two in York, Pa.; and one each in Flint, Mich.; Bridgeport, Conn.; New Britain, Conn., and New Bedford, Mass.

Pine Sets 6,000-Mile 'Caribbean' Junket

William Pine will embark tomorrow from the Coast on a 6,000-mile tour to promote "Caribbean," the latest film made by Pine and his co-producer, William Thomas, for Paramount.

Pine will discuss advertising, publicity and exploitation ideas for the film with exhibitors. The tour will get underway in Dallas, and will include New Orleans, Charlotte, New York, Gloversville, N. Y.; Toronto, Chicago, Seattle and Los Angeles, where it will wind up on July 25.

Senate Probe

(*Continued from page* 1)

row, he is due to commence meetings with exchange executives as well.

Both major and independent producers are scheduled to be canvassed with respect to exhibitor complaints which induced Amis' investigation.

Sparked by SCTOA

The investigation was sparked by the complaints of the SCTOA to the Senate Small Business Committee. At an initial meeting last Thursday, Amis met with SCTOA trade practice committee members who outlined post-consent decree practices they consider contrary to the spirit of the decree and volunteered to document their charges fully.

Amis expects to conduct similar investigations in Chicago, New York, and possibly other centers.

Youngstein to Meet

(*Continued from page* 1)

a sales swing of the South, meeting with the Dallas, Atlanta and Charlotte, exchanges, and of the East, covering the Buffalo and Boston branches.

The sales drive, named in honor of William J. Heineman, UA vice-president in charge of distribution, began on June 15 and will extend to December 6.

For the purpose of the drive, all UA exchanges have been classified into three groups based on their grossing potential over the past several years. Under this plan, exchanges of equal sales strength are placed in competition with one another, rather than with the total sales organization.

Mexico Pledges TV Aid

The co-operation of the Mexican government in the production of U.S. films for television has been promised to Nelson Morris Productions, according to the president of the newly formed video film firm bearing his name.

Morris said that all of his firm's productions will be staged in Mexico, either on location or at the Churubusco and Azteca studios in Mexico City. The "Border Story" series will be the company's first production. Theodore B. Sills will direct.

Written by the author of "A Place In The Sun"—



Paramount's
Carrie

Capital Takes Early Lead in U. A. Drive

United Artists exchanges in Washington, St. Louis and Salt Lake City have leaped to early leads in their respective groups in the second week of the first lap of the "Bill Heineman Sales Drive," it was revealed here by Max E. Youngstein, UA vice-president and drive captain. The sales effort to honor William J. Heineman, UA's vice-president in charge of distribution, will run to December 6. Each UA exchange is placed in one of three groups in order to establish greater opportunities for all. The drive is divided into three laps of six weeks each during which periods first, second and third prizes will be awarded. The last seven weeks will be utilized to determine grand prize winners.

Closely following the leaders in each group are Dallas and Atlanta, holding second and third spots, respectively, in the first group; Cleveland and Charlotte, second and third in the second group, and New Haven and Montreal, second and third in the third group.

Central district manager Moe Dudelson is holding an early lead in the special contest among UA districts with Southern manager George Pabst running a close second.

Cincinnati Buildings Get Valuation Cuts

CINCINNATI, July 13. — The State Board of Tax Appeals, in Columbus, has upheld a 10 per cent reduction in the valuation of 14 Cincinnati suburban theatres, which the Hamilton County Board of Taxation allowed to 19 theatres some time ago at the request of the theatre owners "because of economic conditions resulting from a definite decline in attendance." However, 13 owners, representing 14 theatres, appealed for larger reductions.

The companies involved are: Hamilton Amusement Co., Harmony Amusement Co., Royal Theatre Co., Cheviot Four-Star Theatres, Albert J. and Jacob D. Rinsberg, John H. Hoskins and Louis Wiethe, Pela Theatre Co., Montgomery Amusement Co., George C. Kolb, Samuel S. Schaengold, N. R. Baum, Pearl G. Hunt and Ruth Chase and Loretta Jackson.

Chas. Snyder Heads Detroit Film Delivery

DETROIT, July 13.—Charles W. Snyder, retired head of the Detroit Police Censor Bureau, has been elected president of Film Truck Service. Snyder is a former executive secretary of Allied Theatres of Michigan.

Mrs. Gladys Pike retired as president of Film Truck Service because of ill health.

Set 'Good Neighbor' 'Rogers' Premieres

Warner Brothers is planning "good neighbor" premieres of "The Story of Will Rogers" in foreign capitals around the world, the company reports. Cities for which premieres already have been set are London, Paris, Rome, Stockholm, Sydney, Johannesburg, Tokyo, Rio de Janeiro and Managua, capital of Nicaragua.

Reviews

"Barbed Wire"

(Columbia)

GENE AUTRY, aided by his comical sidekick, Pat Buttram, pits his wit and guns against a would-be railroad magnate in his latest production which Armand Schaefer produced and George Archainbaud directed. The film is on a par with previous Autry pictures and from time to time is highlighted, as usual, with songs by the star.

Autry appears as a cattle buyer from a Kansas railhead who goes to Texas to investigate a group of homesteaders whose barbed wire fences have cut off one of the state's most important cattle trails. The homesteaders turn out to be "phonies," acting on orders of Leonard Penn, another cattleman, who hopes to create a demand by a group of cattlemen for a railroad in the area. The railroad would have to be built over territory owned by Penn, who plans in that fashion to become wealthy and powerful. Gene, with the aid of Buttram and Anne James, pretty newspaper publisher, eventually marshals the cattlemen and brings the dubious schemes of Penn out into the open. A climactic gun fight ends Penn's career.

Running time, 61 minutes. General audience classification. July release.

"Desert Pursuit"

(Monogram)

CUSTOMERS had better be warned to see this film from the beginning, since a foreword explains the mystifying presence of three Arabs on camels in Death Valley as left-overs from an unsuccessful Confederate dromedary detachment organized during the Civil War. In other respects, the traditional Western plot unfolds as the Arabs pursue Wayne Morris and his supply of freshly-panned gold, and Virginia Grey, an erstwhile gambling table dealer, with intent to rob them.

The late W. Scott Darling wrote the script, which rides a good part of its distance on silently photographed stretches of desert, showing the pursued and the pursuers making their difficult way across Death Valley's gigantic rock and sandy slopes. These are the film's best minutes. When the dialogue is resumed, and when the final, fatal action gets going, the majesty of the terrain tends to overwhelm the human issues being worked out. This final, fatal action takes place on the mountainous rim of Death Valley as Morris and a friendly Indian fight it out with the Arab robbers, killing two and routing the other.

Produced by Lindsley Parsons, with Morris and Ace Herman in association, and directed by George Blair, the picture is hard to figure as to its future. Although the camel aspect is historically accurate, the sight of the beasts slogging across Death Valley is hard to accept seriously in a projection room. It may look more credible in a theatre.

Running time, 71 minutes. General audience classification.

"The Duel at Silver Creek"

(Universal-International)

A FAST-MOVING Western tale in the conventional mold, "The Duel at Silver Creek" presents Audie Murphy, Faith Domergue and Stephen McNally in the leads. Leonard Goldstein produced knowingly, in color by Technicolor.

Gerald Drayson Adams' story of some blood-thirsty claim jumper outlaws who force mine owners to sign over their claims at the point of a gun, offers plenty of opportunity for exciting action within a familiar framework.

McNally, marshal of the Silver City area which has been terrorized by the claim-jumpers, takes on Murphy as his deputy after the outlaws have put the law officer's trigger finger out of commission. Murphy, as quick on the draw as he is at cards, has a personal grudge against the claim-jumpers since they killed his dad. The campaign against the crew is complicated by McNally's falling for beautiful Miss Domergue who, unknown to McNally and Murphy, actually is the great and good friend of Gerald Mohr, the head of the band. Posing as brother and sister, Mohr and Miss Domergue run a "phony" mining company while directing their underground activities.

The pace is continually good and builds nicely towards the climactic duel of the title. This occurs when McNally and Murphy, having uncovered Miss Domergue's treachery, move towards the bandit hideout for a gun-blazing showdown with Mohr and the rescue of pretty Susan Cabot, Murphy's light-o-love, held as hostage by the bandits.

Don Siegel directed, with the emphasis on movement. The outdoor locales are guaranteed to please the action fans. Adams and Joseph Hoffman wrote the screenplay. Also featured in the competent cast are Eugene Inglesias, as a local Silver City boy-gone-wrong, and James Anderson, one of Miss Domergue's hired assassins.

Running time, 77 minutes. General audience classification. For August release.

Fight Drive-in Building

ALBANY, N. Y., July 13. — Residents of three housing developments in Guilderland are protesting the erection of a drive-in by John Gardner, owner of the Colony in Schenectady, on a plot that originally had been part of a housing development. A petition subsequently asked the town board to declare the area a residential zone and to halt construction of the theatre.

$4,152 Mono. Dual Gross

HOLLYWOOD, July 13.—"Wild Stallion" and "Here Come the Marines," a Monogram dual playing at the first-run Lyric Theatre in Salt Lake City, closed a seven-day run with a gross of $4,152, Harold Wirthwein, Western sales manager, reports here, noting that they topped all grosses for Monogram product in Salt Lake City for a year.

Ask for Particulars In Percentage Suit

FARGO, N. D., July 13.—A motion virtually requiring five film distributing companies to produce copies of contracts or other licensing agreements allegedly violated by three North Dakota theatre owners was presented in U.S. District Court here.

Paramount Film Distributing Corp., RKO Radio Pictures, Universal Film Exchange, Inc., Warner Brothers Pictures Distributing Corp. and 20th Century-Fox Film Corp. have charged, in eight damage actions, that a Bottineau, N. D., and two Rugby, N. D., theatre owners misrepresented box-office receipts in film rental percentage reports.

The motion requesting the complaint be made "more definite and certain," was presented by L. H. Oehlert, Fargo attorney representing Guy A. Troyer and Otis K. Engen, owners of the Lyric Theatre in Rugby, and Carter S. Troyer, owner of the State in Bottineau.

David Shearer, Minneapolis attorney representing the companies, argued against the motion and moved for an inspection of the theatres' records to determine if any fraud in reporting existed.

Judge C. J. Vogel gave 10 days for the filing of the plaintiffs' supplemental brief and 10 days for filing of a reply by the defense.

The case will be heard in U.S. District Court in Grand Forks in November.

Ascap to Weigh New Payoff for Writers

Otto A. Harbach, president of the American Society of Composers, Authors and Publishers, has sent a call to ASCAP members to attend meetings on both coasts in order to hear a revised system of writer royalty distribution. The first meeting is scheduled for Wednesday, at the Waldorf Astoria, here, to be followed in a couple of weeks by a similar meeting on the West Coast.

The revised plan of writer royalty distribution calls for changes in the present sustained performance fund, giving members in the lower categories a greater opportunity to advance, and at the same time assuring stability of a substantial part of each writer's income over a period of years.

Members of the Society who are veterans of World War II are given the benefit of selecting the best five-year average out of their last 10 years of membership.

Curtis Joins Telamerica

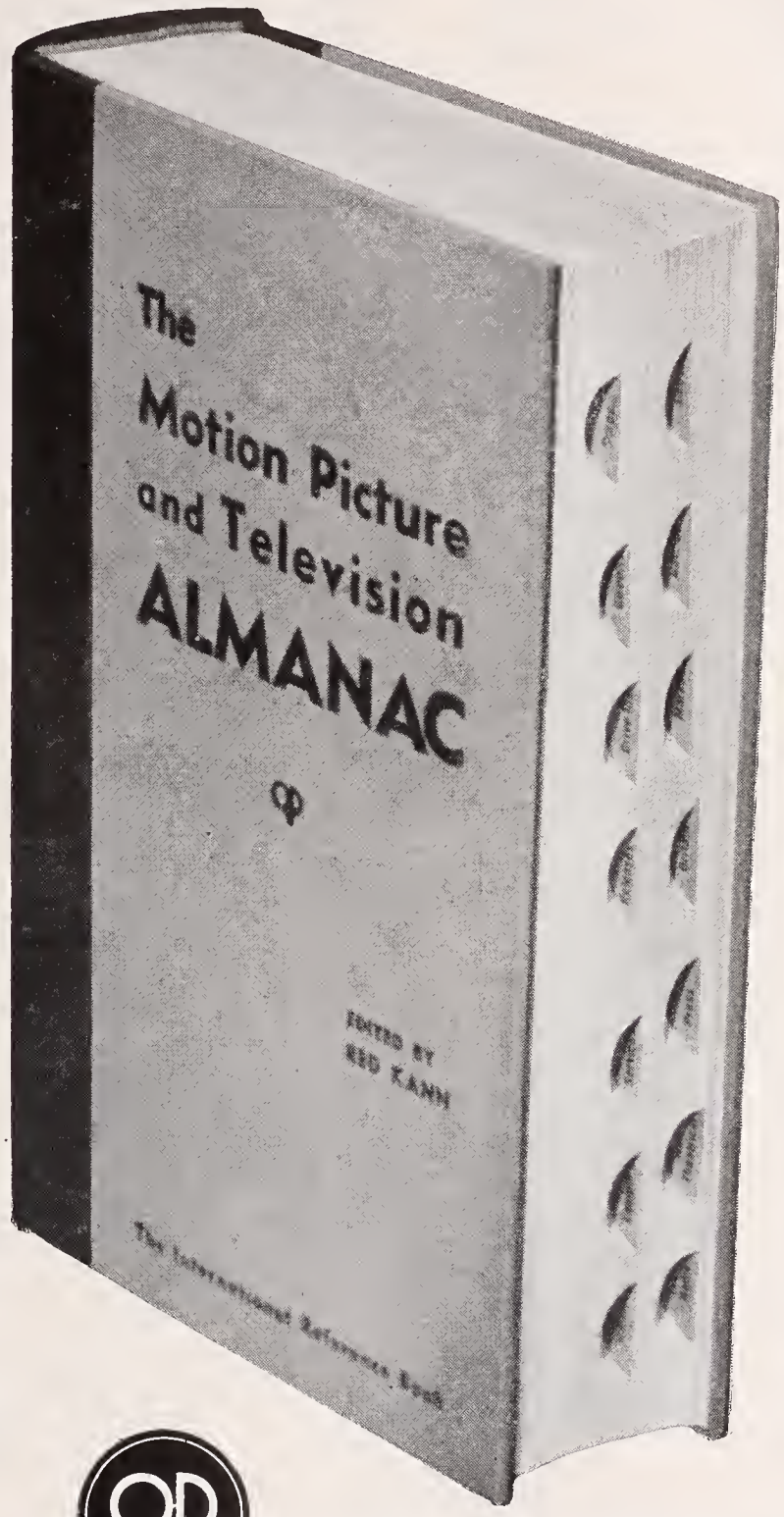
D. Corbit Curtis, for the past eight years unit managr and director of "The March of Time" and previous to that with RKO Pathe, has joined Telamerica, Inc., the company discloses.

Curtis will act as account consultant as well as produce and direct films.

Klaeger to Transfilm

Robert Klaeger, previously head of Motion Picture Productions, has been appointed vice-president in charge of production by Transfilm, Inc. Prior to a post as supervising editor for the U. S. Army Signal Corps, Klaeger was assistant manager for the Griffith Amusement Co.

The Industry's Most-Wanted, Most-Often-Used Reference Book



No other publication contains this valuable information*

* The WHO'S WHO section alone—which is but one of the 15 thumb-indexed sections of the ALMANAC—is worth several times the price of the complete volume of highly useful information. The WHO'S WHO section contains over 12,000 concise biographies of executives, producers, performers and other personalities, covering the fields of *both* motion pictures and television.

* It is the *ONLY* WHO'S WHO in these fields, and it is being considerably enlarged for the 1952-53 edition of the ALMANAC, to include hundreds of additional names, with up-to-date biographies and career credits.

Also, the separately thumb-indexed TV data section has been expanded to include a wealth of additional information for many purposes, in—

Thumb Indexed . . .

- Who's Who
- Corps.
- Codes
- Circuits
- Gov. Case
- Drive-Ins
- Television and Radio
- Pictures
- Great Britain
- Services
- Press
- Equipment
- Organizations
- World Market

The 1952-53 Motion Picture and Television ALMANAC

A QUIGLEY PUBLICATION

Revised E-x-p-a-n-d-e-d
1952-53 Edition
Now in preparation

The previous edition was a sell-out!
To make sure of your copy, order NOW.

QUIGLEY PUBLISHING CO.
Rockefeller Center, 1270 Sixth Ave.
New York 20, N. Y.

Please reserve a copy of the 1952-53

Motion Picture and Television **ALMANAC**

Enclosed please find check for $5.00 in full payment, including shipping charges.
Mail to—

Name_____

Address_____

City_____ Zone_____ State_____

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
June 1	(June Releases) PAULA Loretta Young Kent Smith D—80 min. (Rev. 5/19/52) BRAVE WARRIOR (Color) Jon Hall OD—73 min. (Rev. 5/19/52) WALK EAST ON BEACON George Murphy Finlay Currie D—98 min. (Rev. 4/25/52) MONTANA TERRITORY (Color) Lon McCallister Wanda Hendrix OD—64 min. (Rev. 6/5/52) THE ROUGH, TOUGH WEST Charles Starrett Smiley Burnette O—54 min. (Rev. 6/24/52)	OUTLAW WOMEN (Color) Marie Windsor O—75 min. (5105) (Rev. 4/16/52)	GLORY ALLEY Ralph Meeker Leslie Caron D—79 min. (Rev. 5/19/52)			BAL TABARIN Muriel Lawrence William Ching DM—84 min. (5129) (Rev. 6/19/52)	(June Releases) CLASH BY NIGHT Barbara Stanwyck Paul Douglas D—105 min. (229) (Rev. 5/14/52) (Re-Releases) KING KONG D—100 min. (269) (Rev. 2/24/33) THE LEOPARD MAN Oennis O'Keefe D—66 min. (270) (Rev. 5/4/43)	(June Releases) KANGAROO (Color) Maureen O'Hara Peter Lawford D—84 min. (Rev. 5/19/52) LYOIA BAILEY (Color) Dale Robertson Anne Francis D—89 min. (Rev. 5/29/52) (Re-Releases) LEAVE HER TO HEAVEN (Color) Gene Tierney Cornel Wilde D—110 min. (255) (Rev. 12/20/45) THE RAINS CAME Myrna Loy Tyrone Power D—95 min. (256) (Rev. 9/11/39)	(Reissues) RED RIVER John Wayne OD—127 min. (Rev. 7/12/48) TULSA (Color) Susan Hayward D—89 min. (Rev. 3/21/49) (London Films. Lopert) TALES OF HOFFMANN (Color) Moira Shearer MD—88 or 111 min. (Rev. 4/4/51) (Fanwill Prods.) CONFIDENCE GIRL Tom Conway Hillary Brooke D—81 min. (Rev. 6/6/52)	(June Releases) IVORY HUNTER (Color) Anthony Steele Diana Sheridan D—97 min. (221) (Rev. 5/19/52) SCARLET ANGEL (Color) Yvonne De Carlo Rock Hudson D—80½ min. (222) (Rev. 6/2/52) JUST ACROSS THE STREET Ann Sheridan John Lund C—78 min. (223) (Rev. 6/16/52) (Rank) ISLAND RESCUE Oavid Niven Glynis Johns C—87 min. (283) (Rev. 6/30/52)	ABOUT FACE (Color) Gordon MacRae Eddie Bracken MC—94 min. (Rev. 4/10/52)
June 8		STOLEN FACE Paul Henreid Lizabeth Scott D—71 min. (5109) (Rev. 6/2/52)	PAT AND MIKE Spencer Tracy Katharine Hepburn CD—82 min. (Rev. 5/13/52)	AFRICAN TREASURE Bomba D—70 min. (5207) (Rev. 6/16/52)	(June Releases) THE ATOMIC CITY Gene Barry Lydia Clarke D—84 min. (5120) (Rev. 4/11/52) THE DENVER & RIO GRANDE (Color) Edmond O'Brien Dean Jagger D—89 min. (5115) (Rev. 3/31/52)	I OREAM OF JEANIE (Color) Ray Middleton Muriel Lawrence M—90 min. (5106) (Rev. 6/5/52)				CARSON CITY (Color) Randolph Scott O—87 min. (123) (Rev. 5/1/52)
June 15				GOLD FEVER John Calvert Ralph Morgan OD—63 min. (5220)							3 FOR BEOROOM C (Color) Gloria Swanson James Warren C—74 min. (124) (Rev. 6/5/52)
June 22			SCARAMOUCHE (Color) Stewart Granger Eleanor Parker D—118 min. (Rev. 5/12/52)								
June 29		THE JUNGLE Rod Cameron Cesar Romero D—74 min. (5112)	LOVELY TO LOOK AT (Color) Howard Keel Kathryn Grayson MC—101 min. (Rev. 5/27/52)	HERE COME THE MARINES Leo Gorcey CD—66 min. (5212) (Rev. 6/16/52)							THE WINNING TEAM Doris Day Ronald Reagan D—98 min. (125) (Rev. 5/22/52)
July 6	(July Releases) CALIFORNIA CONQUEST (Color) Cornel Wilde Teresa Wright OD—79 min. (Rev. 6/12/52) CRIPPLE CREEK (Color) George Montgomery O—78 min. (Rev. 6/96/52) THE BRIGAND (Color) Anthony Oexter Jody Lawrance D—94 min. (Rev. 6/5/52) STORM OVER TIBET Rex Reason Diana Douglas D—87 min. (Rev. 12/26/51) REO SNOW Guy Madison Ray Mala D—75 min. (Rev. 6/20/52) BARBEO WIRE Gene Autry O—61 min. JUNCTION CITY Charles Starrett Smiley Burnette O—54 min. (Rev. 7/3/52)			WAGONS WEST (Color) Rod Cameron O—70 min. (5203) (Rev. 6/19/52)		WOMAN IN THE WILOERNESS (Color) Ruth Hussey Rod Cameron OD THUNDERING CARAVANS Alan "Rocky" Lane Eddy Waller O—54 min. (5173) OLO OKLAHOMA PLAINS Rex Allen Slim Pickens O—60 min. (5144)	(July Releases) THE WILD HEART (Color) Jennifer Jones David Farrar D—82 min. (274) (Rev. 5/29/52) (Oisney) THE STORY OF ROBIN HOOD (Color) Richard Todd Joan Rice D—84 min. (Rev. 3/18/52)	(July Releases) WAIT 'TIL THE SUN SHINES, NELLIE (Color) Jean Peters David Wayne D—108 min. (220) (Rev. 5/26/52) DIPLOMATIC COURIER Tyrone Power D—97 min. (222) (Rev. 6/10/52) WE'RE NOT MARRIEO! Ginger Rogers Victor Moore C—85 min. (221) (Rev. 6/23/52) LADY IN THE IRON MASK (Color) Louis Hayward D—78 min. (218) (Rev. 6/11/52) (Re-Releases) THE BLACK SWAN (Color) Tyrone Power Maureen O'Hara D—85 min. (258) (Rev. 10/16/42) TO THE SHORES OF TRIPOLI (Color) John Payne Maureen O'Hara D—86 min. (257) (Rev. 3/11/42)	(Carol Reed) OUTCAST OF THE ISLANDS Sir Ralph Richardson Robert Morley D—92 min. (Rev. 5/9/52) (Sid Kuller) ACTORS ANO SIN Edward G. Robinson Eddie Albert D&C—85 min. (Rev. 5/23/52)	(July Releases) HAS ANYBODY SEEN MY GAL (Color) Piper Laurie C—89 min. (226) (Rev. 6/6/52) FRANCIS GOES TO WEST POINT Oonald O'Connor C—81 min. (224) (Rev. 6/13/52) SALLY AND SAINT ANNE Ann Blyth Edmund Gwenn C—90 min. (225) (Rev. 6/20/52)	SHE'S WORKING HER WAY THROUGH COLLEGE (Color) Virginia Mayo Ronald Reagan MC—101 min. (Rev. 6/5/52)
July 13		PIRATE SUBMARINE Special Cast D—69 min. (5110)	WASHINGTON STORY Van Johnson Patricia Neal D—82 min. (Rev. 6/27/52)		(July Releases) THE GREATEST SHOW ON EARTH (Color) Betty Hutton James Stewart D—153 min. (5129) (Rev. 1/2/52) ENCORE Glynis Johns Kay Walsh D—90 min. (5122) (Rev. 4/1/52) JUMPING JACKS Dean Martin Jerry Lewis C—96 min. (5121) (Rev. 6/4/52)						
July 20			HOLIOAY FOR SINNERS Gig Young Keenan Wynn D—72 min. (Rev. 6/25/52)	DEAD MAN'S TRAIL Johnny Mack Brown O—59 min. (5243)					(Stanley Kramer) HIGH NOON Gary Cooper OD—85 min. (Rev. 4/30/52)		THE STORY OF WILL ROGERS (Color) Jane Wyman Will Rogers, Jr. D—109 min. (129) (Rev. 7/11/52)
July 27				SEA TIGER John Archer Marguerite Chapman D—71 min. (5218)							
Aug. 3		HELLGATE Sterling Hayden Joan Leslie D (5113)	YOU FOR ME Peter Lawford Jane Greer D		(Aug. Releases) CARRIE Laurence Olivier Jennifer Jones D—118 min. (5123) (Rev. 6/9/52) SON OF PALEFACE (Color) Bob Hope Jane Russell C—95 min. (5124)		(Aug. Releases) THE BIG SKY Kirk Oouglas Oewey Martin OD—140 min. (Rev. 7/9/52) ONE MINUTE TO ZERO Robert Mitchum Ann Blyth D SUDOEN FEAR Joan Crawford D	(Aug. Releases) DREAM BOAT Clifton Webb Ginger Rogers C—83 min. (223) DON'T BOTHER TO KNOCK Richard Widmark Marilyn Monroe D—76 min. (224) (Rev. 7/11/52) LES MISERABLES Michael Rennie Debra Paget D—104 (225) WHAT PRICE GLORY (Color) James Cagney Corinne Calvet CD—111 min. (226)	(Oavid E. Rose) ISLANO OF DESIRE (Color) Linda Oarnell Tab Hunter D—103 min.	(Aug. Releases) THE WORLO IN HIS ARMS (Color) Gregory Peck Ann Blyth D—104 min. (227) (Rev. 6/17/52) THE DUEL AT SILVER CREEK Audie Murphy Stephen McNally OD—77 min (228) LOST IN ALASKA Bud Abbott Lou Costello C—76 min. (229)	
Aug. 10			FEARLESS FAGAN Janet Leigh Carleton Carpenter C—79 min. (Rev. 7/7/52)	YUKON GOLD Kirby Grant D (5221)					(Samuel Fuller) PARK ROW Gene Evans D— 83 min.		

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 10 NEW YORK, U.S.A., TUESDAY, JULY 15, 1952 TEN CENTS

Wolfson Hits Shortage of Carrier Lines

TOA Head Optimistic About Medium's Future

The "lack of carrier lines" needed to form national and regional theatre television circuits was pointed up yesterday in a report on the progress of the medium, rendered by Mitchell Wolfson, president of the Theatre Owners of America.

The nine-page report, sent to TOA members throughout the country, painted a rosy picture as to the potentialities of the medium. It stated that theatre television has already established itself as a "new and developing service," citing its growth since 1948 when only one theatre was TV-equipped. Currently, the report pointed out, there are 80 theatres in 46 cities equipped with theatre television, with a seating capacity of almost 200,000.

However, TOA president Wolfson stressed the rate of expansion depends in a large degree on the ready

(*Continued on page* 4)

McClanahan Elected KATO President

LOUISVILLE, July 14.—Guthrie F. Crowe of LaGrange, has resigned as president of the Kentucky Association of Theatre Owners, a position which he has held for several years, to accept the post of U. S. District Judge in the Canal Zone.

Succeeding Crowe as president of KATO at an election held here was Ralph E. McClanahan, of Estill & Irvine Theatres, at Irvine, Kentucky. Other officers elected were: First

(*Continued on page* 4)

California Theatres Reelects Directors

SAN FRANCISCO, July 14.—California Theatres Association members have reelected the following to the board of directors: Mark Alling, manager, Golden Gate; Abe Blumenfeld, Blumenfeld Theatres; Roy Cooper, head booker, Golden State Theatres; L. S. Hamm, president, Westside Theatres; Graham Kislingbury, city manager, North Coast Theatres; Earl

(*Continued on page* 4)

Notes Upward Trend Here in Business

There has been a "definite upward trend" at the box-office at Loew's neighborhood theatres in New York for the past four weeks compared to the business done for the same period last year, according to a Loew's circuit spokesman.

The spokesman credited a combination of people getting tired of television, the heat wave and good product.

'Married' Opens to Robust $80,000 in Midst of NY Heat

The opening week of "We're Not Married" at the Roxy here is forecast to hit a robust $80,000, setting the pace for other New York first-runs.

The terrific heat wave starting at the weekend appeared to aid some Broadway houses, while other theatres contended their box-offices were adversely affected with people flocking to the beaches and resorts. The final days of the televised Republican National Convention had little or no effect on the box-office, according to most local showmen.

The Roxy, which is currently featuring also an ice revue and Roches-

(*Continued on page* 4)

Circuits Study Plan To Put Stage Shows Into Idle Theatres

A proposal for re-opening darkened motion picture theatres in principal cities across the country with legitimate stage attractions has been submitted to such circuits as RKO, Warner and United Paramount, and to exhibitor leaders including Fred Schwartz, Robert J. O'Donnell and Samuel Pinanski, by Peter Lawrence, Broadway producer. Lawrence said here yesterday that he expected to be able to report in three or four weeks on the outcome of the proposal.

Theatre Owners of America meanwhile has co-operated with Lawrence to the extent of printing in its latest

(*Continued on page* 5)

UPT-ABC Petition Opposed by DuMont

WASHINGTON, July 14.—DuMont Laboratories, operators of the DuMont Television Network, today filed a brief with the Federal Communications Commission strongly opposing petitions to drop the anti-trust phases of the ABC-UPT merger hearing and to dispense with an examiner's report. ABC, UPT and CBS last Tuesday asked the Commission to decide on the merger directly and on the following day Paramount requested that the

(*Continued on page* 6)

Stage Is Set For Censor Test in Ohio

Columbus House Selected For Serving of Warrant

COLUMBUS, O., July 14.—L. J. Hofheimer's Little Theatre here has been selected as the starting point of what is expected to be a long, drawn-out legal test of Ohio's right to censor newsreels.

Clyde Hissong, State Director of Education and head of the State Censorship Division, indicated today at a meeting with representatives of the Motion Picture Association of America and the Independent Theatre Owners of Ohio, that he was as anxious as they to bring to a head the dispute over newsreel censorship that was forecast by the Supreme Court's decisions in the "Pinky" and "Miracle" actions.

With Clyde M. Abbott and Robert H. Hinds of the law firm of Paxton & Seasongood sitting in on behalf of

(*Continued on page* 5)

Beresin Names Committees For Variety's 25th Year

Charles P. Skouras, president of National Theatres, Los Angeles, and George Hoover, first assistant chief barker of Variety International, of Miami, have been named co-chairmen for the International organization's annual convention, to be held next spring in Mexico City, the first annual convention of the group to be held outside the United States. The last mid-winter meet was convened at Toronto.

At the same time, Jack Beresin, International chief barker, of Philadelphia, named the following committees for the organization's 25th year:

INTERNATIONAL AND FOREIGN COMMITTEE: John Harris, R. J. O'Donnell, Jack Beresin, J. J. Fitzgibbons, Luis Montes, George Hoover, Charles Skouras, C. J. Latta.

INTERNATIONAL REPRESENTATIVE AT LARGE: Edward Emanuel.

FAR EAST REPRESENTATIVE: Edward O'Connor.

INTERNATIONAL FIXERS: Edward Shafton, Omaha; Ezra E. Stern, Los

(*Continued on page* 5)

Spiegel's Overseas Duties Broadened

The duties of Marc M. Spiegel, Motion Picture Association of America international division representative in Germany, have been expanded to include management of Motion Picture Export Association of America's terminal operations in Austria and supervision of Eastern Europe, it was announced by Eric Johnston, MPEA president.

Spiegel, effective at once, will actively take charge of distribution ac-

(*Continued on page* 5)

NEWS FLASHES

The Veterans of Foreign Wars have chosen Bob Hope as the recipient of their first "Al Jolson Award," according to VFW commander-in-chief Frank C. Hilton. Hope will receive the award on August 4 at the "Distinguished Guests Banquet," a highlight of the 53rd annual VFW national encampment to be held August 3-8 in Los Angeles.

•

It was learned here yesterday that a decision on whether Theatre Network Television will book the July 26th Marciano-Matthews bout is expected to be reached "in a day or two." TNT president Nate Halpern met with International Boxing Club officials yesterday.

Personal Mention

HERMAN M. LEVY, Theatre Owners of America general counsel, is due here tomorrow from New Haven following his return from Chicago, where he attended last week's Republican convention as a guest of the Connecticut delegation.

•

HERMAN HOFFMAN, assistant to M-G-M production head DORE SCHARY, is due here from the Coast by plane today.

•

ALLEN K. WIDEM, Hartford *Times* motion picture editor, has resumed his duties after recovering from second and third degree sunburn.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of sales, has returned here from Toronto and Montreal.

•

HARRY FELLERMAN, sales head of Universal's special film division, is in Flower Hospital here for observation.

•

E. R. ZORGNIOTTI, U. S. representative of Italian Films Export, left here yesterday for six weeks in Rome.

•

MARY PICKFORD and CHARLES (BUDDY) ROGERS left here for the Coast at the weekend.

•

SID KRAMER, RKO Radio short subjects sales manager, is on a three-week vacation from New York.

RKO Radio Group to Coast on 'Andersen'

Ned Depinet, president of RKO Radio; Robert Mochrie, sales vice-president; Phil Reisman, foreign distribution vice-president, and S. Barret McCormick, advertising director, will leave here for the Coast tonight to see a first print of "Hans Christian Andersen" and confer with Samuel Goldwyn on distribution arrangements.

Hedtoff Arrives to Talk with Goldwyn

Hans Hedtoff, former Prime Minister of Denmark, will arrive in Hollywood this week to survey the motion picture industry and confer with Samuel Goldwyn over his latest production, "Hans Christian Andersen."

Hedtoff now is chairman of the Danish Cultural Relations Committee which is interested in the production, since Andersen is Denmark's national hero. Hedtoff plans to attend the Hollywood preview of the film and discuss initial showings in Denmark.

Brandt and Roberts Form TV Company

Harry Brandt and Joseph Roberts announced here yesterday that they had formed a corporation known as Bilpam, Inc., for the purpose of handling television attractions, with emphasis on sports.

FCC Grants Four More Video Station Permits

WASHINGTON, July 14.—The Federal Communications Commission has granted four more television construction permits, one to a Spokane company in which Bing Crosby owns a 40 per cent interest.

Earlier, the FCC had announced granting of 14 licenses and the ordering of 18 hearings in 10 cities covering channels for which more than one application had been filed.

The added four brought the total of new television station licenses to 18. Two were for Spokane channels. The other two were for channels in Austin, Tex.

Seven more hearings were ordered on as many channels in four more cities, Beaumont-Port Arthur, two; Duluth-Superior, two; Sacramento, two; Fort Wayne, one.

Bing Crosby had originally filed for stations in Spokane, Yakima and Tacoma. He changed his mind about complete ownership and decided not to amend his applications after the freeze, as required by FCC rules, throwing in with the company now awarded a Spokane license. The commission threw out his old application for Spokane, and when it gets around to the other cities will dispose of those applications in the same way.

Broidy Returns from Two-Month Jaunt

HOLLYWOOD, July 14.—Steve Broidy, president of Monogram and Allied Artists returned to his desk here today following a two-months' absence from the studio.

After conferring with Eastern executives of the companies, he participated with 64 other leaders in various industries in a conference in Washington on current defense problems to which he was invited by Secretary of Defense Robert S. Lovett.

Following the defense conference and accompanied by Harold Mirisch, the companies' vice-president who returned to Hollywood with him, Broidy went to England where they made arrangements with Associated British Pictures executives to accelerate joint production plans. Under this arrangement, two such productions will be completed this year.

Burton Robbins Will Aid JDA Campaign

Burton Robbins, of National Screen Service, has accepted the chairmanship of the young men's division of the motion picture industry's 1952 Joint Defense Appeal campaign, it was announced by Leon Goldberg and Edward L. Fabian, chairmen of the industry-wide drive.

Mrs. Florence Kelly

Funeral services will be held at the Paulist Church here on Thursday for Mrs. Florence Kelly, switchboard operator at the New York office of the Motion Picture Association of America for the past 27 years, who died Sunday night in Newark, after an illness of six months. The widower, Walter J. Kelly, survives.

Exhibitors Stirred By 'Free Movies'

DETROIT, July 14.—Independent theatres located mostly in Northern Michigan are being plagued by persons who have been showing so-called "free movies."

A few months ago, Clive Waxman, independent booker, asked the Grand Rapids city officials to halt the showing of free films under the guise of educational films. Nothing happened.

Lately the situation has been becoming a serious threat to the small exhibitor.

Individuals rent 16 mm. films, many of which are of very recent issue and show these in small towns with the co-operation of local merchants who contribute a few dollars to have their card on the screen.

The films are usually shown on vacant lots with signs proclaiming "free movies."

After they are shown the audience is asked to make a contribution if they desire a continuation of this type of entertainment. No Federal admission tax is collected.

Allied Theatres of Michigan has taken a hand in attempting to stop this situation. The U.S. Senate Small Business Committee in Washington has been asked to investigate.

'Wilderness' to Open In Duluth July 23

MINNEAPOLIS, July 14.—Republic Pictures has opened a temporary publicity bureau in the Radisson Hotel here, with Mickey Gross, Republic's Hollywood news and publicity chief in charge, assisted by Robert Stevenson of Minneapolis and Herbert Coleman of Duluth, to handle publicity for the global premiere at the Norshor Theatre, Duluth, on July 23, and a premiere in Minneapolis on July 24 at the State Theatre, of Republic's "Woman in the Wilderness." Both theatres belong to the Minnesota Amusement Co.

Republic is sending in the three stars of the picture, Ruth Hussey, Rod Cameron and J. Carrol Naish to participate at both premieres.

Earl Herndon, 44, Of Affiliated, Dies

INDIANAPOLIS, July 14.—Funeral services were held here today for Earl Herndon, 44, vice-president and general manager of Affiliated Theatres, who died suddenly of a heart attack July 11 while awaiting treatment in a doctor's office. Herndon was active in Variety Club and Boy Scout work. His widow, Mrs. El Dean Herndon, and a son, Pft. James Herndon of Ft. Riley, Kansas, survive.

NEWS in Brief . . .

Universal general sales manager Charles J. Feldman and Sam J. Switow, vice-president of M. Switow and Sons, Inc., have again been chosen to serve as distributor and exhibitor chairman, respectively, of the 1952 Will Rogers Memorial Hospital "Christmas Salute," according to the fund raising committee of the hospital corporation, which is headed by Fred J. Schwartz of Century Theatres.

The "Salute" last year raised approximately $93,000 for the Saranac Lake Sanatarium.

•

CLEVELAND, July 14. — Tom McCleaster, 20th-Fox district manager, is holding a sales meeting here of branch managers, salesmen and publicity men in this territory. Branch managers present are I. J. Schmertz, Cleveland; Robert McNab, Cincinnati; J. J. Lee, Detroit and William Keith, Indianapolis. Publicity men include Eddie Solomon, Sol Gordon and Ted Todd.

•

ALBANY, July 14.—Benton's Capitol, the only motion picture theatre in Ballston Spa, was closed on Saturday, after 30 years of operation. The management said a decline in business led to the action. The State, Mechanicville, also a Benton theatre, has eliminated Tuesday performances until further notice.

Jackter Manager of Col. Albany Branch

Norman Jackter has been named branch manager of Columbia's Albany exchange, it was announced here yesterday.

Jackter, formerly a salesman in the Washington exchange, replaces Charles Dortic, the latter having been transferred to Pittsburgh as a salesman at his own request.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY BOLGER in
"WHERE'S CHARLEY?"
Color by TECHNICOLOR
A WARNER BROS. PICTURE
plus SPECTACULAR STAGE PRESENTATION

VIRGINIA MAYO RONALD REAGAN
GENE NELSON IN
"She's Working Her Way Through College"
COLOR BY TECHNICOLOR
in person JAN MURRAY NEAL HEFTI And His Orchestra Extra THE MODERNAIRES
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Walt Disney's Story of
ROBIN HOOD
Color by TECHNICOLOR
—and—
Walt Disney's WATER BIRDS
A True Life Adventure
Walt Disney's "LITTLE HOUSE"
Technicolor Cartoon
Print by Technicolor—Distributed by RKO
COOL CRITERION B'WAY & 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President, Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Has everybody seen these figures!



Biggest opening in 33 weeks, Rialto Theatre, Atlanta

Set new opening day record at Five Points Theatre, Jacksonville, beating previous record-holder, "Bend of the River"

Set new opening day record for U-I film at Empire Theatre, Montgomery, Alabama

Huge first week at United Artists, Four Star, Paramount and Hollywood Theatres, Los Angeles and holding a second week. Also huge and holding a second week at Missouri Theatre, St. Louis

HAS ANYBODY SEEN MY GAL

COLOR BY TECHNICOLOR

the perfect picture for kids, adolescents, young couples, older folks and grandpappies—in short the midsummer night's dream of every exhibitor

UNIVERSAL-INTERNATIONAL presents
"HAS ANYBODY SEEN MY GAL"
Color by TECHNICOLOR • Starring PIPER LAURIE • ROCK HUDSON CHARLES COBURN • GIGI PERREAU • with LYNN BARI • WILLIAM REYNOLDS • Directed by DOUGLAS SIRK • Written for the screen by JOSEPH HOFFMAN • Produced by TED RICHMOND

Universal International 1912 40th Anniversary Year 1952

Keep your eye on **U-I** *... the best friend your Box-office ever had!*

Wolfson Hits

(*Continued from page* 1)

availability of multi-theatre hook-ups. Explained Wolfson: "At present, such linking together of theatres is limited in many areas of the U. S. by the lack of carrier lines which can be made available for this purpose by the telephone companies."

The report, prepared with the assistance of Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, and chairman of TOA's television committee, listed five types of theatre TV use, now seen. They are: public service, business service, entertainment, public events and sports.

On public events, the report stated that plans are being perfected for government use of theatre TV as a quick and economical means of informing business, labor and farm leaders all over the country on aspects of defense production.

On the medium's relationship with home television, the report stated that "since theatre TV is so highly specialized, the area of competition with broadcast television is small."

On the telecasting of sports events, Wolfson pointed out that "experience of exhibitors indicate that only a relatively few sports events have sufficient appeal to make them national box-office attractions."

The report, which was prepared with the assistance of Si Fabian, president of the National Exhibitors Theatre Television Committee, also stressed the importance of the industry's bid for channels now before the Federal Communications Commission.

BBC to Make Own Films for Video

LONDON, July 14.—With exhibitors remaining adamant against the trade supplying films for television, the British Broadcasting Corp. is going ahead with plans for producing its own films.

Four films for pre-Coronation showing on television are now to be made by the BBC television film unit. The films will be offered to overseas television organizations. Negotiations are proceeding with one American network. It is understood that the BBC might agree to a reciprocal arrangement whereby American films would be made available to the corporation.

At the Cinematograph Exhibitors' Association annual convention at Llandudno last week, the exhibitors decided to discontinue trading with any film renter or producer making or handling films for both television and theatre exhibition.

The exhibitors also turned down the British Film Producers Association suggestion for an exploratory meeting with the BBC until something of a substantial nature arises either from the government or the BBC.

Brennan, Hunter and Francis to Premiere

ATLANTA, July 14.—Walter Brennan, Jeffrey Hunter and Anne Francis, 20th Century-Fox stars, will take part in the launching of "Lure of the Wilderness" in Waycross and this city on Thursday, it was announced by Harry Ballance, Southern division manager of the company.

Business Upswing Reported by Ullman

Albany, N. Y., July 14.—Business has improved since July 4, as it always does, said Saul J. Ullman, upstate general manager for Fabian Theatres.

He added: "Our houses in this section are ahead of the figures for last year. Business is not tremendous, but is getting better. I am optimistic."

Ullman reported "excellent weekend business for drive-ins, when we get the weather." Mid-week grosses are off.

KATO President

(*Continued from page* 1)

vice-president, E. L. Ornstein, Ornstein Theatres, Brandenburg; second vice-president, Gene Lutes, Chakeres district manager, Frankfort; reelected was Cliff Buechel, Mary Andersen Theatre, Louisville, treasurer; Nell G. Borden, Louisville, assistant treasurer and secretary; elected chairman of the board, Joe Isaacs, Cumberland Amusement Co., Cumberland.

List Directors Elected

Directors elected were: First district, Ned Greene, Mayfield; second, Leon Pickle, Henderson; third, Cliff Buechel, Louisville; fourth, W. D. Aspley, Glasgow; fifth, J. Van Snook, LaGrange; sixth, Gene Lutes, Frankfort; seventh, L. O. Davis, Hazard; eighth, W. T. Cain, Louisa; ninth, Mrs. O. W. Minnix, London. directors at large are Harold Sliter, Lexington, and E. L. Ornstein, Brandenburg.

The KATO group is making preparations for a farewell party to be given in honor of the retiring president.

California Theatres

(*Continued from page* 1)

W. Long, city manager, United Paaramount Theatres; Ben Levin, General Theatrical Co.; Irving M. Levin, divisional director, San Francisco Theatres; Richard Nasser, Nasser Brothers Theatres; Boyd Sparrow, manager, Loew's Warfield, and C. V. Taylor, general manager, United California Theatres. New member elected to the board is John P. Parsons of Telenews Theatre, San Francisco.

The directors will meet Thursday to elect officers.

N.Y. Grosses

(*Continued from page* 1)

ter on stage, hit a big $55,000 at the weekend, with another $25,000 indicated for the remainder of the week which ends Thursday night.

A pretty good $65,000 is forecast for the initial week of "She's Working Her Way Through College" at the Paramount, which features Jan Murray and the Modernaires on stage. Doing excellent business is "Where's Charley?" at the Radio City Music Hall, where a very good $135,000 is seen for the third inning.

'Robin Hood' Healthy

The third stanza of "Story of Robin Hood" is expected to register a healthy $30,000 at the Criterion, which has booked "Big Sky" as its next attraction, with an August 20 opening date set.

At the Capitol, a fair $21,000 is estimated for the fifth and final week of "Pat and Mike." Opening there tomorrow is "Carrie." Holding up well is "Walk East on Beacon" at the Victoria, where a nice $14,500 is due for its seventh week.

"The Story of Will Rogers" bows in at the Astor Thursday, replacing "3 for Bedroom C," which is expected to do a weak $8,500 for its third and final round.

At the Mayfair, a not-too-bad $10,000 is estimated for the second week of "Has Anybody Seen My Gal." On July 24, "High Noon" will begin its run at the Astor. "Don't Bother to Knock" opens at the Globe Friday replacing "The Lady in the Iron Mask," which is forecast to do a moderate $10,000 for its second and final stanza.

'Paula" Opens Today

"The Washington Story" at Loew's State ended its two-week run there with a weak $8,000 registered for its final session. Opening today is "Paula."

Among off-Broadway houses, "Man in the White Suit" at the Sutton is holding up excellently. The Sutton is expected to rack up a neat $8,000 for the 15th week of the film. Also doing nicely is "Encore" at the Normandie, where $6,700 is seen for the film's 15th week.

A good $4,600 is indicated for the eighth round of "High Treason" at the Trans-Lux 52nd Street, while a fair $3,000 was racked up by "Narrow Margin" at the Trans-Lux 60th Street, ending an 11-week run. Opening at that house today is "White Corridors."

"Island Rescue" is doing fairly well at the Park Avenue, with $5,700 indicated for its second inning. The "King Kong" reissue has been booked to open at the Palace Aug. 8.





Censor Test

(Continued from page 1)

the industry, Hissong agreed at the meeting with Manning Clagett, MPAA associate director of public relations and information, and Robert Wile, ITOO executive secretary, that Hofheimer's theatre should serve as the censorship violation point where a state field inspector Wednesday night will witness the exhibition of a Republican Convention newsreel without the censor's seal.

After making certain the seal was not borne by the film the inspector will swear out warrants returnable in municipal court against the exhibitor and the distributor, in this case Warner Brothers.

Penalties for exhibiting film in Ohio without the censors' seals are not less than $25 or more than $300 for a first offsense, and not less than $300 and not more than $500 for each subsequent offense. Distributor penalties are not less than $25 or more than $300 for delivering to the exhibitor an uncensored print and not less than $300 or more than $500 for failure to submit a print for censorship. Subsequent such failures provide penalties of not less than $500 or more than $1,000.

Five Ohio theatres in all will initiate censorship violations on Wednesday with the showing of Republican Convention reels that were not submitted for the censors' approval. They include, in addition to the Little Theatre here, the Lower Mall Theatre, Celevland; Westwood, Toledo; Park, Cincinnati, and the Palace, Youngstown. The others may be subject to the fines, but the Little Theatre will be the only house to figure in the court test.

Await Ohio Censor Board Decision on 'Miracle'

COLUMBUS, O., July 14.—Decision on "The Miracle," viewed by the Ohio film censor board on July 1, is expected by tomorrow according to Dr. Clyde Hissong, chief film censor.

The *Columbus Citizen* voiced its "regret" at the inaccuracy of its editorial statement that Ohio film censor fees of $3 per reel "netted $3-million per year." The *Citizen* printed a letter from Dr. Hissong in which he gave the correct yearly amounts of censor fees. Receipts from fees in fiscal 1952 amounted to $294,783, said Dr. Hissong. Receipts in 1951 were $297,892, in 1950, they were $300,573, and in 1949, $276,563.

Beresin Names Committee

(Continued from page 1)

Angeles.

INTERNATIONAL EUROPEAN REPRESENTATIVE: C. J. Latta.

INTERNATIONAL REPRESENTATIVES: Jack Dumestri, Miamia, Atlanta; William Elson, Minneapolis, Des Moines, Omaha; Michael Felt, Philadelphia, Pittsburgh; Jake Flax, Washington, Baltimore; William German, Boston, New York; H. V. Rotus Harvey, San Francisco, Salt Lake City, Denver, Los Angeles, Las Vegas; Herbert Kohn, Charlotte, Memphis; Elmer Lux, Buffalo, Cleveland; Luis Montes, Mexico City; William Onie, Cincinnati, Dayton, Indianapolis; Jack Rose, Chicago, Milwaukee, St. Louis; Julius Schepps, Dallas, Houston, Oklahoma City; Charles Smakwitz, Albany, New Haven; Jack Zide, Toronto, Detroit, Grand Rapids.

PUBLICITY AND PUBLIC RELATIONS ADVISORY BOARD: Jack Alicoate, *Film Daily;* Martin Quigley; Jay Emanuel, *The Exhibitor;* W. R. Wilkerson, *Hollywood Reporter;* Ben Shlyen, *Boxoffice;* Tom Kennedy, *Showmen's Trade Review;* Mo Wax, *Film Bulletin;* Abel Green, *Variety;* Joe Schoenfeld, *Daily Variety;* Hy Bossin, *Canadian Film Weekly.*

A meeting of this group together with Beresin and International press guy Jack Chisholm will be held in New York early in September.

The trade paper publishers and editors, said International Variety, have accepted the responsibility of advising the International office on all matters involving publicity and in helping to publicize the charitable work of those members in the amusement industry who are supporting Variety. This board will also advise on publicity for such Variety events as the 25-year celebration to be held in Pittsburgh in November and the International convention to be held in Mexico City. They will also judge the contest to pick "Variety's Press Guy of the Year" and the best published photograph submitted by press and professional photographers on a Variety Club activity.

Study Plan

(Continued from page 1)

bulletin the details of the producer's plan.

Intent on securing at least 45 shuttered theatres at the outset, Lawrence said that with funds he has available he would prepare three musicals "with very broad appeal" that can be offered in theatres of 2,000 seats, or more, for a top price of $2.40.

Stars Available

"Stars from Hollywood are available for roles in these musicals," Lawrence added. He declared motion picture trailers would be used in the theatres to promote coming stage attractions. According to his estimate, "six months should be sufficient to set this plan properly, tastefully and economically into operation." If the plan should succeed, Lawrence said, it would mean that theatres that now are dark could be kept open and earn revenue at least 30 weeks out of a year.

Spiegel's Duties

(Continued from page 1)

tivities in Austria until Sept. 1, 1952, when MPEA's license in that country will expire.

Liquidation of the MPEA setup in Austria following the return of that market to individual company operation will also be handled by Spiegel.

Spiegel's new assignments fill the gap created by the resignation last week of Louis Kanturek, former MPEA manager of Austria and supervisor of Eastern Europe.

ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!



"While I'm marriage broker, you'll have the good manners not to hit the man until he's your husband — and entitled to hit back!"

"One of the top grossers of the season."
says
DAILY VARIETY

HERBERT J. YATES presents
THE QUIET MAN
Color by TECHNICOLOR • Directed by JOHN FORD
A REPUBLIC PICTURE

Produced and directed by the man who made "The Best Years of Our Lives" and "Detective Story"—



WILLIAM WYLER'S
PRODUCTION OF
Carrie
A Paramount Picture

Television--Radio

with Pinky Herman

THE tumult and the shouting dies, the Captains and the Kings depart . . . Alfred Lord Tennyson's 'Recessional' aptly describes the scene in Chicago where the ghost of the 1952 Republican Convention is about all that remains of the charged atmosphere, heated words, dynamic demonstrations and the resultant nomination of General Dwight D. Eisenhower as that party's standard bearer . . . the millions of TViewers in America both at home or at theatres who thrilled to the historic scenes depicting Democracy at work, will never again be satisfied with mere reports of such gatherings alone but rather will look upon printed reports as complements and component parts of the complete story, part of which they themselves witnessed. . . . Starring the Democratic Party Bigwigs, Act 2 of the National Drama, will now take place at the same spot and over similar networks and tie-ups with the last and final Act (3) recorded, filmed and kinescoped for posterity across the length and breadth of the country, and starring Mr. and Mrs. John Q. Citizen . . . and the best part of the entire picture is the unuttered yet heart-felt exultation deep inside the American people which, if delivered audibly would clearly resound in "Hooray, Republicans, Hooray Democrats, HOORAY AMERICA." . . .

• • •

The Fred W. Ziv Company which has announced the production of a series of TV films, "Freedom, U. S. A." starring Tyrone Power as a staunch, zealous and keenly patriotic Senator, rates a twenty-four-gun salute for matching its foresight and courage with a bankroll of about $600,000 in order to present to America this civic program series . . . this is to remind Fred Ziv, John Sinn, Herb Gordon and the Ziv staff that about a decade and a half or so ago, Columbia Pictures produced two such pictures, "Mr. Deeds Goes To Town" (1936) starring Gary Cooper and "Mr. Smith Goes To Washington," (1939) starring James Stewart, both of which were nationally acclaimed and what was almost as important, created theatre box office records . . . so to the Ziv Organization, for your patriotism and civic-mindedness in the production and presentation of the "Freedom, USA" series, "Happy Hoopering." . . .

• • •

COINCIDENCE:—On his WVNJ program, which originates from the Blue Ribbon Restaurant just off Broadway, columnist-commentator Paul Denis, interviewed screen star Melville Cooper . . . spying Freddy Bartholomew seated nearby, Paul called to mike-side the former child star and introduced Melville to Freddy, only to discover that several years ago both had appeared in a movie as a 'father and son' combo . . . then to make a good story even better, Freddy called over his wife who produces the "Paul Denis Show." . . .

• • •

Peter Arnell, who originated many TVehicles including, "The Name's The Same," "Rate Your Mate," "By Popular Demand," "Balance Your Budget" and several others, has become associated with CBS and will be executive consultant on audience-participation, panel and quiz programs . . . deal was set by Ted Ashley Associates. . . . Sportscaster Harry Wismer will telecast the hole-by-hole description of the "Tam O Shanter" golf tourney for the fifth consecutive year . . . program will come from Chicago and will feature the most famous golfers in the world, competing for a first prize of $125,000 dollars . . . (boy, my niblick!) . . . Brad Phillips is host this afternoon to the press and recording stars including Dick Haymes, Eddie Fisher, Don Cornell, Bill Harrington, Richard Hayes and Perry Como at a "Singing Battle Royal" Cocktail party at the Castleholm Restaurant, to announce a new contest which "Smarty Pants," (one of the sponsors of Brad's WINS platter series) will launch in a nation-wide search for nick names for the baritones. . . .

• • •

Did you know that the oldest radio series is the Cities Service-sponsored "Cities Service Band of America" program, started 25 years ago on NBC and for the past eight years batoned by one of the country's foremost Conductors, namely Paul Lavalle. Maestro Lavalle, years ago, dropped all other programs to devote all his time and energies to the current series, heard every Monday night from 9:30-10 p.m. . . . Wm. Morris Agency is handling "The Timid Soul," series, based on H. T. Webster's famous nationally-syndicated cartoon strip, for Alan Sands who has acquired the TV and radio rights . . . (if you're a 'Casper Milquetoast' you won't call them . . . they'll call you.).

UPT-ABC

(*Continued from page* 1)

anti-trust phases be dropped. The Tuesday brief also questioned the relevancy of the anti-trust phase, and further cited the need of ABC for a decision before September so that the fall broadcast schedule could be planned.

DuMont, through attorney Morton Galane, said that even if the Commission did decide the case directly as asked, the September deadline could not be met. The need for an examiner's report, on the other hand, "is clear under the legislative history and judicial interpretations of the administrative procedure act," Galane said.

It would not be fair to subject DuMont to a decision on the question of whether it is controlled by Paramount without an initial decision to which exceptions could be taken, the brief argued. "The examiner's report is essential to resolve the conflicts of fact."

As to the anti-trust issue, DuMont denied that the absence of any violations by the parties to the proposed merger since 1949 has any significance. The terms of the consent decree make such violations impossible in the film industry, but afford no protection in the field of broadcasting.

The record of past conduct should be examined in the light of the fact that UPT directors were involved in the violations and "the UPT-ABC merger poses dangers to independent stations as against the network, and to small networks as against the merged company—dangers that have no relation to financial resources, but that would stem from the imposition of unreasonable runs and clearances or the inability to get film product due to the tie-in of the ABC network with the UPT theatre chain."

The brief continued, "past experience aids in the prediction of consequences," and said that examination of "unlawful advantage" taken in the past because of "the tie-in of subsidiary theatre chains" should be made in the light of possible transference of the practices to the broadcast field.

DuMont argued that past theatre buying practices proves that "suppression of competition" would result from the merger, if approved. The company pointed out that it was not arguing that past anti-trust violations should automatically disqualify an application from individual licenses.

For Lease

GRAND CENTRAL: Opposite Chrysler Building, a powerful permanent location. Entire building, 137 E. 43rd St.

One-story commercial building, 7,000 sq. ft., side drive for cars, now being erected on Magnolia Ave., JOURNAL SQUARE, Jersey City, opposite rear Loew's Theatre.

Owner, L. N. Rosenbaum & Son
Financing & Reorganizations
565 Fifth Ave., N. Y. PLaza 3-7510

NEED SPECIAL TRAILERS QUICK?
QUICK SERVICE
FREE COPY SERVICE
BEST ART-WORK
YOU'LL GET IT FROM FILMACK
SEND US YOUR ORDER
ALL-AROUND KNOW-HOW
FINEST QUALITY
TRY US AND SEE
CHICAGO, 1327 S. Wabash Av - NEW YORK, 630 9th Av.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 10 NEW YORK, U.S.A., TUESDAY, JULY 15, 1952 TEN CENTS

Wolfson Hits Shortage of Carrier Lines

TOA Head Optimistic About Medium's Future

The "lack of carrier lines" needed to form national and regional theatre television circuits was pointed up yesterday in a report on the progress of the medium, rendered by Mitchell Wolfson, president of the Theatre Owners of America.

The nine-page report, sent to TOA members throughout the country, painted a rosy picture as to the potentialities of the medium. It stated that theatre television has already established itself as a "new and developing service," citing its growth since 1948 when only one theatre was TV-equipped. Currently, the report pointed out, there are 80 theatres in 46 cities equipped with theatre television, with a seating capacity of almost 200,000.

However, TOA president Wolfson stressed the rate of expansion depends in a large degree on the ready

(*Continued on page* 4)

McClanahan Elected KATO President

LOUISVILLE, July 14.—Guthrie F. Crowe of LaGrange, has resigned as president of the Kentucky Association of Theatre Owners, a position which he has held for several years, to accept the post of U. S. District Judge in the Canal Zone.

Succeeding Crowe as president of KATO at an election held here was Ralph E. McClanahan, of Estill & Irvine Theatres, at Irvine, Kentucky. Other officers elected were: First

(*Continued on page* 4)

California Theatres Reelects Directors

SAN FRANCISCO, July 14.—California Theatres Association members have reelected the following to the board of directors: Mark Alling, manager, Golden Gate; Abe Blumenfeld, Blumenfeld Theatres; Roy Cooper, head booker, Golden State Theatres; L. S. Hamm, president, Westside Theatres; Graham Kislingbury, city manager, North Coast Theatres; Earl

(*Continued on page* 4)

Notes Upward Trend Here in Business

There has been a "definite upward trend" at the box-office at Loew's neighborhood theatres in New York for the past four weeks compared to the business done for the same period last year, according to a Loew's circuit spokesman.

The spokesman credited a combination of people getting tired of television, the heat wave and good product.

'Married' Opens to Robust $80,000 in Midst of NY Heat

The opening week of "We're Not Married" at the Roxy here is forecast to hit a robust $80,000, setting the pace for other New York first-runs.

The terrific heat wave starting at the weekend appeared to aid some Broadway houses, while other theatres contended their box-offices were adversely affected with people flocking to the beaches and resorts. The final days of the televised Republican National Convention had little or no effect on the box-office, according to most local showmen.

The Roxy, which is currently featuring also an ice revue and Roches-

(*Continued on page* 4)

Circuits Study Plan To Put Stage Shows Into Idle Theatres

A proposal for re-opening darkened motion picture theatres in principal cities across the country with legitimate stage attractions has been submitted to such circuits as RKO, Warner and United Paramount, and to exhibitor leaders including Fred Schwartz, Robert J. O'Donnell and Samuel Pinanski, by Peter Lawrence, Broadway producer. Lawrence said here yesterday that he expected to be able to report in three or four weeks on the outcome of the proposal.

Theatre Owners of America meanwhile has co-operated with Lawrence to the extent of printing in its latest

(*Continued on page* 5)

UPT-ABC Petition Opposed by DuMont

WASHINGTON, July 14.—DuMont Laboratories, operators of the DuMont Television Network, today filed a brief with the Federal Communications Commission strongly opposing petitions to drop the anti-trust phases of the ABC-UPT merger hearing and to dispense with an examiner's report. ABC, UPT and CBS last Tuesday asked the Commission to decide on the merger directly and on the following day Paramount requested that the

(*Continued on page* 6)

Stage Is Set For Censor Test in Ohio

Columbus House Selected For Serving of Warrant

COLUMBUS, O., July 14.—L. J. Hofheimer's Little Theatre here has been selected as the starting point of what is expected to be a long, drawn-out legal test of Ohio's right to censor newsreels.

Clyde Hissong, State Director of Education and head of the State Censorship Division, indicated today at a meeting with representatives of the Motion Picture Association of America and the Independent Theatre Owners of Ohio, that he was as anxious as they to bring to a head the dispute over newsreel censorship that was forecast by the Supreme Court's decisions in the "Pinky" and "Miracle" actions.

With Clyde M. Abbott and Robert H. Hinds of the law firm of Paxton & Seasongood sitting in on behalf of

(*Continued on page* 5)

VFW Picks Hope For 'Jolson Award'

Bob Hope has been chosen as the recipient for the first "Al Jolson Award" by the Veterans of Foreign Wars, according to Frank C. Hilton, commander in chief of the VFW.

Hope will receive the award on August 4 at the "Distinguished Guests Banquet," a highlight of the 53rd annual VFW national encampment to be held August 3 to 8 in Los Angeles.

Beresin Names Committees For Variety's 25th Year

Charles P. Skouras, president of National Theatres, Los Angeles, and George Hoover, first assistant chief barker of Variety International, of Miami, have been named co-chairmen for the International organization's annual convention, to be held next spring in Mexico City, the first annual convention of the group to be held outside the United States. The last mid-winter meet was convened at Toronto.

At the same time, Jack Beresin, International chief barker, of Philadelphia, named the following committees for the organization's 25th year:

INTERNATIONAL AND FOREIGN COMMITTEE: John Harris, R. J. O'Donnell, Jack Beresin, J. J. Fitzgibbons, Luis Montes, George Hoover, Charles Skouras, C. J. Latta.

INTERNATIONAL REPRESENTATIVE AT LARGE: Edward Emanuel.

FAR EAST REPRESENTATIVE: Edward O'Connor.

INTERNATIONAL FIXERS: Edward Shafton, Omaha; Ezra E. Stern, Los

(*Continued on page* 5)

Spiegel's Overseas Duties Broadened

The duties of Marc M. Spiegel, Motion Picture Association of America international division representative in Germany, have been expanded to include management of Motion Picture Export Association of America's terminal operations in Austria and supervision of Eastern Europe, it was announced by Eric Johnston, MPEA president.

Spiegel, effective at once, will actively take charge of distribution ac-

(*Continued on page* 5)

Decision Due Soon On Marciano Bout

A decision on whether Theatre Network Television will book the July 28 Marciano - Matthews bout is expected to be reached "in a day or two."

Nate Halpern, TNT president, met with officials of the International Boxing Club yesterday. The question of the price to be paid for theatre televising the bout is still at issue, it was learned.

Personal Mention

HERMAN M. LEVY, Theatre Owners of America general counsel, is due here tomorrow from New Haven following his return from Chicago, where he attended last week's Republican convention as a guest of the Connecticut delegation.

•

HERMAN HOFFMAN, assistant to M-G-M production head DORE SCHARY, is due here from the Coast by plane today.

•

ALLEN K. WIDEM, Hartford *Times* motion picture editor, has resumed his duties after recovering from second and third degree sunburn.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of sales, has returned here from Toronto and Montreal.

•

HARRY FELLERMAN, sales head of Universal's special film division, is in Flower Hospital here for observation.

•

E. R. ZORGNIOTTI, U. S. representative of Italian Films Export, left here yesterday for six weeks in Rome.

•

MARY PICKFORD and CHARLES (BUDDY) ROGERS left here for the Coast at the weekend.

•

SID KRAMER, RKO Radio short subjects sales manager, is on a three-week vacation from New York.

RKO Radio Group to Coast on 'Andersen'

Ned Depinet, president of RKO Radio; Robert Mochrie, sales vice-president; Phil Reisman, foreign distribution vice-president, and S. Barret McCormick, advertising director, will leave here for the Coast tonight to see a first print of "Hans Christian Andersen" and confer with Samuel Goldwyn on distribution arrangements.

Hedtoff Arrives to Talk with Goldwyn

Hans Hedtoff, former Prime Minister of Denmark, will arrive in Hollywood this week to survey the motion picture industry and confer with Samuel Goldwyn over his latest production, "Hans Christian Andersen."

Hedtoff now is chairman of the Danish Cultural Relations Committee which is interested in the production, since Andersen is Denmark's national hero. Hedtoff plans to attend the Hollywood preview of the film and discuss initial showings in Denmark.

Brandt and Roberts Form TV Company

Harry Brandt and Joseph Roberts announced here yesterday that they had formed a corporation known as Bilpam, Inc., for the purpose of handling television attractions, with emphasis on sports.

FCC Grants Four More Video Station Permits

WASHINGTON, July 14.—The Federal Communications Commission has granted four more television construction permits, one to a Spokane company in which Bing Crosby owns a 40 per cent interest.

Earlier, the FCC had announced granting of 14 licenses and the ordering of 18 hearings in 10 cities covering channels for which more than one application had been filed.

The added four brought the total of new television station licenses to 18. Two were for Spokane channels. The other two were for channels in Austin, Tex.

Seven more hearings were ordered on as many channels in four more cities, Beaumont-Port Arthur, two; Duluth-Superior, two; Sacramento, two; Fort Wayne, one.

Bing Crosby had originally filed for stations in Spokane, Yakima and Tacoma. He changed his mind about complete ownership and decided not to amend his applications after the freeze, as required by FCC rules, throwing in with the company now awarded a Spokane license. The commission threw out his old application for Spokane, and when it gets around to the other cities will dispose of those applications in the same way.

Broidy Returns from Two-Month Jaunt

HOLLYWOOD, July 14.—Steve Broidy, president of Monogram and Allied Artists returned to his desk here today following a two-months' absence from the studio.

After conferring with Eastern executives of the companies, he participated with 64 other leaders in various industries in a conference in Washington on current defense problems to which he was invited by Secretary of Defense Robert S. Lovett.

Following the defense conference and accompanied by Harold Mirisch, the companies' vice-president who returned to Hollywood with him, Broidy went to England where they made arrangements with Associated British Pictures executives to accelerate joint production plans. Under this arrangement, two such productions will be completed this year.

Burton Robbins Will Aid JDA Campaign

Burton Robbins, of National Screen Service, has accepted the chairmanship of the young men's division of the motion picture industry's 1952 Joint Defense Appeal campaign, it was announced by Leon Goldberg and Edward L. Fabian, chairmen of the industry-wide drive.

Mrs. Florence Kelly

Funeral services will be held at the Paulist Church here on Thursday for Mrs. Florence Kelly, switchboard operator at the New York office of the Motion Picture Association of America for the past 27 years, who died Sunday night in Newark, after an illness of six months. The widower, Walter J. Kelly, survives.

Exhibitors Stirred By 'Free Movies'

DETROIT, July 14.—Independent theatres located mostly in Northern Michigan are being plagued by persons who have been showing so-called "free movies."

A few months ago, Clive Waxman, independent booker, asked the Grand Rapids city officials to halt the showing of free films under the guise of educational films. Nothing happened.

Lately the situation has been becoming a serious threat to the small exhibitor.

Individuals rent 16 mm. films, many of which are of very recent issue and show these in small towns with the co-operation of local merchants who contribute a few dollars to have their card on the screen.

The films are usually shown on vacant lots with signs proclaiming "free movies."

After they are shown the audience is asked to make a contribution if they desire a continuation of this type of entertainment. No Federal admission tax is collected.

Allied Theatres of Michigan has taken a hand in attempting to stop this situation. The U.S. Senate Small Business Committee in Washington has been asked to investigate.

'Wilderness' to Open In Duluth July 23

MINNEAPOLIS, July 14.—Republic Pictures has opened a temporary publicity bureau in the Radisson Hotel here, with Mickey Gross, Republic's Hollywood news and publicity chief in charge, assisted by Robert Stevenson of Minneapolis and Herbert Coleman of Duluth, to handle publicity for the global premiere at the Norshor Theatre, Duluth, on July 23, and a premiere in Minneapolis on July 24 at the State Theatre, of Republic's "Woman in the Wilderness." Both theatres belong to the Minnesota Amusement Co.

Republic is sending in the three stars of the picture, Ruth Hussey, Rod Cameron and J. Carrol Naish to participate at both premieres.

Earl Herndon, 44, Of Affiliated, Dies

INDIANAPOLIS, July 14.—Funeral services were held here today for Earl Herndon, 44, vice-president and general manager of Affiliated Theatres, who died suddenly of a heart attack July 11 while awaiting treatment in a doctor's office. Herndon was active in Variety Club and Boy Scout work. His widow, Mrs. El Dean Herndon, and a son, Pft. James Herndon of Ft. Riley, Kansas, survive.

NEWS in Brief . . .

Universal general sales manager Charles J. Feldman and Sam J. Switow, vice-president of M. Switow and Sons, Inc., have again been chosen to serve as distributor and exhibitor chairman, respectively, of the 1952 Will Rogers Memorial Hospital "Christmas Salute," according to the fund raising committee of the hospital corporation, which is headed by Fred J. Schwartz of Century Theatres.

The "Salute" last year raised approximately $93,000 for the Saranac Lake Sanatarium.

•

CLEVELAND, July 14. — Tom McCleaster, 20th-Fox district manager, is holding a sales meeting here of branch managers, salesmen and publicity men in this territory. Branch managers present are I. J. Schmertz, Cleveland; Robert McNab, Cincinnati; J. J. Lee, Detroit and William Keith, Indianapolis. Publicity men include Eddie Solomon, Sol Gordon and Ted Todd.

•

ALBANY, July 14.—Benton's Capitol, the only motion picture theatre in Ballston Spa, was closed on Saturday, after 30 years of operation. The management said a decline in business led to the action. The State, Mechanicville, also a Benton theatre, has eliminated Tuesday performances until further notice.

Jackter Manager of Col. Albany Branch

Norman Jackter has been named branch manager of Columbia's Albany exchange, it was announced here yesterday.

Jackter, formerly a salesman in the Washington exchange, replaces Charles Dortic, the latter having been transferred to Pittsburgh as a salesman at his own request.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY BOLGER in
"WHERE'S CHARLEY?"
Color by TECHNICOLOR
A WARNER BROS. PICTURE
plus SPECTACULAR STAGE PRESENTATION

VIRGINIA MAYO RONALD REAGAN GENE NELSON in "She's Working Her Way Through College" COLOR BY TECHNICOLOR
in person JAN MURRAY NEAL HEFTI And His Orchestra Extra THE MODERNAIRES
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Walt Disney's Story of
ROBIN HOOD
Color by TECHNICOLOR
—and—
Walt Disney's WATER BIRDS
A True Life Adventure
Walt Disney's "LITTLE HOUSE"
Technicolor Cartoon
Print by Technicolor—Distributed by RKO
COOL CRITERION B'WAY & 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 Nortb Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Wasbington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Tbeatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Has everybody seen these figures!





Biggest opening in 33 weeks, Rialto Theatre, Atlanta

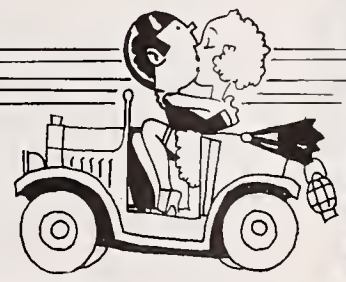
Set new opening day record at Five Points Theatre, Jacksonville, beating previous record-holder, "Bend of the River"



Set new opening day record for U-I film at Empire Theatre, Montgomery, Alabama

Huge first week at United Artists, Four Star, Paramount and Hollywood Theatres, Los Angeles and holding a second week. Also huge and holding a second week at Missouri Theatre, St. Louis





UNIVERSAL-INTERNATIONAL presents
"HAS ANYBODY SEEN MY GAL"
Color by TECHNICOLOR • Starring PIPER LAURIE • ROCK HUDSON
CHARLES COBURN • GIGI PERREAU • with LYNN BARI • WILLIAM
REYNOLDS • Directed by DOUGLAS SIRK • Written for the screen by
JOSEPH HOFFMAN • Produced by TED RICHMOND

HAS ANYBODY SEEN MY GAL

COLOR BY TECHNICOLOR

the perfect picture for kids, adolescents, young couples, older folks and grandpappies—in short the midsummer night's dream of every exhibitor

Universal International 1912 40th Anniversary Year 1952

Keep your eye on **U-I** *...the best friend your Box-office ever had!*

Wolfson Hits

(*Continued from page* 1)

availability of multi-theatre hook-ups. Explained Wolfson: "At present, such linking together of theatres is limited in many areas of the U. S. by the lack of carrier lines which can be made available for this purpose by the telephone companies."

The report, prepared with the assistance of Robert H. O'Brien, secretary-treasurer of United Paramount Theatres, and chairman of TOA's television committee, listed five types of theatre TV use, now seen. They are: public service, business service, entertainment, public events and sports.

On public events, the report stated that plans are being perfected for government use of theatre TV as a quick and economical means of informing business, labor and farm leaders all over the country on aspects of defense production.

On the medium's relationship with home television, the report stated that "since theatre TV is so highly specialized, the area of competition with broadcast television is small."

On the telecasting of sports events, Wolfson pointed out that "experience of exhibitors indicate that only a relatively few sports events have sufficient appeal to make them national box-office attractions."

The report, which was prepared with the assistance of Si Fabian, president of the National Exhibitors Theatre Television Committee, also stressed the importance of the industry's bid for channels now before the Federal Communications Commission.

BBC to Make Own Films for Video

LONDON, July 14.—With exhibitors remaining adamant against the trade supplying films for television, the British Broadcasting Corp. is going ahead with plans for producing its own films.

Four films for pre-Coronation showing on television are now to be made by the BBC television film unit. The films will be offered to overseas television organizations. Negotiations are proceeding with one American network. It is understood that the BBC might agree to a reciprocal arrangement whereby American films would be made available to the corporation.

At the Cinematograph Exhibitors' Association annual convention at Llandudno last week, the exhibitors decided to discontinue trading with any film renter or producer making or handling films for both television and theatre exhibition.

The exhibitors also turned down the British Film Producers Association suggestion for an exploratory meeting with the BBC until something of a substantial nature arises either from the government or the BBC.

Brennan, Hunter and Francis to Premiere

ATLANTA, July 14.—Walter Brennan, Jeffrey Hunter and Anne Francis, 20th Century-Fox stars, will take part in the launching of "Lure of the Wilderness" in Waycross and this city on Thursday, it was announced by Harry Ballance, Southern division manager of the company.

Business Upswing Reported by Ullman

Albany, N. Y., July 14.—Business has improved since July 4, as it always does, said Saul J. Ullman, upstate general manager for Fabian Theatres.

He added: "Our houses in this section are ahead of the figures for last year. Business is not tremendous, but is getting better. I am optimistic."

Ullman reported "excellent weekend business for drive-ins, when we get the weather." Mid-week grosses are off.

KATO President

(*Continued from page* 1)

vice-president, E. L. Ornstein, Ornstein Theatres, Brandenburg; second vice-president, Gene Lutes, Chakeres district manager, Frankfort; reelected was Cliff Buechel, Mary Andersen Theatre, Louisville, treasurer; Nell G. Borden, Louisville, assistant treasurer and secretary; elected chairman of the board, Joe Isaacs, Cumberland Amusement Co., Cumberland.

List Directors Elected

Directors elected were: First district, Ned Greene, Mayfield; second, Leon Pickle, Henderson; third, Cliff Buechel, Louisville; fourth, W. D. Aspley, Glasgow; fifth, J. Van Snook, LaGrange; sixth, Gene Lutes, Frankfort; seventh, L. O. Davis, Hazard; eighth, W. T. Cain, Louisa; ninth, Mrs. O. W. Minnix, London. directors at large are Harold Sliter, Lexington, and E. L. Ornstein, Brandenburg.

The KATO group is making preparations for a farewell party to be given in honor of the retiring president.

California Theatres

(*Continued from page* 1)

W. Long, city manager, United Paaramount Theatres; Ben Levin, General Theatrical Co.; Irving M. Levin, divisional director, San Francisco Theatres; Richard Nasser, Nasser Brothers Theatres; Boyd Sparrow, manager, Loew's Warfield, and C. V. Taylor, general manager, United California Theatres. New member elected to the board is John P. Parsons of Telenews Theatre, San Francisco.

The directors will meet Thursday to elect officers.

N.Y. Grosses

(*Continued from page* 1)

ter on stage, hit a big $55,000 at the weekend, with another $25,000 indicated for the remainder of the week which ends Thursday night.

A pretty good $65,000 is forecast for the initial week of "She's Working Her Way Through College" at the Paramount, which features Jan Murray and the Modernaires on stage. Doing excellent business is "Where's Charley?" at the Radio City Music Hall, where a very good $135,000 is seen for the third inning.

'Robin Hood' Healthy

The third stanza of "Story of Robin Hood" is expected to register a healthy $30,000 at the Criterion, which has booked "Big Sky" as its next attraction, with an August 20 opening date set.

At the Capitol, a fair $21,000 is estimated for the fifth and final week of "Pat and Mike." Opening there tomorrow is "Carrie." Holding up well is "Walk East on Beacon" at the Victoria, where a nice $14,500 is due for its seventh week.

"The Story of Will Rogers" bows in at the Astor Thursday, replacing "3 for Bedroom C," which is expected to do a weak $8,500 for its third and final round.

At the Mayfair, a not-too-bad $10,000 is estimated for the second week of "Has Anybody Seen My Gal." On July 24, "High Noon" will begin its run at the Astor. "Don't Bother to Knock" opens at the Globe Friday replacing "The Lady in the Iron Mask," which is forecast to do a moderate $10,000 for its second and final stanza.

'Paula" Opens Today

"The Washington Story" at Loew's State ended its two-week run there with a weak $8,000 registered for its final session. Opening today is "Paula."

Among off-Broadway houses, "Man in the White Suit" at the Sutton is holding up excellently. The Sutton is expected to rack up a neat $8,000 for the 15th week of the film. Also doing nicely is "Encore" at the Normandie, where $6,700 is seen for the film's 15th week.

A good $4,600 is indicated for the eighth round of "High Treason" at the Trans-Lux 52nd Street, while a fair $3,000 was racked up by "Narrow Margin" at the Trans-Lux 60th Street, ending an 11-week run. Opening at that house today is "White Corridors."

"Island Rescue" is doing fairly well at the Park Avenue, with $5,700 indicated for its second inning. The "King Kong" reissue has been booked to open at the Palace Aug. 8.



"Action-Packed! Cooper performs magnificently!"
—M. P. HERALD



Censor Test

(*Continued from page* 1)

the industry, Hissong agreed at the meeting with Manning Clagett, MPAA associate director of public relations and information, and Robert Wile, ITOO executive secretary, that Hofheimer's theatre should serve as the censorship violation point where a state field inspector Wednesday night will witness the exhibition of a Republican Convention newsreel without the censor's seal.

After making certain the seal was not borne by the film the inspector will swear out warrants returnable in municipal court against the exhibitor and the distributor, in this case Warner Brothers.

Penalties for exhibiting film in Ohio without the censors' seals are not less than $25 or more than $300 for a first offsense, and not less than $300 and not more than $500 for each subsequent offense. Distributor penalties are not less than $25 or more than $300 for delivering to the exhibitor an uncensored print and not less than $300 or more than $500 for failure to submit a print for censorship. Subsequent such failures provide penalties of not less than $500 or more than $1,000.

Five Ohio theatres in all will initiate censorship violations on Wednesday with the showing of Republican Convention reels that were not submitted for the censors' approval. They include, in addition to the Little Theatre here, the Lower Mall Theatre, Celevland; Westwood, Toledo; Park, Cincinnati, and the Palace, Youngstown. The others may be subject to the fines, but the Little Theatre will be the only house to figure in the court test.

Await Ohio Censor Board Decision on 'Miracle'

COLUMBUS, O., July 14.—Decision on "The Miracle," viewed by the Ohio film censor board on July 1, is expected by tomorrow according to Dr. Clyde Hissong, chief film censor.

The *Columbus Citizen* voiced its "regret" at the inaccuracy of its editorial statement that Ohio film censor fees of $3 per reel "netted $3-million per year." The *Citizen* printed a letter from Dr. Hissong in which he gave the correct yearly amounts of censor fees. Receipts from fees in fiscal 1952 amounted to $294,783, said Dr. Hissong. Receipts in 1951 were $297,892, in 1950, they were $300,573, and in 1949, $276,563.

Beresin Names Committee

(*Continued from page* 1)

Angeles.

INTERNATIONAL EUROPEAN REPRESENTATIVE: C. J. Latta.

INTERNATIONAL REPRESENTATIVES: Jack Dumestri, Miamia, Atlanta; William Elson, Minneapolis, Des Moines, Omaha; Michael Felt, Philadelphia, Pittsburgh; Jake Flax, Washington, Baltimore; William German, Boston, New York; H. V. Rotus Harvey, San Francisco, Salt Lake City, Denver, Los Angeles, Las Vegas; Herbert Kohn, Charlotte, Memphis; Elmer Lux, Buffalo, Cleveland; Luis Montes, Mexico City; William Onie, Cincinnati, Dayton, Indianapolis; Jack Rose, Chicago, Milwaukee, St. Louis; Julius Schepps, Dallas, Houston, Oklahoma City; Charles Smakwitz, Albany, New Haven; Jack Zide, Toronto, Detroit, Grand Rapids.

PUBLICITY AND PUBLIC RELATIONS ADVISORY BOARD: Jack Alicoate, *Film Daily;* Martin Quigley; Jay Emanuel, *The Exhibitor;* W. R. Wilkerson, *Hollywood Reporter;* Ben Shlyen, *Boxoffice;* Tom Kennedy, *Showmen's Trade Review;* Mo Wax, *Film Bulletin;* Abel Green, *Variety;* Joe Schoenfeld, *Daily Variety;* Hy Bossin, *Canadian Film Weekly.*

A meeting of this group together with Beresin and International press guy Jack Chisholm will be held in New York early in September.

The trade paper publishers and editors, said International Variety, have accepted the responsibility of advising the International office on all matters involving publicity and in helping to publicize the charitable work of those members in the amusement industry who are supporting Variety. This board will also advise on publicity for such Variety events as the 25-year celebration to be held in Pittsburgh in November and the International convention to be held in Mexico City. They will also judge the contest to pick "Variety's Press Guy of the Year" and the best published photograph submitted by press and professional photographers on a Variety Club activity.

Study Plan

(*Continued from page* 1)

bulletin the details of the producer's plan.

Intent on securing at least 45 shuttered theatres at the outset, Lawrence said that with funds he has available he would prepare three musicals "with very broad appeal" that can be offered in theatres of 2,000 seats, or more, for a top price of $2.40.

Stars Available

"Stars from Hollywood are available for roles in these musicals," Lawrence added. He declared motion picture trailers would be used in the theatres to promote coming stage attractions. According to his estimate, "six months should be sufficient to set this plan properly, tastefully and economically into operation." If the plan should succeed, Lawrence said, it would mean that theatres that now are dark could be kept open and earn revenue at least 30 weeks out of a year.

Spiegel's Duties

(*Continued from page* 1)

tivities in Austria until Sept. 1, 1952, when MPEA's license in that country will expire.

Liquidation of the MPEA setup in Austria following the return of that market to individual company operation will also be handled by Spiegel.

Spiegel's new assignments fill the gap created by the resignation last week of Louis Kanturek, former MPEA manager of Austria and supervisor of Eastern Europe.

ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!



"While I'm marriage broker, you'll have the good manners not to hit the man until he's your husband — and entitled to hit back!"

"One of the top grossers of the season."
says
DAILY VARIETY

HERBERT J. YATES presents
THE QUIET MAN
Color by TECHNICOLOR · Directed by JOHN FORD
A REPUBLIC PICTURE

Produced and directed by the man who made "The Best Years of Our Lives" and "Detective Story"—



WILLIAM WYLER'S
PRODUCTION OF
Carrie
A Paramount Picture

Television--Radio

with Pinky Herman

THE tumult and the shouting dies, the Captains and the Kings depart . . . Alfred Lord Tennyson's 'Recessional' aptly describes the scene in Chicago where the ghost of the 1952 Republican Convention is about all that remains of the charged atmosphere, heated words, dynamic demonstrations and the resultant nomination of General Dwight D. Eisenhower as that party's standard bearer . . . the millions of TViewers in America both at home or at theatres who thrilled to the historic scenes depicting Democracy at work, will never again be satisfied with mere reports of such gatherings alone but rather will look upon printed reports as complements and component parts of the complete story, part of which they themselves witnessed. . . . Starring the Democratic Party Bigwigs, Act 2 of the National Drama, will now take place at the same spot and over similar networks and tie-ups with the last and final Act (3) recorded, filmed and kinescoped for posterity across the length and breadth of the country, and starring Mr. and Mrs. John Q. Citizen . . . and the best part of the entire picture is the unuttered yet heart-felt exultation deep inside the American people which, if delivered audibly would clearly resound in "Hooray, Republicans, Hooray Democrats, HOORAY AMERICA." . . .

• • •

The Fred W. Ziv Company which has announced the production of a series of TV films, "Freedom, U. S. A." starring Tyrone Power as a staunch, zealous and keenly patriotic Senator, rates a twenty-four-gun salute for matching its foresight and courage with a bankroll of about $600,000 in order to present to America this civic program series . . . this is to remind Fred Ziv, John Sinn, Herb Gordon and the Ziv staff that about a decade and a half or so ago, Columbia Pictures produced two such pictures, "Mr. Deeds Goes To Town" (1936) starring Gary Cooper and "Mr. Smith Goes To Washington," (1939) starring James Stewart, both of which were nationally acclaimed and what was almost as important, created theatre box office records . . . so to the Ziv Organization, for your patriotism and civic-mindedness in the production and presentation of the "Freedom, USA" series, "Happy Hoopering." . . .

• • •

COINCIDENCE:—On his WVNJ program, which originates from the Blue Ribbon Restaurant just off Broadway, columnist-commentator Paul Denis, interviewed screen star Melville Cooper . . . spying Freddy Bartholomew seated nearby, Paul called to mike-side the former child star and introduced Melville to Freddy, only to discover that several years ago both had appeared in a movie as a 'father and son' combo . . . then to make a good story even better, Freddy called over his wife who produces the "Paul Denis Show." . . .

• • •

Peter Arnell, who originated many TVehicles including, "The Name's The Same," "Rate Your Mate," "By Popular Demand," "Balance Your Budget" and several others, has become associated with CBS and will be executive consultant on audience-participation, panel and quiz programs . . . deal was set by Ted Ashley Associates. . . . Sportscaster Harry Wismer will telecast the hole-by-hole description of the "Tam O Shanter" golf tourney for the fifth consecutive year . . . program will come from Chicago and will feature the most famous golfers in the world, competing for a first prize of $125,000 dollars . . . (boy, my niblick!) . . . Brad Phillips is host this afternoon to the press and recording stars including Dick Haymes, Eddie Fisher, Don Cornell, Bill Harrington, Richard Hayes and Perry Como at a "Singing Battle Royal" Cocktail party at the Castleholm Restaurant, to announce a new contest which "Smarty Pants," (one of the sponsors of Brad's WINS platter series) will launch in a nation-wide search for nick names for the baritones. . . .

• • •

Did you know that the oldest radio series is the Cities Service-sponsored "Cities Service Band of America" program, started 25 years ago on NBC and for the past eight years batoned by one of the country's foremost Conductors, namely Paul Lavalle. Maestro Lavalle, years ago, dropped all other programs to devote all his time and energies to the current series, heard every Monday night from 9:30-10 p.m. . . . Wm. Morris Agency is handling "The Timid Soul," series, based on H. T. Webster's famous nationally-syndicated cartoon strip, for Alan Sands who has acquired the TV and radio rights . . . (if you're a 'Casper Milquetoast' you won't call them . . . they'll call you.).

UPT-ABC

(*Continued from page* 1)

anti-trust phases be dropped. The Tuesday brief also questioned the relevancy of the anti-trust phase, and further cited the need of ABC for a decision before September so that the fall broadcast schedule could be planned.

DuMont, through attorney Morton Galane, said that even if the Commission did decide the case directly as asked, the September deadline could not be met. The need for an examiner's report, on the other hand, "is clear under the legislative history and judicial interpretations of the administrative procedure act," Galane said.

It would not be fair to subject DuMont to a decision on the question of whether it is controlled by Paramount without an initial decision to which exceptions could be taken, the brief argued. "The examiner's report is essential to resolve the conflicts of fact."

As to the anti-trust issue, DuMont denied that the absence of any violations by the parties to the proposed merger since 1949 has any significance. The terms of the consent decree make such violations impossible in the film industry, but afford no protection in the field of broadcasting.

The record of past conduct should be examined in the light of the fact that UPT directors were involved in the violations and "the UPT-ABC merger poses dangers to independent stations as against the network, and to small networks as against the merged company—dangers that have no relation to financial resources, but that would stem from the imposition of unreasonable runs and clearances or the inability to get film product due to the tie-in of the ABC network with the UPT theatre chain."

The brief continued, "past experience aids in the prediction of consequences," and said that examination of "unlawful advantage" taken in the past because of "the tie-in of subsidiary theatre chains" should be made in the light of possible transference of the practices to the broadcast field.

DuMont argued that past theatre buying practices proves that "suppression of competition" would result from the merger, if approved. The company pointed out that it was not arguing that past anti-trust violations should automatically disqualify an application from individual licenses.

For Lease

GRAND CENTRAL: Opposite Chrysler Building, a powerful permanent location. Entire building, 137 E. 43rd St.

One-story commercial building, 7,000 sq. ft., side drive for cars, now being erected on Magnolia Ave., JOURNAL SQUARE, Jersey City, opposite rear Loew's Theatre.

Owner, L. N. Rosenbaum & Son
Financing & Reorganizations
565 Fifth Ave., N. Y. PLaza 3-7510

NEED SPECIAL TRAILERS QUICK?
QUICK SERVICE
FREE COPY SERVICE
BEST ART-WORK
YOU'LL GET IT FROM FILMACK SEND-US YOUR ORDER
ALL-AROUND KNOW-HOW
FINEST QUALITY
TRY US AND SEE
CHICAGO, 1327 S. Wabash Av - NEW YORK, 630 9th Av.

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 11 NEW YORK, U.S.A., WEDNESDAY, JULY 16, 1952 TEN CENTS

TOA, Allied Heads Support COMPO Dues

WTO President Also Bids For Anti-Tax Financing

The presidents of Allied States Association, Theatre Owners of America and Western Theatre Owners have expressed strong endorsement of the Council of Motion Picture Organizations' financing campaign in letters to their memberships.

The letters, sent by Wilbur Snaper of Allied, Mitchell Wolfson of TOA, and H. V. (Rotus) Harvey of WTO, urge the exhibitors to pay their COMPO dues according to a schedule of payment approved by the COMPO executive committee at its last meeting.

Each of the letters emphasized that these payments, which will be matched by equal payments by the distributing companies, will be placed entirely at the disposal of the COMPO Tax Repeal Campaign Committee, which is organizing a nationwide drive for the

(*Continued on page 4*)

TOA Eyeing Talent For Its Convention

WASHINGTON, July 15. — Groundwork for special entertainment at the 1952 annual convention and trade show of the Theatre Owners of America, September 14-18 at the Shoreham Hotel here, was begun this week, it was reported by A. Julian Brylawski, convention chairman.

Plans for obtaining top talent which will be performing in Washington during the convention were discussed at a meeting yesterday with hotel managers and committee chairmen. Attending were Brylawski; Frank

(*Continued on page 2*)

Yeshiva Campaign Headed by Schimel

Adolph Schimel, vice-president and general counsel of Universal Pictures, has been named chairman of the motion picture industry scholarship fund for Yeshiva University.

Schimel announced the appointment of the following industry executives to the committee: Barney Balaban, Nate Blumberg, Spyros P. Skouras,

(*Continued on page 2*)

U.K. Theatres Lose Battle Against Quota

LONDON, July 15.—Despite the opposition voiced by the Cinematograph Exhibitors Association and the National Association of Theatrical and Kine Employes, the British Films Council has recommended to the president of this country's Board of Trade that the second feature quota be continued.

This means that exhibitors must continue to play the 25 per cent supporting program quota, which they have blasted as "unrealistic." Theo Fligel-

(*Continued on page 2*)

Elect Amory 'V-P' Of Pathe in L.A.

Charles M. Amory has been elected vice-president in charge of West Coast sales for Pathe Laboratories, Inc., it was disclosed here yesterday by Kenneth M. Young, president, following a meeting of the Pathe board of directors. Amory's West Coast sales post is a newly-created one.

Amory, who will assume his new duties in Los Angeles shortly, has resigned as vice-president of sales for Souvaine Selective Pictures, Inc. Souvaine is expected to fill the vacancy shortly.

Newsreels Set For Convention Story

The five major newsreels, having set speed records in servicing theatres with highlights of the Republican convention last week, are planning equally as swift coverage of next week's Democratic convention.

The companies will again have expanded staffs working at the Chicago convention, and within hours will rush prints to theatres.

Johnston May Set Paris Trip Today

A decision may be made today at the second day of Motion Picture Export Association conferences here on the French proposals for a new film pact whether Eric A. Johnston, Motion Picture Association of America president, and John G. McCarthy, vice-president, will go to Paris at an early date for further negotiations.

MPEA member companies' foreign managers met the greater part of the day yesterday with Johnston, McCarthy and Joyce O'Hara, MPAA vice-president, with a view to deciding on what basis further discussions with the French will be held. Today's meet will be a continuation of yesterday's.

The meeting yesterday was under-

(*Continued on page 4*)

Announce Censor Challenge In Place of Newsreel Seal

"This is an uncensored newsreel. We believe with the Supreme Court of the United States that motion pictures are entitled to the free press and free speech guarantees of the Constitution.

"In order therefore to test in our courts the constitutionality of motion picture censorship, the newsreel you are about to see is being shown without an Ohio censorship seal."

The foregoing paragraphs will preface newsreels shown starting today in five theatres in as many cities in Ohio. The paragraphs will appear in the newsreels in place of the usual censor's seal.

Thus will the industry announce to the audiences in those theatres its challenge of Ohio's right to censor newsreels. In one of the theatres, L. J. Hofheimer's Little Theatre in Columbus, will be stationed a state field inspector whose duty it will be to swear out warrants returnable in municipal court against the exhibitor and the distributor of the Little's print of the "American Newsreel" of the Republican National Convention filmed by all

(*Continued on page 4*)

Iowa Unit to Meet on Tax Plans Tomorrow

ELDORA, Iowa, July 15.—Allied Independent Theatre Owners of Iowa, Nebraska and Mid-Central will hold an annual midsummer meeting on Thursday at Lake Okoboji, Iowa, with the top item on the agenda being a discussion of the unit's plans for the fight against the government's 20 per cent admission tax.

The meeting will also discuss fall promotions for theatres and plans for the September 5 newspaper publishers-exhibitors meeting in Des Moines. There will be an open forum on film deals, performances, exploitation and other problems confronting exhibitors.

Elect Rackmil President Of Universal

Semi-annual Dividend of 50c Declared by Board

Milton R. Rackmil, who as president of Decca Records represents a controlling interest in Universal Pictures, was elected president of Universal yesterday at a meeting here of the board of directors. He succeeds N. J. Blumberg, who was elected board chairman.



Milton Rackmil

At the same time, the board declared a semi-annual dividend of 50 cents per share on the common stock and a quarterly dividend of $1.06 per share on the 4¼ per cent cumulative preferred stock.

The dividend declaration was

(*Continued on page 4*)

NEWS FLASHES

HOLLYWOOD, July 15.--As a result of the SWG referendum, completed last night, in which the membership voted against the MPIC proposal to establish a services board for those falsely accused of "Red" connections, the proposal appears doomed, because the MPIC constitution requires the unanimous approval of all its constituent units.

•

SAN FRANCISCO, July 15.- Changes in the California minimum wage law for women increase the minimum for women executives from $250 to $350 per month. Other women workers were raised from 65 to 70 cents per hour and an increase from 50 to 60 cents was given minors.

Personal Mention

JULES LEVEY, producer, is in Hollywood from New York.

•

JACK BEHR of M-G-M's studio advertising-exploitation department, is the father of a boy, born at St. John's Hospital, Los Angels.

•

NORMAN V. McLEOD, director, and GORDON GRIFFITH, associate producer with Independent Productions, are in New York from Hollywood.

•

CARROLL L. PUCIATO, vice-president of Realart Pictures and Jack Broder Productions, has arrived in London from Paris.

•

J. EARL HENNING, executive of the Mann-Lippert Co., San Francisco, is at St. Mary's Hospital there for surgery.

•

IRVING SOCHIN, Universal short subjects sales manager, was in New Haven yesterday from New York on business.

•

NAT KRAMER, director of T.V. Movies Co., has left here on a country-wide sales trip.

•

WILLIAM SPENCER, M-G-M studio manager, is a grandfather for the third time.

Services Held for Alfred Sedgwick, 46

TORONTO, July 15.—Funeral services for Alfred Sedgwick, 46, manager of the Odeon Palace Theatre, St. Catharines, Ont., were held in St. Catharines today.

Sedgwick, who previously managed theatres in Toronto for Famous Players, was struck by a truck in St. Catharines. He is survived by the widow, two children and several brothers and sisters.

Patrick Byrne, 45

ST. LOUIS, July 15.—Patrick F. Byrne, 45, RKO Radio salesman at the local exchange, died as the result of an auto accident on Monday when the car in which he was riding skidded and overturned on a wet highway. Byrne was traveling with his wife, three of his children and his father-in-law. No one else was severely injured.

Yeshiva Campaign

(*Continued from page* 1)

Gus S. Eyssell, A. Schneider, George P. Skouras, Robert Weitman, Irving H. Greenfield, George Schaefer; William Zimmerman, Max Seligman, Robert K. Christenberry (Hotel Astor), J. H. Lang, Jules W. Catsiff, Samuel Rosen and M. B. Blackman.

K. C. Drive-in Robbed

KANSAS CITY, July 15. — Four masked robbers held up the assistant manager of the Crest drive-in theatre here and obtained about $4,000.

Ratner Heads New Closed Circuit TV Development

The appointment of Victor M. Ratner as director of theatre tele-sessions, a newly-created division of Theatre Network Television was disclosed here yesterday by Nathan L. Halpern, TNT president.

The new division will develop the use of closed circuit theatre television on a nationwide basis for meetings of business concerns, government agencies and other organizations, Halpern stated.

Ratner, who has long devoted his career to promotion advertising and merchandising, more recently was vice-president in charge of promotion and public relations for Macy's. While in that position, he developed the picture - of - the - month tie-in of motion pictures and merchandising in the retail trade. From 1947 to 1949 Ratner was vice-president in charge of advertising and promotion at Columbia Broadcasting.

In addition to serving as director of theatre tele-sessions, Ratner will continue to conduct promotion and public relations activities with the company bearing his name.

$150,000 Michigan Film Storage Fire

DETROIT, July 15. — An explosive fire, visible for 15 miles, destroyed a film storage warehouse near Northville, with a loss estimated at $150,000.

The blaze, which raged out of control four hours, left only the walls of the structure. The building was owned by Charles H. Simpson of Detroit who distributes films to suburban houses.

Rosenberger WB Mexican Manager

Americo Rosenberger has been appointed manager for Warner Brothers in Mexico, by Wolfe Cohen, the general foreign manager. Rosenberger will operate under the supervision of Armando Trucios, Warner's Pacific division head.

The Mexican post had been vacant for some time.

Forms Kon-Tiki Enterprises, Inc.

Formation of Kon-Tiki Enterprises, Inc., by Sol Lesser Productions, Rand-McNally Publishing Co. and Thor Heyerdahl, producer of the film "Kon-Tiki," was announced here with the opening of headquarters in Chicago.

The new company will merchandise throughout the world, articles bearing a "Kon-Tiki" motif.

TOA Convention

(*Continued from page* 1)

Boucher, convention co - ordinator; Jack Foxe, publicity chairman; Herbert Blunch, manager of the Statler; Neal Mack, manager of the Mayflower, and Gardner Moore, manager of the Shoreham.

The hotel men pledged to book name acts during the time the members meet.

U.K. Quota

(*Continued from page* 1)

stone, former CEA president, had charged that the quota amounted to the blackmailing of exhibitors into playing worthless second features and documentaries which drive patrons away from theatres.

Following the indictment of the quota by the CEA at its annual convention last week at Llandudno, North Wales, the Council also decided to give further consideration to a memorandum in support of the exhibitor stand which Tom O'Brien, NATKE general secretary, sent to the convention.

Referring in the memorandum to the BOT president's statement that he was considering prosecuting some 55 cases of persistent exhibitor quota defaults, O'Brien asserted that that "is a little over one per cent of the operating cinemas in the United Kingdom."

He continued: "The two great circuits have maintained a level of production from resources that were primarily invested for the exhibition of films. These circuits, and the overwhelming majority of exhibitors, have endeavored, often under serious disadvantages, to carry out their quota obligations."

Turning to the Anglo - American Film Agreement, O'Brien said, the impending discussions between Her Majesty's Government and the Americans are being made the occasion to further the anti-American policy of the Cominform.

Says Fund Would Collapse

O'Brien continued: "Deprived of an adequate supply of American films the Eady Fund would collapse and Entertainments Tax revenue would suffer a severe laceration. "It is an unpalatable but inescapable fact that the British film industry cannot flourish in its own market without imported films. The debacle of 1947, which put 6,000 of our members out of work, from which we have never recovered, proved that. We have not the optimum essentials to maintain even half the level of current weekly public attendances at nearly 5,000 cinemas with British films alone. It would be catastrophic to attempt to do so."

O'Brien concluded with an appeal to the Films Council to consider ways and means whereby it could rehabilitate the prestige of the industry. NATKE sincerely believes that the Films Council should vigorously perform its functions, face the facts as they are and rid itself of these subversive interests, political and otherwise, that have injected themselves into the councils of the industry, as, indeed, they have done, with devastating consequences, into the wider activities of the nation's industries.

Newsreel Parade

THE GOP convention is the highlight of all current newsreels. Other items include new planes, submarines and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 58 — Entire reel devoted to Republican ticket—Eisenhower and Nixon.

NEWS OF THE DAY, No. 292 — Film story of Eisenhower victory.

PARAMOUNT NEWS, No. 95 — GOP convention, Eisenhower speech accepting nomination.

TELENEWS DIGEST, No. 29A — Oil tankers ablaze. Sen. Nixon's background. Israeli engineers search for oil. Bergman-Rossellini twins. Horse race in Italy. Dog's life can be pleasant. "Baby motorboats."

UNIVERSAL NEWS, No. 578 — Eisenhower accepts. Tanker blast. Horse race.

WARNER PATHE NEWS, No. 97 — Eisenhower accepts. Tanker blast. Jets cross Pacific in record hop. First anti-sub submarine. Australian floods. "Story of Will Rogers" premiere. Racing.

UA Sues ABC for Cancelling Film

LOS ANGELES, July 15.—In a unique case arising from an exhibitor's cancellation of a film contract, Superior Court Judge Wilbur Curtis has issued a show-cause order, returnable Friday, instructing ABC Theatres, Inc., operators of the Canon Theatre, Beverly Hills, to explain why the house should not exhibit the United Artists Sid Kuller production, "Actors and Sin," beginning July 24, as contracted.

UA and Kuller brought suit asking that ABC be compelled to run the picture or pay $250,000 in damages.

ABC stated the film had been booked unseen, on reports it had done big business in New York, and was cancelled when ABC discovered it was a travesty ridiculing motion picture people.

Mother of the Ronnings

MINNEAPOLIS, July 15.—Mrs. Bergliot Ronning, mother of Berger O. Ronning, Paramount Southern Minnesota salesman, and William A. Ronning, booker for the Minnesota Amusement Co., passed away here at the age of 69. Mrs. Ronning is also survived by the widower, a brother and a sister. Funeral services were held at the Enger Funeral Home.

Columbia Dividend

Columbia Pictures' board of directors, at a meeting held here declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock, payable on Aug. 15 to stockholders of record on Aug. 1.

M-G-M Buys 'Kate'

M-G-M has purchased the Broadway musical, "Kiss Me Kate" for film production. Cole Porter, who wrote the music for the play, will add additional songs for the screen presentation. Jack Cummings will produce the film.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Tbeatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Rita Hayworth's Back!



JUST ONE OF

THE ADS IN LIFE,

LOOK AND 14

OTHER NATIONAL

MAGAZINES

NOW TELLING

72,000,000

READERS

RITA'S BACK IN

Affair in Trinidad

for August Release from Columbia!

Based on one of the most famous books ever written in America—



WILLIAM WYLER'S
PRODUCTION OF
Carrie
A Paramount Picture

'U' Board Elects Rackmil

(Continued from page 1)

coupled with the board statement that the company, which heretofore followed the practice of declaring annual dividends, proposes to place its common stock on a semi-annual dividend basis.

Yesterday's declaration of a dividend represented Decca's first return on its $7,000,000 investment in Universal. As holders of 406,175 shares of Universal common, a 42 per cent interest in the film company, Decca stands to gain $203,087 in Universal dividend payments. It's yearly return, assuming the same dividend is declared six months hence, would total $406,175.

Rackmil, who was elected to the board at Universal's recent annual meeting of stockholders, announced that "there will be no changes in the management of the company" upon his assuming the presidency.

It was further announced that Rackmil will continue to serve as president of Decca, utilizing the "kindred interests" of the two companies "in the advancement of plans for all entertainment media."

Blumberg, who has been president of Universal since 1938 and is commemorating his 40th year in the industry, also stressed the mutual interests of both companies. Both Rackmil and Blumberg in their statements expressed confidence in the future of the motion picture industry, pointing out that Universal has hit a new high in its worldwide gross income.



Nate Blumberg

Rackmil, who was one of the founders of Decca in 1934, has been president of the record company since 1949. Rackmil, the principal in Decca's acquisition of Universal Stock, bought Decca's holdings to 406,175 shares of Universal common when he purchased J. Arthur Rank's interest in Universal for $2,700,000. Rank's holdings totaled 134,375 shares of Universal common.

Yesterday's 50-cent dividend declaration by Universal will be payable August 6 to stockholders of record on July 25. The last previous dividend payment on the common was made on Dec. 19, 1951 when a year-end dividend of 60 cents per share was paid.

The cumulative preferred stock dividend will be payable on September 1, to stockholders of record on August 15.

COMPO Dues

(Continued from page 1)

repeal of the Federal 20 per cent admission tax. The finance plan already has been endorsed by the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association of New York.

The dues payment plan provides for contributions based on theatre seating capacities, as follows: Up to 500 seats, $10 yearly; 750 seats, $15; 1,000, $25; 2,500, $50, and over 2,500, $100. Drive-ins, based on car capacities, will be asked to contribute as follows: Up to 300, $10 yearly; 500, $15; 600, $25, and over 600, $50.

The COMPO financing campaign, which was launched this week with letters to all company branch managers and committees of exhibitors in each exchange territory, will reach its climax during the week of August 11-18, when salesmen of all film companies will solicit dues payments from all exhibitors in the country. General sales managers of major companies have placed their sales forces at the disposal of the drive committee for that week.

Meetings of sales personnel and exhibitor committees will be held in each exchange center July 25, July 28 and August 4 for the purpose of organizing the drive.

Members of the COMPO finance committee are Trueman Rembusch, Oscar Doob, Rotus Harvey, Ben Kalmenson, Sam Kirby and Harry Brandt.

Johnston May Set

(Continued from page 1)

stood to have revolved around quota, tax and subsidy proposals. Foreign managers attending the meeting declined to "write off" the inclusion of a subsidy provision in any new agreement, but it was pointed out that this did not mean that the pact actually would provide for U. S. financial assistance to French producers. It is known also that the American companies are strongly disinclined to agree to any reduction in the number of films shipped annually to France.

Censor Challenge

(Continued from page 1)

the newsreel companies. The Little is serviced by Warner Pathe News.

The Motion Picture Association of America reported here yesterday that word was received from Manning Clagett, MPAA associate director of public relations, now in Columbus, that newspapers and radio and TV stations throughout the state have taken favorable editorial views of the industry's challenge. Clyde Hissong, State Director of Education and head of the State Censorship Division, has indicated to Clagett his desire to have the issue resolved. Hence the mutual agreement to have Hofheimer's theatre serve as the point of departure.

11 HRS. ONESTOP
TO LOS ANGELES*
ON
UNITED AIR LINES!

De luxe service aloft, including delicious Mainliner meals at no extra cost. Three flights to choose from leaving at 9 am, noon, and 12:45 am (DST). You fly big DC-6 Mainliners all the way.

UNITED AIR LINES
ONE OF THE SCHEDULED AIRLINES OF THE U. S.
*from New York

National Pre-Selling

SENN LAWLOR, publicity director for Fox Midwest Theatres in Kansas City, read an item in "National Pre-Selling" a week ago and was immediately interested in the fact that the August 31 issue of *American Weekly* is to be devoted to motion pictures. And since there is no Hearst newspaper in the trading area where this Fox division operates 135 theatres, he wrote asking us to convey to Ernest V. Heyn, editor of the Sunday newspaper magazine, his order for 200,000 copies to be distributed as a major item in Fox's fall campaign. He will obtain circulation for the special issue over a five-state area, where the Sunday magazine would not ordinarily be read, for mutual benefit and advantage.

•

King Features Syndicate has distributed an elaborate mailing piece on Walt Disney's "Treasury of Classic Tales"—a new series of Sunday-page newspaper features which will be offered for uninterrupted use. Unlike the usual syndicate feature series, this is planned to run on and on, and include all sorts of typically Disney adventure, fantasy and fairy tales in comic and real-life style. The series will begin with "Robin Hood" and will go from there into "Peter Pan" and other beloved tales of childhood for all ages. Each change of story will provide a change of pace and opportunity to promote the reading audience, especially among school groups. In color, it will come in fractions and full tabloid pages.

•

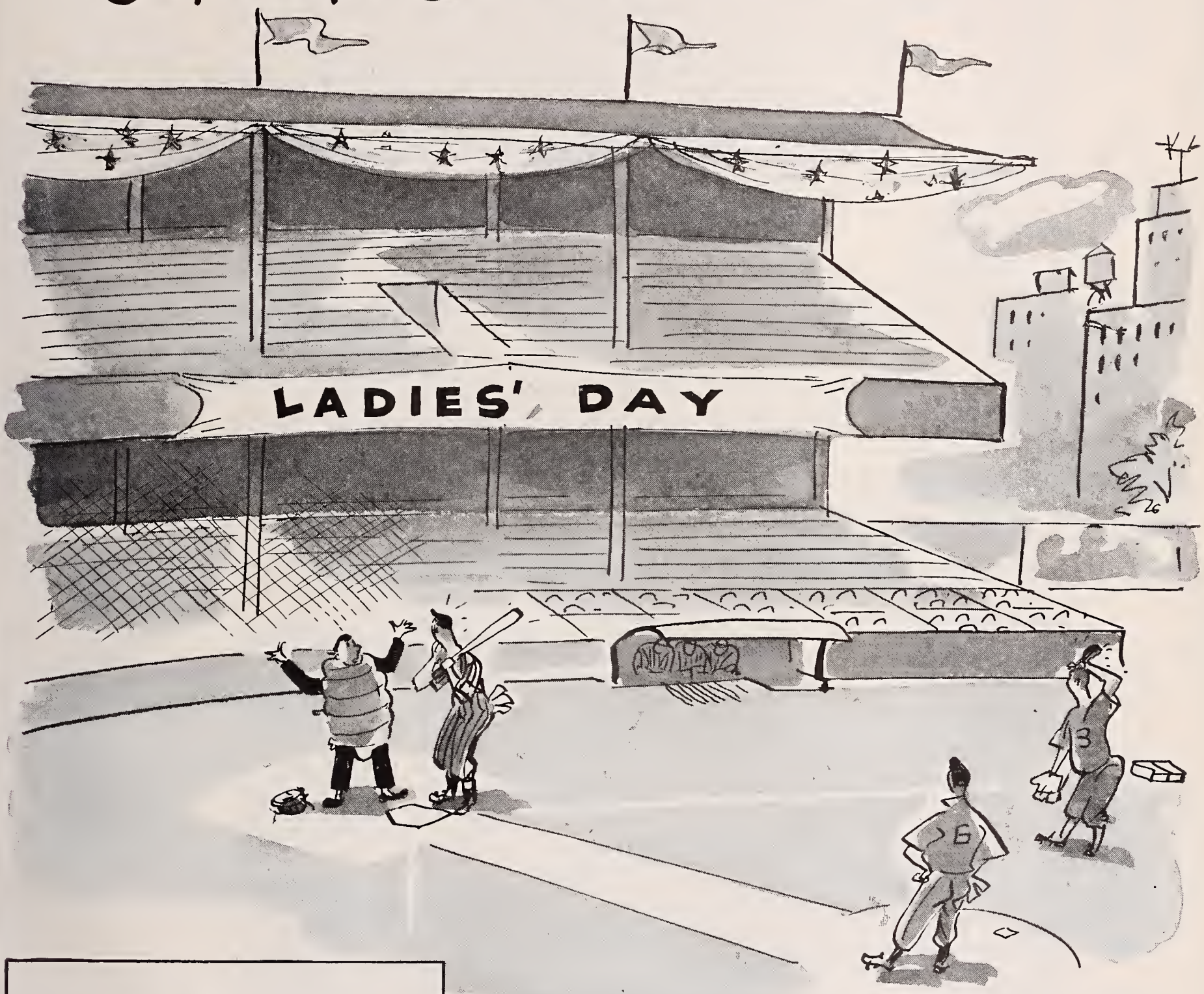
The August McCall's, *on newsstands July 23, will give top billing to Universal's "The World in His Arms" with two and one-half columns and three pictures. The front-of-the-book movie guide also recommends Warner's frothy musical, "She's Working Her Way Through College," and Paramount's powerful production of Theodore Dreiser's "Carrie." . . . The Sunday* Parade *for July 13 featured a front-page color picture of Rita Hayworth and an inside story of her $250,000 in clothes. . . Women's clubs and film councils are being alerted to the upcoming production of "Carrie" as an outstanding picture. Paramount has obtained a special review and citation from the Southern California Motion Picture Council which is being widely circulated.*

•

Walter Brennan, Jeffrey Hunter and Anne Francis are the 20th Century-Fox stars participating in the world premiere of "Lure of the Wilderness" in Georgia this week. There is a slight "feud" running between Waycross and Atlanta and characters from Ware County with blood in their eyes, swamp water in their hip pockets and a passel of shotguns, "fought it out" to maintain the dignity of the original premiere in Waycross, where the picture was photographed. John Harrison, Quigley Grand Award winner, and city manager for Georgia Theatres in Waycross, won his point, and so the picture opened in Waycross at 12:01 this morning and in Atlanta, at 8:15 tonight. That's a compromise, Southern Georgia style.

—WALTER BROOKS

"They must be at the COMPANION-approved movie!"



currently advertised
in the COMPANION

Robin Hood	Disney-RKO
Washington Story	MGM
Lovely To Look At	MGM
Ivanhoe	MGM
The Merry Widow	MGM

The COMPANION's unique movie news coverage scores a BIG hit with over 4,300,000 women. That's why Hollywood has invested more money in the COMPANION during the past six years than in any other monthly magazine*.

**Except of course the fan magazines.*

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY—PUBLISHERS OF COLLIER'S, THE AMERICAN MAGAZINE, WOMAN'S HOME COMPANION

BOXOFFICE PARADISE... OPEN FOR BUSINESS!

SPECTACLE

ROMANCE

ADVENTURE

COLOR BY TECHNICOLOR

ISLAND OF DESIRE

A DAVID E. ROSE Presentation starring

LINDA DARNELL · TAB HUNTER · DONALD GRAY · A CORONADO PRODUCTION with John Laurie • Sheila Chong

(The screen's new "Sigh-Guy")

If it's solid, good old-fashioned entertainment you're after (the kind that pays and pays and pays) ...this is for you!!!

Another BIG ONE thru UA

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 11 NEW YORK, U. S. A., WEDNESDAY, JULY 16, 1952 TEN CENTS

TOA, Allied Heads Support COMPO Dues

WTO President Also Bids For Anti-Tax Financing

The presidents of Allied States Association, Theatre Owners of America and Western Theatre Owners have expressed strong endorsement of the Council of Motion Picture Organizations' financing campaign in letters to their memberships.

The letters, sent by Wilbur Snaper, of Allied, Mitchell Wolfson of TOA, and H. V. (Rotus) Harvey of WTO, urge the exhibitors to pay their COMPO dues according to a schedule of payment approved by the COMPO executive committee at its last meeting.

Each of the letters emphasized that these payments, which will be matched by equal payments by the distributing companies, will be placed entirely at the disposal of the COMPO Tax Repeal Campaign Committee, which is organizing a nationwide drive for the

(*Continued on page 4*)

TOA Eyeing Talent For Its Convention

WASHINGTON, July 15. — Groundwork for special entertainment at the 1952 annual convention and trade show of the Theatre Owners of America, September 14-18 at the Shoreham Hotel here, was begun this week, it was reported by A. Julian Brylawski, convention chairman.

Plans for obtaining top talent which will be performing in Washington during the convention were discussed at a meeting yesterday with hotel managers and committee chairmen. Attending were Brylawski; Frank

(*Continued on page 2*)

Yeshiva Campaign Headed by Schimel

Adolph Schimel, vice-president and general counsel of Universal Pictures, has been named chairman of the motion picture industry scholarship fund for Yeshiva University.

Schimel announced the appointment of the following industry executives to the committee: Barney Balaban, Nate Blumberg, Spyros P. Skouras,

(*Continued on page 2*)

U.K. Theatres Lose Battle Against Quota

LONDON, July 15.—Despite the opposition voiced by the Cinematograph Exhibitors Association and the National Association of Theatrical and Kine Employes, the British Films Council has recommended to the president of this country's Board of Trade that the second feature quota be continued.

This means that exhibitors must continue to play the 25 per cent supporting program quota, which they have blasted as "unrealistic." Theo Fligel-

(*Continued on page 2*)

Elect Amory 'V-P' Of Pathe in L.A.

Charles M. Amory has been elected vice-president in charge of West Coast sales for Pathe Laboratories, Inc., it was disclosed here yesterday by Kenneth M. Young, president, following a meeting of the Pathe board of directors. Amory's West Coast sales post is a newly-created one.

Amory, who will assume his new duties in Los Angeles shortly, has resigned as vice-president of sales for Souvaine Selective Pictures, Inc. Souvaine is expected to fill the vacancy shortly.

Newsreels Set For Convention Story

The five major newsreels, having set speed records in servicing theatres with highlights of the Republican convention last week, are planning equally as swift coverage of next week's Democratic convention.

The companies will again have expanded staffs working at the Chicago convention, and within hours will rush prints to theatres.

Johnston May Set Paris Trip Today

A decision may be made today at the second day of Motion Picture Export Association conferences here on the French proposals for a new film pact whether Eric A. Johnston, Motion Picture Association of America president, and John G. McCarthy, vice-president, will go to Paris at an early date for further negotiations.

MPEA member companies' foreign managers met the greater part of the day yesterday with Johnston, McCarthy and Joyce O'Hara, MPAA vice-president, with a view to deciding on what basis further discussions with the French will be held. Today's meet will be a continuation of yesterday's.

The meeting yesterday was under-

(*Continued on page 4*)

Announce Censor Challenge In Place of Newsreel Seal

"This is an uncensored newsreel. We believe with the Supreme Court of the United States that motion pictures are entitled to the free press and free speech guarantees of the Constitution.

"In order therefore to test in our courts the constitutionality of motion picture censorship, the newsreel you are about to see is being shown without an Ohio censorship seal."

The foregoing paragraphs will preface newsreels shown starting today in five theatres in as many cities in Ohio. The paragraphs will appear in the newsreels in place of the usual censor's seal.

Thus will the industry announce to the audiences in those theatres its challenge of Ohio's right to censor newsreels. In one of the theatres, L. J. Hofheimer's Little Theatre in Columbus, will be stationed a state field inspector whose duty it will be to swear out warrants returnable in municipal court against the exhibitor and the distributor of the Little's print of the "American Newsreel" of the Republican National Convention filmed by all

(*Continued on page 4*)

Iowa Unit to Meet on Tax Plans Tomorrow

ELDORA, Iowa, July 15.—Allied Independent Theatre Owners of Iowa, Nebraska and Mid-Central will hold an annual midsummer meeting on Thursday at Lake Okoboji, Iowa, with the top item on the agenda being a discussion of the unit's plans for the fight against the government's 20 per cent admission tax.

The meeting will also discuss fall promotions for theatres and plans for the September 5 newspaper publishers-exhibitors meeting in Des Moines. There will be an open forum on film deals, performances, exploitation and other problems confronting exhibitors.

Elect Rackmil President Of Universal

Semi-annual Dividend of 50c Declared by Board

Milton R. Rackmil, who as president of Decca Records represents a controlling interest in Universal Pictures, was elected president of Universal yesterday at a meeting here of the board of directors. He succeeds N. J. Blumberg, who was elected board chairman.



Milton Rackmil

At the same time, the board declared a semi-annual dividend of 50 cents per share on the common stock and a quarterly dividend of $1.06 per share on the 4¼ per cent cumulative preferred stock.

The dividend declaration was

(*Continued on page 4*)

SWG Vote Dooms MPIC Loyalty Unit

HOLLYWOOD, July 15.—The Motion Picture Industry Council's plan to establish a services board, which would afford a channel for innocent industry members charged with subversive affiliations to learn about accusations against them and present relevant information, appeared doomed following the Screen Writers Guild referendum, completed last midnight, in which the membership voted against the proposal 176 to 143.

California Raises Women's Pay Rates

San Francisco, July 15. — The California wage rate law for women has been changed to increase the minimum for women executives from $250 to $350 per month. Other women workers were raised from 65 to 70 cents per hour and in the lesser rate an increase from 50 to 60 cents for minors was ordered.

Personal Mention

JULES LEVEY, producer, is in Hollywood from New York.

•

JACK BEHR of M-G-M's studio advertising-exploitation department, is the father of a boy, born at St. John's Hospital, Los Angels.

•

NORMAN V. MCLEOD, director, and GORDON GRIFFITH, associate producer with Independent Productions, are in New York from Hollywood.

•

CARROLL L. PUCIATO, vice-president of Realart Pictures and Jack Broder Productions, has arrived in London from Paris.

•

J. EARL HENNING, executive of the Mann-Lippert Co., San Francisco, is at St. Mary's Hospital there for surgery.

•

IRVING SOCHIN, Universal short subjects sales manager, was in New Haven yesterday from New York on business.

•

NAT KRAMER, director of T.V. Movies Co., has left here on a country-wide sales trip.

•

WILLIAM SPENCER, M-G-M studio manager, is a grandfather for the third time.

Services Held for Alfred Sedgwick, 46

TORONTO, July 15.—Funeral services for Alfred Sedgwick, 46, manager of the Odeon Palace Theatre, St. Catharines, Ont., were held in St. Catharines today.

Sedgwick, who previously managed theatres in Toronto for Famous Players, was struck by a truck in St. Catharines. He is survived by the widow, two children and several brothers and sisters.

Patrick Byrne, 45

ST. LOUIS, July 15.—Patrick F. Byrne, 45, RKO Radio salesman at the local exchange, died as the result of an auto accident on Monday when the car in which he was riding skidded and overturned on a wet highway. Byrne was traveling with his wife, three of his children and his father-in-law. No one else was severely injured.

Yeshiva Campaign

(*Continued from page* 1)

Gus S. Eyssell, A. Schneider, George P. Skouras, Robert Weitman, Irving H. Greenfield, George Schaefer; William Zimmerman, Max Seligman, Robert K. Christenberry (Hotel Astor), J. H. Lang, Jules W. Catsiff, Samuel Rosen and M. B. Blackman.

K. C. Drive-in Robbed

KANSAS CITY, July 15. — Four masked robbers held up the assistant manager of the Crest drive-in theatre here and obtained about $4,000.

Ratner Heads New Closed Circuit TV Development

The appointment of Victor M. Ratner as director of theatre tele-sessions, a newly-created division of Theatre Network Television was disclosed here yesterday by Nathan L. Halpern, TNT president.

The new division will develop the use of closed circuit theatre television on a nationwide basis for meetings of business concerns, government agencies and other organizations, Halpern stated.

Ratner, who has long devoted his career to promotion advertising and merchandising, more recently was vice-president in charge of promotion and public relations for Macy's. While in that position, he developed the picture - of - the - month tie-in of motion pictures and merchandising in the retail trade. From 1947 to 1949 Ratner was vice-president in charge of advertising and promotion at Columbia Broadcasting.

In addition to serving as director of theatre tele-sessions, Ratner will continue to conduct promotion and public relations activities with the company bearing his name.

$150,000 Michigan Film Storage Fire

DETROIT, July 15. — An explosive fire, visible for 15 miles, destroyed a film storage warehouse near Northville, with a loss estimated at $150,000.

The blaze, which raged out of control four hours, left only the walls of the structure. The building was owned by Charles H. Simpson of Detroit who distributes films to suburban houses.

Rosenberger WB Mexican Manager

Americo Rosenberger has been appointed manager for Warner Brothers in Mexico, by Wolfe Cohen, the general foreign manager. Rosenberger will operate under the supervision of Armando Trucios, Warner's Pacific division head.

The Mexican post had been vacant for some time.

Forms Kon-Tiki Enterprises, Inc.

Formation of Kon-Tiki Enterprises, Inc., by Sol Lesser Productions, Rand-McNally Publishing Co. and Thor Heyerdahl, producer of the film "Kon-Tiki," was announced here with the opening of headquarters in Chicago.

The new company will merchandise throughout the world, articles bearing a "Kon-Tiki" motif.

TOA Convention

(*Continued from page* 1)

Boucher, convention co - ordinator; Jack Foxe, publicity chairman; Herbert Blunch, manager of the Statler; Neal Mack, manager of the Mayflower, and Gardner Moore, manager of the Shoreham.

The hotel men pledged to book name acts during the time the members meet.

U.K. Quota

(*Continued from page* 1)

stone, former CEA president, had charged that the quota amounted to the blackmailing of exhibitors into playing worthless second features and documentaries which drive patrons away from theatres.

Following the indictment of the quota by the CEA at its annual convention last week at Llandudno, North Wales, the Council also decided to give further consideration to a memorandum in support of the exhibitor stand which Tom O'Brien, NATKE general secretary, sent to the convention.

Referring in the memorandum to the BOT president's statement that he was considering prosecuting some 55 cases of persistent exhibitor quota defaults, O'Brien asserted that that "is a little over one per cent of the operating cinemas in the United Kingdom."

He continued: "The two great circuits have maintained a level of production from resources that were primarily invested for the exhibition of films. These circuits, and the overwhelming majority of exhibitors, have endeavored, often under serious disadvantages, to carry out their quota obligations."

Turning to the Anglo - American Film Agreement, O'Brien said, the impending discussions between Her Majesty's Government and the Americans are being made the occasion to further the anti-American policy of the Cominform.

Says Fund Would Collapse

O'Brien continued: "Deprived of an adequate supply of American films the Eady Fund would collapse and Entertainments Tax revenue would suffer a severe laceration. "It is an unpalatable but inescapable fact that the British film industry cannot flourish in its own market without imported films. The debacle of 1947, which put 6,000 of our members out of work, from which we have never recovered, proved that. We have not the optimum essentials to maintain even half the level of current weekly public attendances at nearly 5,000 cinemas with British films alone. It would be catastrophic to attempt to do so."

O'Brien concluded with an appeal to the Films Council to consider ways and means whereby it could rehabilitate the prestige of the industry. NATKE sincerely believes that the Films Council should vigorously perform its functions, face the facts as they are and rid itself of these subversive interests, political and otherwise, that have injected themselves into the councils of the industry, as, indeed, they have done, with devastating consequences, into the wider activities of the nation's industries.

Newsreel Parade

THE GOP convention is the highlight of all current newsreels. Other items include new planes, submarines and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 58 — Entire reel devoted to Republican ticket—Eisenhower and Nixon.

NEWS OF THE DAY, No. 292 — Film story of Eisenhower victory.

PARAMOUNT NEWS, No. 95 — GOP convention, Eisenhower speech accepting nomination.

TELENEWS DIGEST, No. 29A — Oil tankers ablaze. Sen. Nixon's background. Israeli engineers search for oil. Bergman-Rossellini twins. Horse race in Italy. Dog's life can be pleasant. "Baby motorboats."

UNIVERSAL NEWS, No. 578 — Eisenhower accepts. Tanker blast. Horse race.

WARNER PATHE NEWS, No. 97 — Eisenhower accepts. Tanker blast. Jets cross Pacific in record hop. First anti-sub submarine. Australian floods. "Story of Will Rogers" premiere. Racing.

UA Sues ABC for Cancelling Film

LOS ANGELES, July 15.—In a unique case arising from an exhibitor's cancellation of a film contract, Superior Court Judge Wilbur Curtis has issued a show-cause order, returnable Friday, instructing ABC Theatres, Inc., operators of the Canon Theatre, Beverly Hills, to explain why the house should not exhibit the United Artists Sid Kuller production, "Actors and Sin," beginning July 24, as contracted.

UA and Kuller brought suit asking that ABC be compelled to run the picture or pay $250,000 in damages.

ABC stated the film had been booked unseen, on reports it had done big business in New York, and was cancelled when ABC discovered it was a travesty ridiculing motion picture people.

Mother of the Ronnings

MINNEAPOLIS, July 15.—Mrs. Bergliot Ronning, mother of Berger O. Ronning, Paramount Southern Minnesota salesman, and William A. Ronning, booker for the Minnesota Amusement Co., passed away here at the age of 69. Mrs. Ronning is also survived by the widower, a brother and a sister. Funeral services were held at the Enger Funeral Home.

Columbia Dividend

Columbia Pictures' board of directors, at a meeting held here declared a quarterly dividend of $1.06¼ per share on the $4.25 cumulative preferred stock, payable on Aug. 15 to stockholders of record on Aug. 1.

M-G-M Buys 'Kate'

M-G-M has purchased the Broadway musical, "Kiss Me Kate" for film production. Cole Porter, who wrote the music for the play, will add additional songs for the screen presentation. Jack Cummings will produce the film.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Rita Hayworth's Back!



JUST ONE OF

THE ADS IN LIFE,

LOOK AND 14

OTHER NATIONAL

MAGAZINES

NOW TELLING

72,000,000

READERS

RITA'S BACK IN

Affair in Trinidad

for August Release from Columbia!

Based on one of the most famous books ever written in America—



WILLIAM WYLER'S
PRODUCTION OF
Carrie
A Paramount Picture

'U' Board Elects Rackmil

(*Continued from page* 1)

coupled with the board statement that the company, which heretofore followed the practice of declaring annual dividends, proposes to place its common stock on a semi-annual dividend basis.

Yesterday's declaration of a dividend represented Decca's first return on its $7,000,000 investment in Universal. As holders of 406,175 shares of Universal common, a 42 per cent interest in the film company, Decca stands to gain $203,087 in Universal dividend payments. It's yearly return, assuming the same dividend is declared six months hence, would total $406,175.

Rackmil, who was elected to the board at Universal's recent annual meeting of stockholders, announced that "there will be no changes in the management of the company" upon his assuming the presidency.

It was further announced that Rackmil will continue to serve as president of Decca, utilizing the "kindred interests" of the two companies "in the advancement of plans for all entertainment media."

Blumberg, who has been president of Universal since 1938 and is commemorating his 40th year in the industry, also stressed the mutual interests of both companies. Both Rackmil and Blumberg in their statements expressed confidence in the future of the motion picture industry, pointing out that Universal has hit a new high in its worldwide gross income.



Nate Blumberg

Rackmil, who was one of the founders of Decca in 1934, has been president of the record company since 1949. Rackmil, the principal in Decca's acquisition of Universal Stock, bought Decca's holdings to 406,175 shares of Universal common when he purchased J. Arthur Rank's interest in Universal for $2,700,000. Rank's holdings totaled 134,375 shares of Universal common.

Yesterday's 50-cent dividend declaration by Universal will be payable August 6 to stockholders of record on July 25. The last previous dividend payment on the common was made on Dec. 19, 1951 when a year-end dividend of 60 cents per share was paid.

The cumulative preferred stock dividend will be payable on September 1, to stockholders of record on August 15.

COMPO Dues

(*Continued from page* 1)

repeal of the Federal 20 per cent admission tax. The finance plan already has been endorsed by the Metropolitan Motion Picture Theatres Association and the Independent Theatre Owners Association of New York.

The dues payment plan provides for contributions based on theatre seating capacities, as follows: Up to 500 seats, $10 yearly; 750 seats, $15; 1,000, $25; 2,500, $50, and over 2,500, $100. Drive-ins, based on car capacities, will be asked to contribute as follows: Up to 300, $10 yearly; 500, $15; 600, $25, and over 600, $50.

The COMPO financing campaign, which was launched this week with letters to all company branch managers and committees of exhibitors in each exchange territory, will reach its climax during the week of August 11-18, when salesmen of all film companies will solicit dues payments from all exhibitors in the country. General sales managers of major companies have placed their sales forces at the disposal of the drive committee for that week.

Meetings of sales personnel and exhibitor committees will be held in each exchange center July 25, July 28 and August 4 for the purpose of organizing the drive.

Members of the COMPO finance committee are Trueman Rembusch, Oscar Doob, Rotus Harvey, Ben Kalmenson, Sam Kirby and Harry Brandt.

Censor Challenge

(*Continued from page* 1)

the newsreel companies. The Little is serviced by Warner Pathe News.

The Motion Picture Association of America reported here yesterday that word was received from Manning Clagett, MPAA associate director of public relations, now in Columbus, that newspapers and radio and TV stations throughout the state have taken favorable editorial views of the industry's challenge. Clyde Hissong, State Director of Education and head of the State Censorship Division, has indicated to Clagett his desire to have the issue resolved. Hence the mutual agreement to have Hofheimer's theatre serve as the point of departure.

Johnston May Set

(*Continued from page* 1)

stood to have revolved around quota, tax and subsidy proposals. Foreign managers attending the meeting declined to "write off" the inclusion of a subsidy provision in any new agreement, but it was pointed out that this did not mean that the pact actually would provide for U. S. financial assistance to French producers. It is known also that the American companies are strongly disinclined to agree to any reduction in the number of films shipped annually to France.

11 HRS. ONESTOP
TO LOS ANGELES*
ON
UNITED AIR LINES!

De luxe service aloft, including delicious Mainliner meals at no extra cost. Three flights to choose from leaving at 9 am, noon, and 12:45 pm (DST). You fly big DC-6 Mainliners all the way.

UNITED AIR LINES
ONE OF THE SCHEDULED AIRLINES OF THE U. S.
*from New York

National Pre-Selling

SENN LAWLOR, publicity director for Fox Midwest Theatres in Kansas City, read an item in "National Pre-Selling" a week ago and was immediately interested in the fact that the August 31 issue of *American Weekly* is to be devoted to motion pictures. And since there is no Hearst newspaper in the trading area where this Fox division operates 135 theatres, he wrote asking us to convey to Ernest V. Heyn, editor of the Sunday newspaper magazine, his order for 200,000 copies to be distributed as a major item in Fox's fall campaign. He will obtain circulation for the special issue over a five-state area, where the Sunday magazine would not ordinarily be read, for mutual benefit and advantage.

•

King Features Syndicate has distributed an elaborate mailing piece on Walt Disney's "Treasury of Classic Tales"—a new series of Sunday-page newspaper features which will be offered for uninterrupted use. Unlike the usual syndicate feature series, this is planned to run on and on, and include all sorts of typically Disney adventure, fantasy and fairy tales in comic and real-life style. The series will begin with "Robin Hood" and will go from there into "Peter Pan" and other beloved tales of childhood for all ages. Each change of story will provide a change of pace and opportunity to promote the reading audience, especially among school groups. In color, it will come in fractions and full tabloid pages.

•

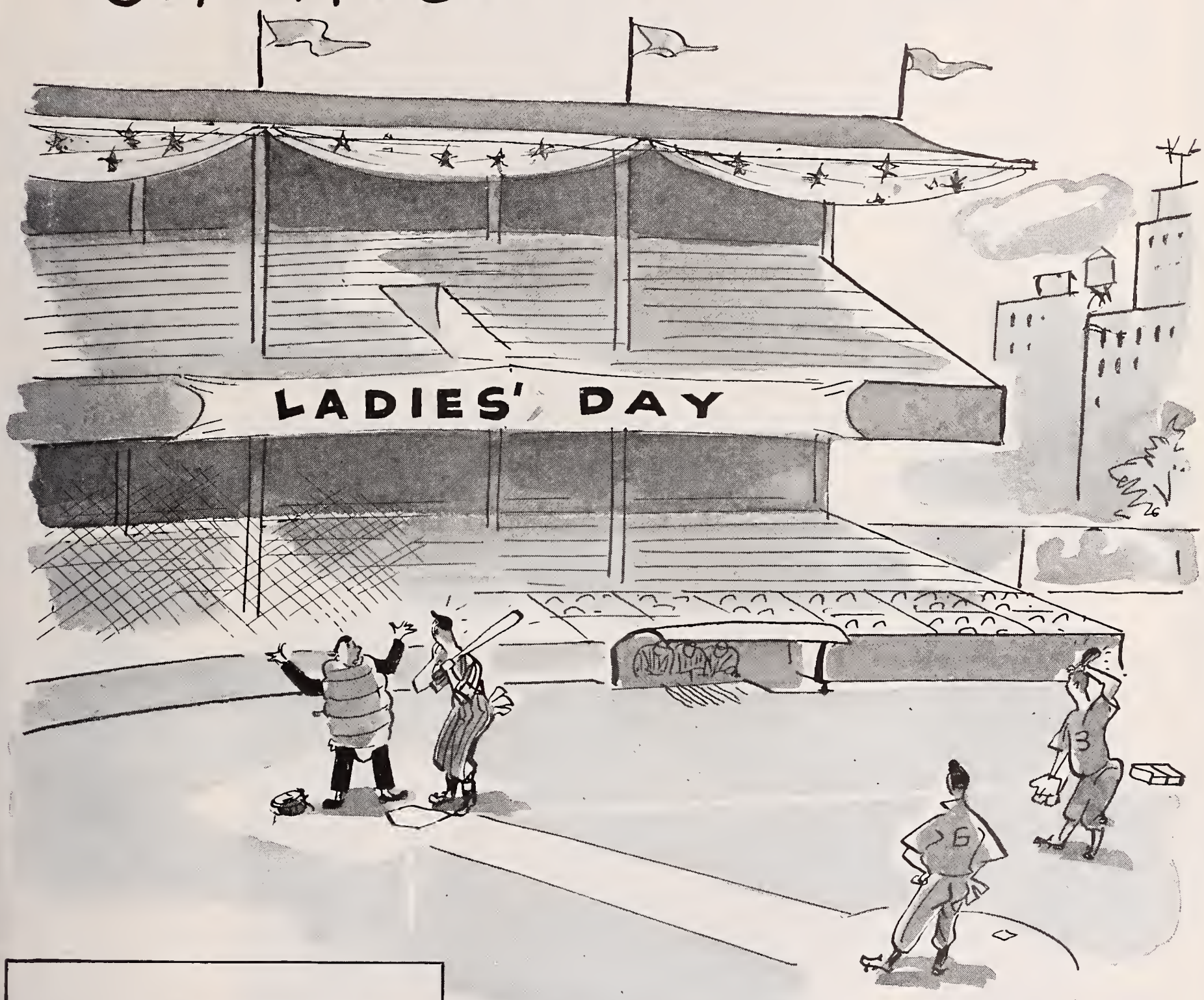
The August McCall's, *on newsstands July 23, will give top billing to Universal's "The World in His Arms" with two and one-half columns and three pictures. The front-of-the-book movie guide also recommends Warner's frothy musical, "She's Working Her Way Through College," and Paramount's powerful production of Theodore Dreiser's "Carrie." . . . The Sunday* Parade *for July 13 featured a front-page color picture of Rita Hayworth and an inside story of her $250,000 in clothes. . . Women's clubs and film councils are being alerted to the upcoming production of "Carrie" as an outstanding picture. Paramount has obtained a special review and citation from the Southern California Motion Picture Council which is being widely circulated.*

•

Walter Brennan, Jeffrey Hunter and Anne Francis are the 20th Century-Fox stars participating in the world premiere of "Lure of the Wilderness" in Georgia this week. There is a slight "feud" running between Waycross and Atlanta and characters from Ware County with blood in their eyes, swamp water in their hip pockets and a passel of shotguns, "fought it out" to maintain the dignity of the original premiere in Waycross, where the picture was photographed. John Harrison, Quigley Grand Award winner, and city manager for Georgia Theatres in Waycross, won his point, and so the picture opened in Waycross at 12:01 this morning and in Atlanta, at 8:15 tonight. That's a compromise, Southern Georgia style.

—WALTER BROOKS

"They must be at the COMPANION-approved movie!"



currently advertised
in the COMPANION

Robin Hood	Disney-RKO
Washington Story	MGM
Lovely To Look At	MGM
Ivanhoe	MGM
The Merry Widow	MGM

The COMPANION's unique movie news coverage scores a BIG hit with over 4,300,000 women. That's why Hollywood has invested more money in the COMPANION during the past six years than in any other monthly magazine*.

**Except of course the fan magazines.*

Woman's Home COMPANION

BOXOFFICE PARADISE... OPEN FOR BUSINESS!

SPECTACLE

ROMANCE

ADVENTURE

COLOR BY TECHNICOLOR

If it's solid, good old-fashioned entertainment you're after (the kind that pays and pays and pays) ...this is for you!!!

ISLAND OF DESIRE

A DAVID E. ROSE Presentation starring

LINDA DARNELL · TAB HUNTER · DONALD GRAY ·

(The screen's new "Sigh-Guy")

A CORONADO PRODUCTION with John Laurie • Sheila Chong

Produced by DAVID E. ROSE • Directed by STUART HEISLER

Another BIG ONE thru UA

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 12 NEW YORK, U. S. A., THURSDAY, JULY 17, 1952 TEN CENTS

Complaints on Bidding Top Coast Probe

Amis Shifting Attention Now to Distributors

HOLLYWOOD, July 16. — Unfairness on the part of distributors in administering the bidding system is foremost among the charges voiced by independent exhibitors in their talks with William D. Amis, investigator for the Senate Small Business Committee, who today told MOTION PICTURE DAILY he intends shifting his attention now to distributors in a follow-through of the testimony gathered during the first week of his stay.

Amis, who came West in sequel to Southern California Theatre Owners Association's request to the Senate Small Business Committee, said the outstanding complaint made by some 35 independent exhibitors talked with individually is that exchangemen habitually play one bidder against another by cross-quoting bids in violation of fair trade principles.

Film Dividends for First-half Below '51

WASHINGTON, July 16.—The Department of Commerce revealed today that publicly declared cash dividends paid by corporations in the film industry fell below 1951 both for June and for the first half of the year.

A drop to 20 cents in the dividend

(Continued on page 5)

Resume French Pact Conference Monday

Third of a series of meetings on Franco-American film pact proposals among distribution foreign managers and Motion Picture Association of America executives will be held here on Monday.

The second meeting yesterday, like the first on Tuesday, was concerned with sounding out the views of the various company executives. "Progress was made," was the report. Eric A. Johnston, MPAA president, will preside at Monday's meeting as he did at the other two.

$7,500,000 Loan Granted To 20th-Fox

Twentieth Century - Fox has signed a loan agreement with five banks, providing for borrowings totaling $7,500,000, of which $7,000,000, has been used to satisfy in full the unpaid principal amount of notes issued under a credit agreement dated Sept. 4, 1947.

The balance of $500,000 has been added to the company's working capital.

The breakdown of borrowings is as follows: Chase National Bank, $2,400,000; Bankers Trust, $2,100,000; Bank of America, $1,200,000; Manufacturers Trust, $1,200,000; Chemical Bank & Trust, $600,000.

There were no underwriters to the notes, which bear interest until specified due dates at the rate of three and

(Continued on page 5)

RKO Radio Testing Heavy TV Buildups

Encouraged by the success of the special format of a heavy and concentrated TV promotion used to promote such reissues as "King Kong" and "Snow White and the Seven Dwarfs," RKO Radio is about to experiment with the formula in promoting a new picture, "Sudden Fear." The film, starring Joan Crawford, will open at Loew's State here, on August 6. It will also open in Cleveland on the same day at the Palace.

Terry Turner, RKO Radio exploitation director, disclosed that the reissued "King Kong" will gross in rental from $2,500,000 to $3,000,000,

(Continued on page 5)

Columbia's Capital Cut by $500,000

WASHINGTON, July 16.—Columbia Pictures' capital has been reduced from $17,609,306 to $17,126,278, or close to half a million dollars, the company has informed the Securities and Exchange Commission.

The reduction was achieved with the elimination from capital of $745,100, the amount previously represented by 7,451 shares of $4.25 cumulative preferred stock and the addition of $262,072 transferred to capital by reason of the capitalization of

(Continued on page 5)

Daff Becomes 'U's' Executive 'V.-P.'; Officers Reelected

Alfred E. Daff, vice-president and director of world sales for Universal Pictures since November, 1950, has been appointed executive vice-president, it was announced here by Milton R. Rackmil, who became president of the company on Tuesday, when Nate Blumberg became chairman of the board.



Alfred Daff

Daff has been with Universal for 32 years, having started in the motion picture business in the company's office in Sydney,

(Continued on page 5)

6 Months Releases Feature Warner's Sales Meeting Here

Distribution and playdate plans for Warner Brothers product for the next six months will highlight the agenda of a two-day sales meeting of WB district managers, which will get underway here today at the company's home office. Ben Kalmenson, vice-president in charge of distribution, will preside.

Pictures to be discussed include "The Story of Will Rogers," color in Technicolor, starring Will Rogers, Jr., and Jane Wyman; "Big Jim McLain," Wayne-Fellows production, starring John Wayne and Nancy Olson; "Where's Charley?," Techni-

(Continued on page 4)

Slight Improvement In Metals Situation

WASHINGTON, July 16.—Some slight additional film theatre and studio equipment may be manufactured under the terms of an order issued by Henry H. Fowler, permitting manufacturers of consumer durable items to draw on the limited supplies of steel frozen in warehouses since the steel strike.

The National Production Authority Administrator said that the military has had time enough since the freeze on supplies to sort out the types of steel which it needed, and manufactur-

(Continued on page 5)

46 Exhibitors Volunteer for Tax War Posts

Compo Gets Replies from 26 States; Others Due

Forty-six exhibitors in 26 states already have indicated acceptance in response to an appeal asking theatremen to serve on state committees in the industry's tax repeal campaign, it was disclosed here yesterday by Col. H. A. Cole and Pat McGee, co-chairmen of the Council of Motion Picture Organizations Tax Repeal Campaign Committee.

Highly pleased with the results of their first move at organizing the industry throughout the country, the committee co-chairmen said yesterday they were confident they would have acceptances from all of the 48 states before the end of the week.

Cole explained that wires were sent to a number of exhibitors in each state advising them of the organization of the campaign and asking them to serve on their state committees. On receipt of acceptances, those agreeing to serve, he said, will be asked to set

(Continued on page 5)

NEWS FLASHES

BOSTON, July 16.--Norman Glassman, president of the Independent Exhibitors of New England, today sounded a call for all exhibitor organizations throughout the country to join forces in the campaign to repeal the 20 per cent Federal admission tax, meanwhile pledging support of his own group to the COMPO drive.

•

MINNEAPOLIS, July 16.--Business is on the upswing not only in local situations but also in rural areas that have been affected by television in the last two years, Irving Marks, Monogram branch manager here, reports, giving as his reason for this the return of the lost audience.

Personal Mention

JAMES MULVEY, president of Goldwyn Productions, and AL CROWN, worldwide sales vice-president, will return here from Hollywood Monday. MULVEY, meanwhile, became a grandfather Monday when his daughter, wife of Brooklyn pitcher RALPH BRANCA, gave birth to a girl at Mount Vernon Hospital, Mt. Vernon, N. Y.

•

SPYROS P. SKOURAS, 20th Century-Fox president; AL LICHTMAN, director of distribution; DONALD HENDERSON, treasurer, and STIRLING SILLIPHANT, Eastern publicity director, are due back here from the Coast at the weekend.

•

LEON J. BAMBERGER, RKO Radio sales promotion head, will leave here tomorrow with MRS. BAMBERGER for a vacation in Minnesota, where they will visit their daughter and family.

•

HERMAN RIPPS, field assistant to JOHN P. BYRNE, M-G-M Eastern sales manager, is due here from Boston at the weekend and on Monday will head for Buffalo.

•

GEORGE HADDAD, manager of the Warner Gem Theatre at Willimantic, Conn., has been named acting manager of the circuit's Palace, Norwich, Conn.

•

JEAN HERSHOLT is due in New York today by plane from Europe, and will leave Friday for Hollywood by train.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, is due back here tomorrow from a visit to Eastern exchanges.

•

BERTIE MCNALLY, RKO Radio manager for Ireland, and MRS. MCNALLY announce the birth of a son, WALTER.

•

WILLIAM SELWYN, Monogram-Allied Artists casting director, has returned to his Hollywood office on crutches, the result of a broken ankle.

•

BETTI DOYLE, independent short subject distributor, will sail from here for England on the *S.S. Britanic* today.

•

NAT LEVY, RKO Radio Eastern division sales manager, will leave here today for Toronto.

•

MARCOS ROCES, operator of the Orpheum Theatre in Manila, left here by plane yesterday for London.

•

BONNIE BRANDES, advertising-publicity head for the Fox Theatre in Detroit, is in Europe on a vacation.

•

JOE LOEFFLER, Republic branch manager in Minneapolis, has returned there from Duluth and Superior.

•

SOL LESSER plans to return here from London aboard the *S. S. Queen Mary* on July 23.

SOUTH GOING IN HEAVILY FOR TWIN DRIVE-INS; STRONG PUBLIC SUPPORT

NEW ORLEANS, July 16.—The general tendency in the industry in this exchange area is centered on the erection of twin drive-ins. Reports from Alexandria, La. where the first in this territory was opened not so long ago by Joy N. Houck and associates of Joy Theatres, Inc., indicate that the enthusiastic reaction of theatregoers, their preference for this style and policy of film presentation, and the large crowds attracted thereto has whipped up perhaps the greatest resurgence hereabouts since the appeal for the need of reorientation in showmanship was first expounded.

Several theatre owners are devising plans for such projects, while others are scurrying around in search of suitable sites. Meanwhile, Houck and associates already have two others under construction, one near Bunkie, La., the other in Monroe. Thomas McElroy, of Broadmoor Theatres, Inc., Shreveport, also has one planned for Monroe, on which construction will soon get underway. Fred T. McLendon, head of a string of theatres throughout the South, M. A. (Max) Connet, pilot of a circuit of theatres in Mississippi, and Milton Guidry, associated with the former two in several single theatre projects have started the building of Twin Hub, one and a half miles out of Lafayette's limits on U.S. Highway 167. It will accommodate 1,000 cars.

A feature attraction that many drive-in owners are contemplating to add to their amusement areas, both single and twin, is a "little theatre for little people," equipped with kiddy chairs, 16mm. projection and screen where the youngsters can view a program of comics, cartoons and Westerns.

Legion Lists Seven Films in Class A-I

The Legion of Decency lists the following seven films in Class A, section I: "Jumping Jacks," Paramount; "Lure of the Wilderness," 20th Century-Fox; "Miracle of Our Lady of Fatima," Warner; "Pirate Submarine," Lippert; "Rainbow Round My Shoulder," Columbia; "Washington Story," M-G-M, and "World in His Arms," Universal.

The report also notes that the film formerly placed in Class B, "2,000 Women," has been changed to "House of 1,000 Women."

7 Films Listed as Adult

TORONTO, July 16.—Seven features have been rated adult entertainment by the Ontario Board of Censors, as follows: "Marriage in the Shadows," "Sands of Time," "Brief Rapture," "The Sniper," "Don't Bother to Knock," "Clash by Night" and "If This Be Sin."

FWC's Filmarte to House Video Studio

LOS ANGELES, July 16.—Filmcraft Productions has completed negotiations with Fox West Coast Theatres for a long-term lease on the Filmarte Theatre on Vine Street, Isidore Lindenbaum, president and executive producer of the video film firm, announced.

It will be reconstructed into a TV filming plant.

Terms Picketing Illegal

HARTFORD, July 16.—The Connecticut Supreme Court of Errors has termed illegal picketing of the Kenmike Theatre, Waterbury, by the Motion Picture Operators, Local 304 on the grounds it was not the outgrowth of a labor dispute but designed to force the theatre to employ only union members.

SEG Reelects Gordon

HOLLYWOOD, July 16.—The Screen Extras Guild has re-elected Richard H. Gordon president for the fifth term.

Equity Restricts Alien Performers

New rules seeking to confine the activities of alien actors in this country have been adopted by Actors' Equity Association, Angus Duncan, executive secretary pro tem, disclosed here yesterday.

"Actors' Equity has become compelled by working conditions, widespread unemployment in this country, and lack of opportunity for American actors in England, to implement its rule," the Equity Council stated.

Nathanson Abroad On New Film Deal

Nat Nathanson, until recently Eastern and Canadian sales manager for United Artists, left here yesterday for Rome to conduct further negotiations for an international film distribution deal on which he is currently working. He expects to announce detailed plans on his return.

Technicolor 'Lab' Set for Churubusco

MEXICO CITY, July 16.—Arrangements for installation of a Technicolor laboratory in the Churubusco-Azteca studio here are being made by the studio and the industry's own bank, the semi-official Banco Nacional Cinematografico, Mario de la Cueva, the bank's manager, has announced. Cesar Santos Galindo, manager of the studio, is co-operating on the plans.

Uphold $10,000 Verdict

ALBANY, N. Y., July 16. — The Court of Appeals unanimously upheld a $10,000 verdict awarded to Henry Martin, of Albany, against Fast Theatres, Inc., (a Fabian subsidiary) for injuries sustained in tripping over carpeting in the down stairs lounge of the Palace, October 6, 1949. Martin claimed that in addition to fracturing his skull he lost the sense of taste. The states highest tribunal affirmed the determination of the Lower Courts.

Warrants Due Today In Censor 'Test'

Cleveland, July 16.—Exhibition today by the Lower Mall Theatre here of the uncensored "American Newsreel," which highlights the Republican National Convention, left the exhibitor and Universal Newsreel, distributor of the print, subject to the fines imposed by the state of Ohio, the censoring governing body, in the test of the legality of the state censorship law. Originally, the Little Theatre in Columbus and Warner Pathe News were to be the subjects of the test.

Warrants returnable in municipal court against the exhibitor and the distributor are scheduled to be served tomorrow by a state field inspector who witnessed the exhibition, thus inaugurating what is expected to be a long, drawn-out legal test of Ohio's right to censor newsreels.

Displays Increased For Ohio's Fair

COLUMBUS, O., July 16. — Additional displays from film producers have been assured for the "Hollywood at the Fair" exhibit at the Ohio State Fair here August 22-29. The industry is cooperating to promote goodwill.

In addition to the original Tarzan and Jane costumes, from Irving Lesser Productions, RKO Radio will send a miniature of the keelboat used in "The Big Sky," five jet planes (miniatures) used in "Jet Pilot," a model boat used in "Blackbeard the Pirate," a model of an Army truck seen in "One Minute to Zero" and a miniature 24-sheet used in "The Lusty Men" to advertise a rodeo in the picture.

Twentieth Century-Fox will send a model set from "Snows of Kiliminjaro" which stars Gregory Peck, Susan Hayward and Ava Gardner. The set is that of a hunting camp in the shadow of Kiliminjaro in Africa.

United Artists will send a display of the clothing worn by Humphrey Bogart and Katharine Hepburn in "The African Queen."

The Walt Disney display, previously announced, will include art on "Peter Pan," "Snow White" and "Robin Hood." Production steps in the making of "Alice in Wonderland" also will be shown in a special still display.

Chi.'s Oriental to Reopen

CHICAGO, July 16. — The Oriental Theatre, closed since early June, will reopen early in August under operation of the owners of the building, the Walco Corp. Charles Hogan, well-known local theatrical booking agent, who has been connected with the management of the house for many years, will be managing director.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President, Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Soon!

Soon!

Soon!

Soon!

Soon!

SOON
THE NO.1
PERFORMANCE
OF YOUR
NO.1
BOXOFFICE
STAR!

Uncle Sam said "go-get-'em!"...and Big Jim was the man they sent!



Filmed on-the-spot in Hawaii...

Here, a scorching 6,000-mile treason-trail ended—and the terror-trail began! The lonely crags and coral-beach lagoons... the jungle hide-outs and waterfront alleys... this is man-hunt and adventure—authentic, exciting!

WARNER BROS. PRESENT

JOHN WAYNE

THE BIG MAN IN HIS BIG ADVENTURE!

BIG JIM McLAIN"



CO-STARRING
NANCY OLSON · JAMES ARNESS

PRODUCED BY ROBERT FELLOWS

DIRECTED BY EDWARD LUDWIG · SCREEN PLAY BY JAMES EDWARD GRANT · A WAYNE-FELLOWS PRODUCTION · DISTRIBUTED BY WARNER BROS.

BEN KALMENSON DRIVE

Above ad included in the pressbook campaign.
Note copy emphasis on 'Filmed in Hawaii.'

British Attendance Continues Decline

LONDON, July 16.—The downward trend of box-office attendance, reported by Sir Philip Warter, chairman of Associated Britsh Picture Corp. has been confirmed by the latest entertainment tax returns. For the fifth month in succession receipts from the entertainment duty from theatres show a decline.

According to the official Customs and Excise figures for May the total duty paid by theatres was £3,298,000. In January the figures were £3,502,000; February, £3,423,000; March, £3, 342,-000; April £3,336,000.

Sir Philip, whose ABC circuit comprises 450 theatres, in his annual report to stockholders said: "The attendance in the current year to date has been adversely affected by the exceptionally fine weather and other causes, and having regard to the continual rise in operating costs, mainly wages, the results in the first quarter of the current financial year do not compare favorably with the corresponding period of last year. It is, of course, too early to form any reliable estimate as to the probable outcome of the year's trading."

N.E. Variety Drive Opens

BOSTON, July 16.—The Variety Clubs of New England "Jimmy Fund Drive," spearheaded by Monogram star Wild Bill Elliott, has opened its four-day campaign here. The star heads a caravan that will stop at 12 cities and be greeted by governors of New England states, mayors of the various cities and other dignitaries.

Little Concern Is Felt for Business From Democrats' Home Telecasts

Theatremen, heartened by the virtual failure of the home televised Republican National Convention to make a dent last week in box-office receipts, are viewing the possible competition of the upcoming Democratic National Convention on home television with little concern.

The twin factors of prohibitive prices and lack of exclusivity make the event undesirable for TV-equipped theatres. Like the Republican convention, the television pool would charge a theatre 50 cents per seat if it carried the Democratic convention, which opens Monday.

Theatre Network Television, which sought to televise both conventions at the request of a number of exhibitors, said that the television pool also sought payment for all cable charges from Chicago.

Minimum Wage Rate Up in Puerto Rico

WASHINGTON, July 16.—Minimum wage rates in the motion picture industry in Puerto Rico will be raised to 55 cents per hour, effective Aug. 11, the Department of Labor announced.

The new rates were announced as a proposed minimum on June 21, and William R. McComb of the Department of Labor said that no objections had been received to the higher minimum since that time. The old minimum was 40 cents an hour.

'Ivanhoe' to Venice Fete

M-G-M will enter "Ivanhoe" in the Venice Film Festival, to be held at the Lido starting August 20. The picture is scheduled to have its U. S. premiere at Radio City Music Hall.

Warner Sales Meet

(*Continued from page* 1)

color, starring Ray Bolger; "The Man Behind the Gun," Technicolor, Randolph Scott and Patrice Wymore; "The Crimson Pirate," Norma production in Technicolor, Burt Lancaster; "The Miracle of Our Lady of Fatima," Warner Color, Gilbert Roland and Angela Clark.

Also, "Springfield Rifle," Warner-Color, starring Gary Cooper; "Top Secret," Cornel Wilde; "The Iron Mistress," Technicolor, Alan Ladd and Virginia Mayo; "Abbott and Costello Meet Captain Kidd," Woodley production in SuperCinecolor, co-starring Charles Laughton; "April in Paris," Technicolor, starring Doris Day and Ray Bolger.

District managers attending the meetings will include N. J. Ayers, Eastern; Robert Smeltzer, Mid-Atlantic; F. D. (Dinty) Moore, Central; Art Anderson, Midwest; Hall Walsh, Prairie; W. O. Williamson, Jr., Southeastern; Doak Roberts, Southwestern; Henry M. Herbel, Western; Haskell Masters, Canadian.

Home office executives will include Albert Warner, vice-president; Samuel Schneider, vice-president; Norman H. Moray, short subjects general sales manager; Roy Haines, Western division sales manager; Jules Lapidus, Eastern and Canadian division manager; John F. Kirby, Southern division manager; Ed Hinchy, playdate department head; I. F. Dolid; Bernard R. Goodman, supervisor of exchanges; Robert A. McGuire, auditor of exchanges; Ben Abner, Metropolitan branch manager; Gil Golden, advertising manager; Larry Golob, Eastern publicity director.

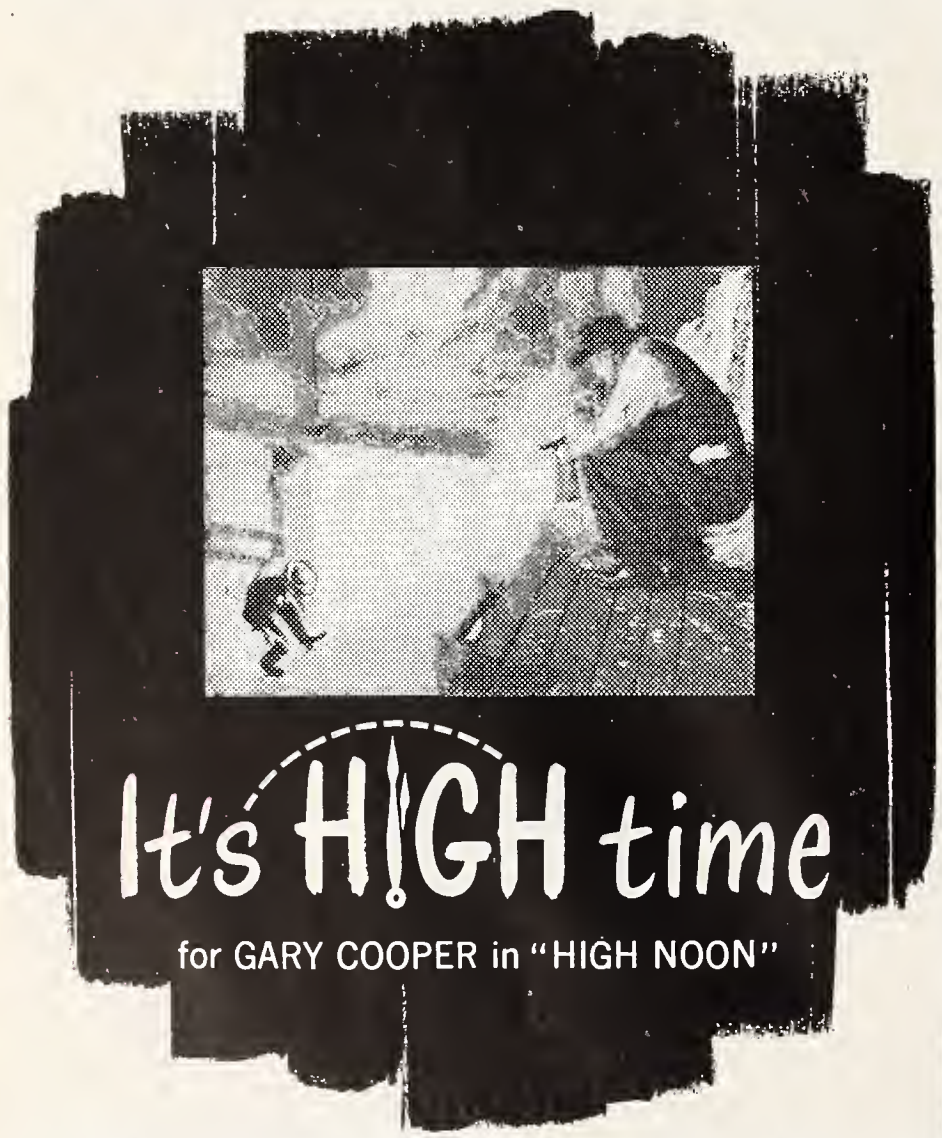
Names Johnston to Trade Study Group

WASHINGTON, July 16. — Eric A. Johnston, Motion Picture Association of America president, has been selected by President Truman as one of 12 "prominent Americans" to explore possibilities for eliminating the barricades to the stimulation of trade with free nations and freeing restrictions on imports.

Johnston, who last winter served as U. S. Economic Stabilizer, is presently serving by Presidential appointment as chairman of the International Development Advisory Board for the Point Four Program .

'Tribune' Selects 'Outcast'

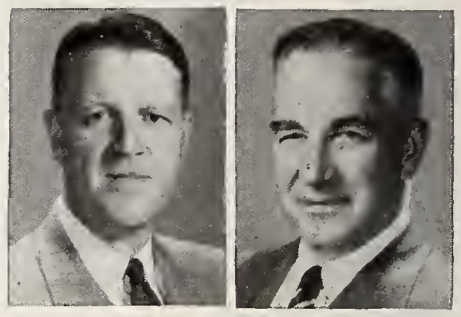
"Outcast of the Islands," United Artists, Carol Reed's film version of the Joseph Conrad novel, has been selected as June's top film by the Chicago *Tribune*.



"A triple 'A' endorsement for the most unusual and suspenseful Western we've ever enjoyed!"—LOUIS SOBOL

In the THEATRE Equipment World . . . *with RAY GALLO*

P. M. BUHRER and C. O. Kleinsmith have been named executive vice-presidents of National Carbon Co., according to an announcement by A. S. Johnson, president. Joining the company in 1923 as a development engineer, Buhrer rose through several



P. M. Buhrer C. O. Kleinsmith

posts to be vice-president and director of National Carbon, Ltd. Kleinsmith entered the organization in 1914, and after occupying various sales positions, was appointed vice-president in 1944.

•

Special trailers prepared for drive-in operations by Filmack Trailer Company, Chicago, are described in its new 16-page catalog. Copy is available to pre-sell, announce and publicize shows, services and events. Among the subjects covered are welcoming-back, instructions for traffic, services and policy, intermissions, refreshments, bargain and family nights, kiddie promotions, holidays, midnight shows, church services, season's closings, etc.

•

Alva E. Smith, radio installation supervisor of the Westrex Corp., New York, has gone to Venezuela to supervise the installation of a third channel single sideband system. He is expected back in New York around August 15.

•

Two more New York theatres have installed screens with synchronized luminous surrounds. In Manhattan, the RKO 81st Street Theatre, on Broadway, has reopened with an RCA "Synchro-Screen" today. The Granada in Brooklyn, operated by Irvin Brewer, has already reopened following alterations which included, besides installation of a "Synchro-Screen," respacing of the seating from 32 inches to 40 inches back-to-back. It is reported that Granada patrons have reacted enthusiastically to the new screen.

•

A new light-to-medium duty curtain track has been added to the line of the Automatic Devices Co., Allentown, Pa., manufacturers of curtain tracks and controls. Tradenamed "Spanorama," the new track employs the principle of two balanced rubber wheels rolling on two parallel treads.

46 Exhibitors

(*Continued from page* 1)

up their own state organizations. The present organization plan, he said, calls for a state campaign committee in each state, with sub-committees named by them for each of the country's 434 Congressional districts.

Those who have accepted are: Tennessee, Walter Morris; Maryland, Elmer Nolte; Idaho, J. Rodger Mendenhall; Wisconsin, Sig Goldberg; Indiana, Richard Pell and Marc J. Wolf; Missouri, Edward B. Arthur; Pennsylvania, M. A. Silver, Ted Schlanger, Jay Emanuel; Louisiana, Gaston J. Dureau, Jr.; Texas, John Rowley, Don C. Douglas, R. I. Payne, Robert J. O'Donnell; Nebraska, Bill Miskell, Bob Livingston; Minnesota, Ted Mann; Alabama, R. M. Kennedy; Kentucky, H. F. Sliter, Katherine Overstreet and D. Irving Long.

Also, Florida, Lamar Sarra, George C. Hoover, M. E. Hensler, J. L. Cartwright; Kansas, Dale Danielson; Wyoming, Tom Knight; Washington, D. C., Orville Crouch; Iowa, Leo F. Wolcott; Illinois, Edwin Silverman, Jack Kirsch, Alex Manta; Washington, Frederick Mercy, Jr., B. F. Shearer; California, Burton Jones, Joe Blumenfeld; West Virginia, E. R. Custer, J. C. Shanklin; Ohio, Frank Murphy, M. C. Burnett; Colorado, B. D. Cockrill, John Wolfberg and Joe Ashby; Arkansas, Sam Kirby; Michigan, Allen Johnson.

20th-Fox Loan

(*Continued from page* 1)

one-quarter per cent per annum, and call for interest of six per cent per annum on any overdue principal.

The principal amount of each note is payable in instalments as follows: three and one-third per cent of the principal amount on Sept. 30, 1952, and on the last day of each December, March, June and September thereafter to and including June 30, 1954; five per cent of the principal amount on Sept. 30, 1954, and on the last day of each December, March, June and September thereafter to and including June 30, 1956; eight and one-third per cent of the principal amount on Sept. 30, 1956, March 31, 1957, and June 30, 1957.

Interest is payable at the end of each quarter of the calendar year.

The company agreed, among other things, to maintain consolidated current assets in excess of consolidated current liabilities of the company and its subsidiaries by at least $25,000,000, and maintain consolidated current assets of the company and its subsidiaries in an amount at least equal to 250 per cent of the consolidated current liabilities of the company and its subsidiaries.

Columbia's Capital

(*Continued from page* 1)

a stock dividend on the shares of common stock of the company.

The company meanwhile has amended its certificate of incorporation to account for the elimination of the 7,451 shares of cumulative preferred, the SEC was informed. The company now is authorized to issue a total of 1,063,714 shares without par value, which are classified so that 63,714 are shares of $4.25 cumulative preferred and 1,000,000 are shares of common.

Review

"Secret Flight"

(Rank-Snader)

DESPITE some pronounced merits, "Secret Flight" falls short of the mark necessary to reach and bemuse the art house audiences. Perhaps it is the photography and direction that is accountable; it all seems done in the ill-lit murk of war, at home or at the front. Perhaps it is the grubbiness rather than the grandeur of the efforts involved. Perhaps, in this instance, the tendency to underplay has spread to a whole film. Perhaps it is the language handicap.

On the merit side, there are sharp character sketches; rich bits of humor delivered as only the specially portrayed group of British can deliver them. And there is the advantage of the documentary treatment of wartime activity; there is action, and there is deadly suspense.

The story is of "the Boffins," Britain's scientists corralled by the government and set to work to solve problems of navigational aids, bombing, submarine hunting, night air fighting, radar, and the like. They are motley, and individual, true scientists, patriots, and brave men. They deliver startling ideas, they help win the war, and some of them die.

The humor is ever present. Sir Ralph Richardson, a top British character actor, is the leading performer. Abrupt, unworldly, but with insight and fortitude, he finally is given the most dangerous of all assignments—to land with commandos and bring back complete German radar equipment. Others in the peculiar group domiciled in a small provincial city have gone on bombing raids and submarine hunts. Richardson brings home the goods, and those who survive swap tales of tall doings. The military men who supervise them, and in fact all the performers are brilliant in characterization and are aided by Peter Ustinov's script.

To Ustinov goes the credit for direction. Two Cities Films produced for J. Arthur Rank.

Running time, 74 minutes. General audience classification. For July release.

Film Dividends

(*Continued from page* 1)

paid by Loew's in June of this year from 37½ cents paid in June, 1951, accounted for a good part of the drop.

The reporting companies paid out $3,755,000 in dividends in June, compared to $4,671,000 in the same month last year. During the first six months of this year, they declared $13,656,000 in dividends, compared to $15,063,000 in the same period during 1951.

Loew's Dividend $1,029,000

Loew's June dividend this year amounted to $1,029,000. During the same month of 1951, Loew's paid $1,929,000. Both Consolidated amusement and the Roxy Theatre paid the same dividends this year as last, but switched payment months from May to June. Consolidated paid $100,000 and Roxy paid out $6,000.

Others dropped slightly under 1951. Twentieth Century-Fox paid out $1,384,000 in June, this year, compared to $1,509,000 in the same month during 1951. United Artists dropped to $10,000 this June from $11,000 last year. Universal fell to $61,000 this June from $64,000 last year.

RKO Radio Tests

(*Continued from page* 1)

compared with a take of $750,000 when it was originally released in 1933.

In test engagements so far in 400 theatres, the picture has done "phenomenally," said Turner. By the end of August it will have played throughout the U. S. and Canada, he disclosed. An allocation of $250,000 for TV promotion has been set aside for the film, with an overall promotional budget of $400,000. The film will open in 150 theatres in New York and New Jersey during the first week of August.

Should the TV formula be as successful in promoting "Sudden Fear" as it has been with "King Kong," Turner said, it will prove that "if you have the right format and use it judiciously, TV can become an instrument of good fortune for the industry."

Daff Becomes

(*Continued from page* 1)

Australia. Prior to his appointment as director of world sales, he was foreign sales manager.

"As executive vice-president he will assume added responsibilities on the policy level," said a company statement, which added: "During the period since he has been director of world sales the company's world gross reached a new high."

List Other Officers

At the same time the following officers were reelected by the board of directors: Leon Goldberg, vice-president and treasurer; Adolph Schimel, vice-president, secretary and general counsel; John J. O'Connor, vice-president; David Lipton, vice-president; Edward Muhl, vice-president; Eugene F. Walsh, comptroller, assistant treasurer and assistant secretary; George Douglas, assistant treasurer; Morris Davis, assistant secretary; Percy Guth, assistant secretary; Anthony Petti, assistant secretary.

Metals Situation

(*Continued from page* 1)

ers will be allowed to buy the types not required for defense purposes.

Fowler said that the non-defense types of steel might as well be used in order to minimize unemployment growing out of the steel strike, but held out little hope that there was enough steel in storage to make much of a difference.

No Marciano Deal

The July 28 Rocky Marciano-Harry Matthews fight will not be theatre televised, Theatre Network Television confirmed here yesterday. The price of $1.50 per seat sought by Matthews' manager was considered prohibitive at this time. Nate Halpern, TNT president, refused comment on the possibility of theatre televising Mike Todd's "Night in Venice," the Marine Stadium stage show at Jones Beach, N. Y.

Bringing together the two most romantic stars who ever won Academy Awards—



WILLIAM WYLER'S
PRODUCTION OF
Carrie
A Paramount Picture

20th is proud to announce the season's

HAPPIEST ENGAGEMENTS!

ROXY
New York
Honeymoon Figures!



WOODS
Chicago
Joyous Business!



CARIB, MIAMI, MIRACLE
Miami
Blissful Grosses!



STRAND
Portland, Me.
Golden Showers!





– and more happy engagements soon in – – →

BUFFALO · OKLAHOMA CITY · LINCOLN
PITTSBURGH · PHILADELPHIA
SEATTLE · CLEVELAND · ST. LOUIS
COLUMBUS · ROCHESTER · BOSTON
PROVIDENCE · DALLAS

GINGER ROGERS
FRED ALLEN
VICTOR MOORE
MARILYN MONROE
DAVID WAYNE
EVE ARDEN
PAUL DOUGLAS
EDDIE BRACKEN
MITZI GAYNOR
LOUIS CALHERN
ZSA ZSA GABOR

"We're Not Married"

with
JAMES GLEASON · PAUL STEWART
Written for the Screen and Produced by
NUNNALLY JOHNSON
Directed by
EDMUND GOULDING
Adapted by DWIGHT TAYLOR

There's No Business Like 20th *Century-Fox Business!*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 12 NEW YORK, U. S. A., THURSDAY, JULY 17, 1952 TEN CENTS

Complaints on Bidding Top Coast Probe

Amis Shifting Attention Now to Distributors

HOLLYWOOD, July 16. — Unfairness on the part of distributors in administering the bidding system is foremost among the charges voiced by independent exhibitors in their talks with William D. Amis, investigator for the Senate Small Business Committee, who today told MOTION PICTURE DAILY he intends shifting his attention now to distributors in a follow-through of the testimony gathered during the first week of his stay.

Amis, who came West in sequel to Southern California Theatre Owners Association's request to the Senate Small Business Committee, said the outstanding complaint made by some 35 independent exhibitors talked with individually is that exchangemen habitually play one bidder against another by cross-quoting bids in violation of fair trade principles.

Film Dividends for First-half Below '51

WASHINGTON, July 16.—The Department of Commerce revealed today that publicly declared cash dividends paid by corporations in the film industry fell below 1951 both for June and for the first half of the year.

A drop to 20 cents in the dividend

(*Continued on page* 5)

Resume French Pact Conference Monday

Third of a series of meetings on Franco-American film pact proposals among distribution foreign managers and Motion Picture Association of America executives will be held here on Monday.

The second meeting yesterday, like the first on Tuesday, was concerned with sounding out the views of the various company executives. "Proggress was made," was the report. Eric A. Johnston, MPAA president, will preside at Monday's meeting as he did at the other two.

$7,500,000 Loan Granted To 20th-Fox

Twentieth Century - Fox has signed a loan agreement with five banks, providing for borrowings totaling $7,500,000, of which $7,000,000, has been used to satisfy in full the unpaid principal amount of notes issued under a credit agreement dated Sept. 4, 1947.

The balance of $500,000 has been added to the company's working capital.

The breakdown of borrowings is as follows: Chase National Bank, $2,400,000; Bankers Trust, $2,100,000; Bank of America, $1,200,000; Manufacturers Trust, $1,200,000; Chemical Bank & Trust, $600,000.

There were no underwriters to the notes, which bear interest until specified due dates at the rate of three and

(*Continued on page* 5)

RKO Radio Testing Heavy TV Buildups

Encouraged by the success of the special format of a heavy and concentrated TV promotion used to promote such reissues as "King Kong" and "Snow White and the Seven Dwarfs," RKO Radio is about to experiment with the formula in promoting a new picture, "Sudden Fear." The film, starring Joan Crawford, will open at Loew's State here, on August 6. It will also open in Cleveland on the same day at the Palace.

Terry Turner, RKO Radio exploitation director, disclosed that the reissued "King Kong" will gross in rental from $2,500,000 to $3,000,000,

(*Continued on page* 5)

Columbia's Capital Cut by $500,000

WASHINGTON, July 16.—Columbia Pictures' capital has been reduced from $17,609,306 to $17,126,278, or close to half a million dollars, the company has informed the Securities and Exchange Commission.

The reduction was achieved with the elimination from capital of $745,100, the amount previously represented by 7,451 shares of $4.25 cumulative preferred stock and the addition of $262,072 transferred to capital by reason of the capitalization of

(*Continued on page* 5)

Daff Becomes 'U's' Executive 'V.-P.'; Officers Reelected

Alfred E. Daff, vice-president and director of world sales for Universal Pictures since November, 1950, has been appointed executive vice-president, it was announced here by Milton R. Rackmil, who became president of the company on Tuesday, when Nate Blumberg became chairman of the board.



Alfred Daff

Daff has been with Universal for 32 years, having started in the motion picture business in the company's office in Sydney,

(*Continued on page* 5)

6 Months Releases Feature Warner's Sales Meeting Here

Distribution and playdate plans for Warner Brothers product for the next six months will highlight the agenda of a two-day sales meeting of WB district managers, which will get underway here today at the company's home office. Ben Kalmenson, vice-president in charge of distribution, will preside.

Pictures to be discussed include "The Story of Will Rogers," color in Technicolor, starring Will Rogers, Jr., and Jane Wyman; "Big Jim McLain," Wayne-Fellows production, starring John Wayne and Nancy Olson; "Where's Charley?," Techni-

(*Continued on page* 4)

Slight Improvement In Metals Situation

WASHINGTON, July 16.—Some slight additional film theatre and studio equipment may be manufactured under the terms of an order issued by Henry H. Fowler, permitting manufacturers of consumer durable items to draw on the limited supplies of steel frozen in warehouses since the steel strike.

The National Production Authority Administrator said that the military has had time enough since the freeze on supplies to sort out the types of steel which it needed, and manufactur-

(*Continued on page* 5)

46 Exhibitors Volunteer for Tax War Posts

Compo Gets Replies from 26 States; Others Due

Forty-six exhibitors in 26 states already have indicated acceptance in response to an appeal asking theatremen to serve on state committees in the industry's tax repeal campaign, it was disclosed here yesterday by Col. H. A. Cole and Pat McGee, co-chairmen of the Council of Motion Picture Organizations Tax Repeal Campaign Committee.

Highly pleased with the results of their first move at organizing the industry throughout the country, the committee co-chairmen said yesterday they were confident they would have acceptances from all of the 48 states before the end of the week.

Cole explained that wires were sent to a number of exhibitors in each state advising them of the organization of the campaign and asking them to serve on their state committees. On receipt of acceptances, those agreeing to serve, he said, will be asked to set

(*Continued on page* 5)

Calls on Exhibitors To Join Tax Drive

BOSTON, July 16.—A call for all exhibitor organizations throughout the country to join forces in the campaign to repeal the 20 per cent Federal admission tax was sounded here today by Norman Glassman, Independent Exhibitors of New England president.

Glassman, who pledged the support of his organization in the Council of Motion Picture Organizations' tax campaign, said if the drive is to succeed, everyone associated with the industry must contribute all their efforts and energies.

Monogram's Marks Reports an Upturn

Minneapolis, July 16.—Irving Marks, Monogram branch manager, reports that business is on the upswing not only in local situations, but also in rural areas that have been affected by television in the last two years. There seems to be a return of the lost audience, declared Marks.

Personal Mention

JAMES MULVEY, president of Goldwyn Productions, and AL CROWN, worldwide sales vice-president, will return here from Hollywood Monday. MULVEY, meanwhile, became a grandfather Monday when his daughter, wife of Brooklyn pitcher RALPH BRANCA, gave birth to a girl at Mount Vernon Hospital, Mt. Vernon, N. Y.

•

SPYROS P. SKOURAS, 20th Century-Fox president; AL LICHTMAN, director of distribution; DONALD HENDERSON, treasurer, and STIRLING SILLIPHANT, Eastern publicity director, are due back here from the Coast at the weekend.

•

LEON J. BAMBERGER, RKO Radio sales promotion head, will leave here tomorrow with MRS. BAMBERGER for a vacation in Minnesota, where they will visit their daughter and family.

•

HERMAN RIPPS, field assistant to JOHN P. BYRNE, M-G-M Eastern sales manager, is due here from Boston at the weekend and on Monday will head for Buffalo.

•

GEORGE HADDAD, manager of the Warner Gem Theatre at Willimantic, Conn., has been named acting manager of the circuit's Palace, Norwich, Conn.

•

JEAN HERSHOLT is due in New York today by plane from Europe, and will leave Friday for Hollywood by train.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreel sales, is due back here tomorrow from a visit to Eastern exchanges.

•

BERTIE MCNALLY, RKO Radio manager for Ireland, and MRS. MCNALLY announce the birth of a son, WALTER.

•

WILLIAM SELWYN, Monogram-Allied Artists casting director, has returned to his Hollywood office on crutches, the result of a broken ankle.

•

BETTI DOYLE, independent short subject distributor, will sail from here for England on the *S.S. Britanic* today.

•

NAT LEVY, RKO Radio Eastern division sales manager, will leave here today for Toronto.

•

MARCOS ROCES, operator of the Orpheum Theatre in Manila, left here by plane yesterday for London.

•

BONNIE BRANDES, advertising-publicity head for the Fox Theatre in Detroit, is in Europe on a vacation.

•

JOE LOEFFLER, Republic branch manager in Minneapolis, has returned there from Duluth and Superior.

•

SOL LESSER plans to return here from London aboard the *S. S. Queen Mary* on July 23.

SOUTH GOING IN HEAVILY FOR TWIN DRIVE-INS; STRONG PUBLIC SUPPORT

NEW ORLEANS, July 16.—The general tendency in the industry in this exchange area is centered on the erection of twin drive-ins. Reports from Alexandria, La. where the first in this territory was opened not so long ago by Joy N. Houck and associates of Joy Theatres, Inc., indicate that the enthusiastic reaction of theatregoers, their preference for this style and policy of film presentation, and the large crowds attracted thereto has whipped up perhaps the greatest resurgence hereabouts since the appeal for the need of reorientation in showmanship was first expounded.

Several theatre owners are devising plans for such projects, while others are scurrying around in search of suitable sites. Meanwhile, Houck and associates already have two others under construction, one near Bunkie, La., the other in Monroe. Thomas McElroy, of Broadmoor Theatres, Inc., Shreveport, also has one planned for Monroe, on which construction will soon get underway. Fred T. McLendon, head of a string of theatres throughout the South, M. A. (Max) Connet, pilot of a circuit of theatres in Mississippi, and Milton Guidry, associated with the former two in several single theatre projects have started the building of Twin Hub, one and a half miles out of Lafayette's limits on U.S. Highway 167. It will accommodate 1,000 cars.

A feature attraction that many drive-in owners are contemplating to add to their amusement areas, both single and twin, is a "little theatre for little people," equipped with kiddy chairs, 16mm. projection and screen where the youngsters can view a program of comics, cartoons and Westerns.

Legion Lists Seven Films in Class A-I

The Legion of Decency lists the following seven films in Class A, section I: "Jumping Jacks," Paramount; "Lure of the Wilderness," 20th Century-Fox; "Miracle of Our Lady of Fatima," Warner; "Pirate Submarine," Lippert; "Rainbow Round My Shoulder," Columbia; "Washington Story," M-G-M, and "World in His Arms," Universal.

The report also notes that the film formerly placed in Class B, "2,000 Women," has been changed to "House of 1,000 Women."

7 Films Listed as Adult

TORONTO, July 16.—Seven features have been rated adult entertainment by the Ontario Board of Censors, as follows: "Marriage in the Shadows," "Sands of Time," "Brief Rapture," "The Sniper," "Don't Bother to Knock," "Clash by Night" and "If This Be Sin."

FWC's Filmarte to House Video Studio

LOS ANGELES, July 16.—Filmcraft Productions has completed negotiations with Fox West Coast Theatres for a long-term lease on the Filmarte Theatre on Vine Street, Isidore Lindenbaum, president and executive producer of the video film firm, announced.

It will be reconstructed into a TV filming plant.

Terms Picketing Illegal

HARTFORD, July 16.—The Connecticut Supreme Court of Errors has termed illegal picketing of the Kenmike Theatre, Waterbury, by the Motion Picture Operators, Local 304 on the grounds it was not the outgrowth of a labor dispute but designed to force the theatre to employ only union members.

SEG Reelects Gordon

HOLLYWOOD, July 16.—The Screen Extras Guild has re-elected Richard H. Gordon president for the fifth term.

Equity Restricts Alien Performers

New rules seeking to confine the activities of alien actors in this country have been adopted by Actors' Equity Association, Angus Duncan, executive secretary pro tem, disclosed here yesterday.

"Actors' Equity has become compelled by working conditions, widespread unemployment in this country, and lack of opportunity for American actors in England, to implement its rule," the Equity Council stated.

Nathanson Abroad On New Film Deal

Nat Nathanson, until recently Eastern and Canadian sales manager for United Artists, left here yesterday for Rome to conduct further negotiations for an international film distribution deal on which he is currently working. He expects to announce detailed plans on his return.

Technicolor 'Lab' Set for Churubusco

MEXICO CITY, July 16.—Arrangements for installation of a Technicolor laboratory in the Churubusco-Azteca studio here are being made by the studio and the industry's own bank, the semi-official Banco Nacional Cinematografico, Mario de la Cueva, the bank's manager, has announced. Cesar Santos Galindo, manager of the studio, is co-operating on the plans.

Uphold $10,000 Verdict

ALBANY, N. Y., July 16. — The Court of Appeals unanimously upheld a $10,000 verdict awarded to Henry Martin, of Albany, against Fast Theatres, Inc., (a Fabian subsidiary) for injuries sustained in tripping over carpeting in the down stairs lounge of the Palace, October 6, 1949. Martin claimed that in addition to fracturing his skull he lost the sense of taste. The states highest tribunal affirmed the determination of the Lower Courts.

Warrants Due Today In Censor 'Test'

Cleveland, July 16.—Exhibition today by the Lower Mall Theatre here of the uncensored "American Newsreel," which highlights the Republican National Convention, left the exhibitor and Universal Newsreel, distributor of the print, subject to the fines imposed by the state of Ohio, the censoring governing body, in the test of the legality of the state censorship law. Originally, the Little Theatre in Columbus and Warner Pathe News were to be the subjects of the test.

Warrants returnable in municipal court against the exhibitor and the distributor are scheduled to be served tomorrow by a state field inspector who witnessed the exhibition, thus inaugurating what is expected to be a long, drawn-out legal test of Ohio's right to censor newsreels.

Displays Increased For Ohio's Fair

COLUMBUS, O., July 16. — Additional displays from film producers have been assured for the "Hollywood at the Fair" exhibit at the Ohio State Fair here August 22-29. The industry is cooperating to promote goodwill.

In addition to the original Tarzan and Jane costumes, from Irving Lesser Productions, RKO Radio will send a miniature of the keelboat used in "The Big Sky," five jet planes (miniatures) used in "Jet Pilot," a model boat used in "Blackbeard the Pirate," a model of an Army truck seen in "One Minute to Zero" and a miniature 24-sheet used in "The Lusty Men" to advertise a rodeo in the picture.

Twentieth Century-Fox will send a model set from "Snows of Kiliminjaro" which stars Gregory Peck, Susan Hayward and Ava Gardner. The set is that of a hunting camp in the shadow of Kiliminjaro in Africa.

United Artists will send a display of the clothing worn by Humphrey Bogart and Katharine Hepburn in "The African Queen."

The Walt Disney display, previously announced, will include art on "Peter Pan," "Snow White" and "Robin Hood." Production steps in the making of "Alice in Wonderland" also will be shown in a special still display.

Chi.'s Oriental to Reopen

CHICAGO, July 16.—The Oriental Theatre, closed since early June, will reopen early in August under operation of the owners of the building, the Walco Corp. Charles Hogan, well-known local theatrical booking agent, who has been connected with the management of the house for many years, will be managing director.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President, Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Soon!

Soon!

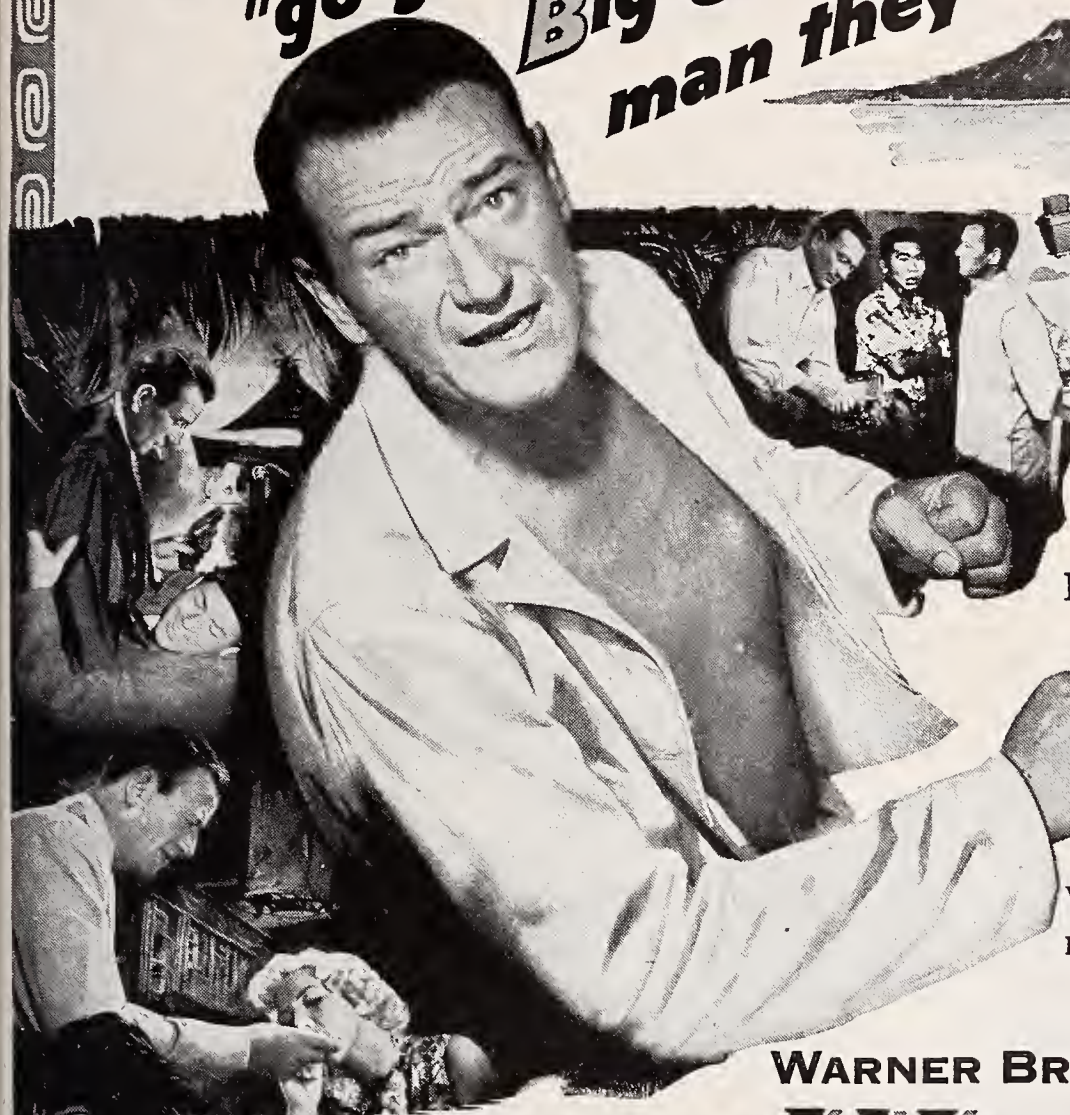
Soon!

Soon!

Soon!

Soon!

Uncle Sam said "go-get-'em!"...and Big Jim was the man they sent!





Filmed on-the-spot in Hawaii...

Here, a scorching 6,000-mile treason-trail ended—and the terror-trail began! The lonely crags and coral-beach lagoons... the jungle hide-outs and waterfront alleys... this is man-hunt and adventure—authentic, exciting!

WARNER BROS. PRESENT

JOHN WAYNE

THE BIG MAN IN HIS BIG ADVENTURE!

BIG JIM McLAIN"



CO-STARRING
NANCY OLSON · JAMES ARNESS

PRODUCED BY ROBERT FELLOWS

DIRECTED BY EDWARD LUDWIG · SCREEN PLAY BY JAMES EDWARD GRANT · A WAYNE-FELLOWS PRODUCTION · DISTRIBUTED BY WARNER BROS.

SOON THE NO.1 PERFORMANCE OF YOUR NO.1 BOXOFFICE STAR!

Above ad included in the pressbook campaign.
Note copy emphasis on 'Filmed in Hawaii.'

British Attendance Continues Decline

LONDON, July 16.—The downward trend of box-office attendance, reported by Sir Philip Warter, chairman of Associated Britsh Picture Corp. has been confirmed by the latest entertainment tax returns. For the fifth month in succession receipts from the entertainment duty from theatres show a decline.

According to the official Customs and Excise figures for May the total duty paid by theatres was £3,298,000. In January the figures were £3,502,000; February, £3,423,000; March, £3, 342,-000; April £3,336,000.

Sir Philip, whose ABC circuit comprises 450 theatres, in his annual report to stockholders said: "The attendance in the current year to date has been adversely affected by the exceptionally fine weather and other causes, and having regard to the continual rise in operating costs, mainly wages, the results in the first quarter of the current financial year do not compare favorably with the corresponding period of last year. It is, of course, too early to form any reliable estimate as to the probable outcome of the year's trading."

N.E. Variety Drive Opens

BOSTON, July 16.—The Variety Clubs of New England "Jimmy Fund Drive," spearheaded by Monogram star Wild Bill Elliott, has opened its four-day campaign here. The star heads a caravan that will stop at 12 cities and be greeted by governors of New England states, mayors of the various cities and other dignitaries.

Little Concern Is Felt for Business From Democrats' Home Telecasts

Theatremen, heartened by the virtual failure of the home televised Republican National Convention to make a dent last week in box-office receipts, are viewing the possible competition of the upcoming Democratic National Convention on home television with little concern.

The twin factors of prohibitive prices and lack of exclusivity make the event undesirable for TV-equipped theatres. Like the Republican convention, the television pool would charge a theatre 50 cents per seat if it carried the Democratic convention, which opens Monday.

Theatre Network Television, which sought to televise both conventions at the request of a number of exhibitors, said that the television pool also sought payment for all cable charges from Chicago.

Minimum Wage Rate Up in Puerto Rico

WASHINGTON, July 16.—Minimum wage rates in the motion picture industry in Puerto Rico will be raised to 55 cents per hour, effective Aug. 11, the Department of Labor announced.

The new rates were announced as a proposed minimum on June 21, and William R. McComb of the Department of Labor said that no objections had been received to the higher minimum since that time. The old minimum was 40 cents an hour.

'Ivanhoe' to Venice Fete

M-G-M will enter "Ivanhoe" in the Venice Film Festival, to be held at the Lido starting August 20. The picture is scheduled to have its U. S. premiere at Radio City Music Hall.

Warner Sales Meet

(*Continued from page* 1)

color, starring Ray Bolger; "The Man Behind the Gun," Technicolor, Randolph Scott and Patrice Wymore; "The Crimson Pirate," Norma production in Technicolor, Burt Lancaster; "The Miracle of Our Lady of Fatima," Warner Color, Gilbert Roland and Angela Clark.

Also, "Springfield Rifle," WarnerColor, starring Gary Cooper; "Top Secret," Cornel Wilde; "The Iron Mistress," Technicolor, Alan Ladd and Virginia Mayo; "Abbott and Costello Meet Captain Kidd," Woodley production in SuperCinecolor, costarring Charles Laughton; "April in Paris," Technicolor, starring Doris Day and Ray Bolger.

District managers attending the meetings will include N. J. Ayers, Eastern; Robert Smeltzer, Mid-Atlantic; F. D. (Dinty) Moore, Central; Art Anderson, Midwest; Hall Walsh, Prairie; W. O. Williamson, Jr., Southeastern; Doak Roberts, Southwestern; Henry M. Herbel, Western; Haskell Masters, Canadian.

Home office executives will include Albert Warner, vice-president; Samuel Schneider, vice-president; Norman H. Moray, short subjects general sales manager; Roy Haines, Western division sales manager; Jules Lapidus, Eastern and Canadian division manager; John F. Kirby, Southern division manager; Ed Hinchy, playdate department head; I. F. Dolid; Bernard R. Goodman, supervisor of exchanges; Robert A. McGuire, auditor of exchanges; Ben Abner, Metropolitan branch manager; Gil Golden, advertising manager; Larry Golob, Eastern publicity director.

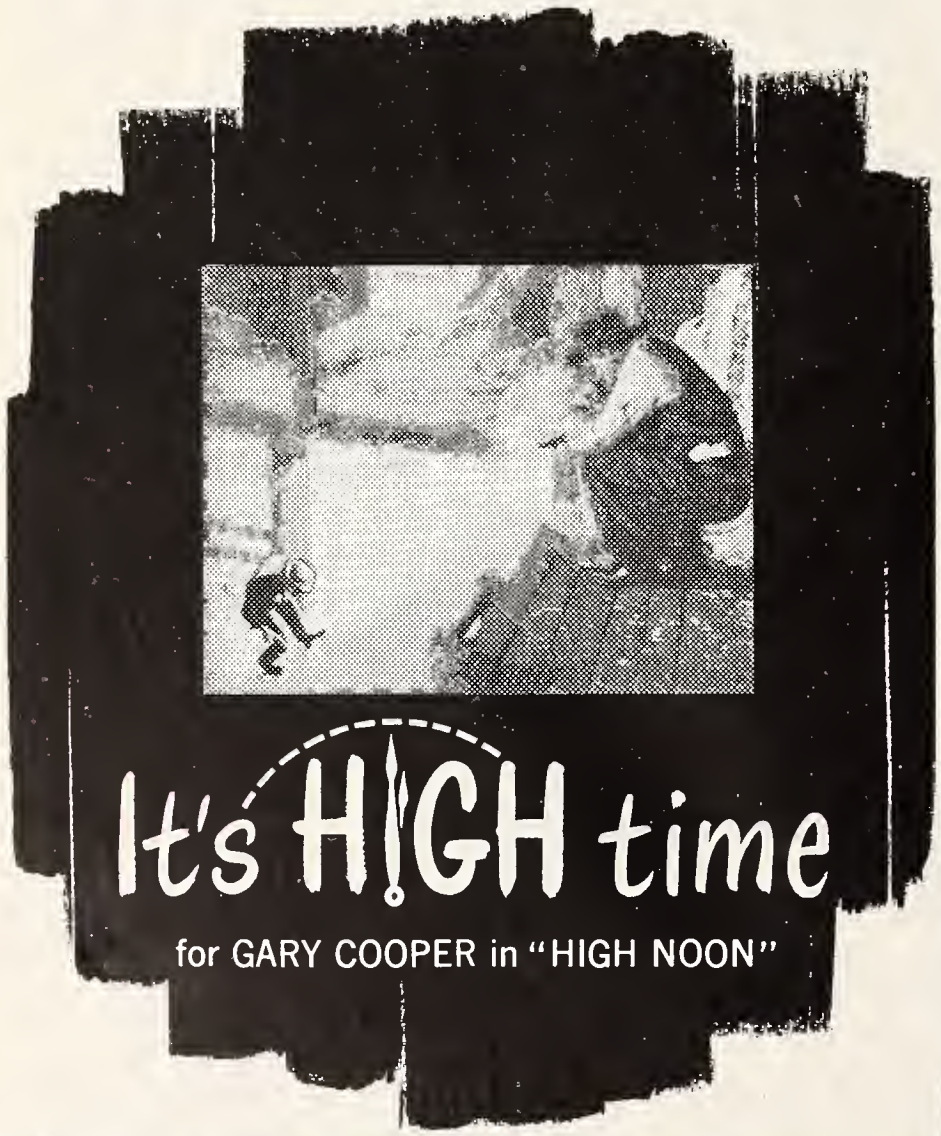
Names Johnston to Trade Study Group

WASHINGTON, July 16. — Eric A. Johnston, Motion Picture Association of America president, has been selected by President Truman as one of 12 "prominent Americans" to explore possibilities for eliminating the barricades to the stimulation of trade with free nations and freeing restrictions on imports.

Johnston, who last winter served as U. S. Economic Stabilizer, is presently serving by Presidential appointment as chairman of the International Development Advisory Board for the Point Four Program .

'Tribune' Selects 'Outcast'

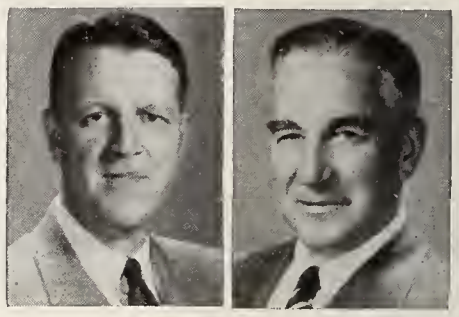
"Outcast of the Islands," United Artists, Carol Reed's film version of the Joseph Conrad novel, has been selected as June's top film by the Chicago *Tribune*.



"A triple 'A' endorsement for the most unusual and suspenseful Western we've ever enjoyed!"—LOUIS SOBOL

In the THEATRE Equipment World . . . *with RAY GALLO*

P. M. BUHRER and C. O. Kleinsmith have been named executive vice-presidents of National Carbon Co., according to an announcement by A. S. Johnson, president. Joining the company in 1923 as a development engineer, Buhrer rose through several



P. M. Buhrer C. O. Kleinsmith

posts to be vice-president and director of National Carbon, Ltd. Kleinsmith entered the organization in 1914, and after occupying various sales positions, was appointed vice-president in 1944.

•

Special trailers prepared for drive-in operations by Filmack Trailer Company, Chicago, are described in its new 16-page catalog. Copy is available to pre-sell, announce and publicize shows, services and events. Among the subjects covered are welcoming-back, instructions for traffic, services and policy, intermissions, refreshments, bargain and family nights, kiddie promotions, holidays, midnight shows, church services, season's closings, etc.

•

Alva E. Smith, radio installation supervisor of the Westrex Corp., New York, has gone to Venezuela to supervise the installation of a third channel single sideband system. He is expected back in New York around August 15.

•

Two more New York theatres have installed screens with synchronized luminous surrounds. In Manhattan, the RKO 81st Street Theatre, on Broadway, has reopened with an RCA "Synchro-Screen" today. The Granada in Brooklyn, operated by Irvin Brewer, has already reopened following alterations which included, besides installation of a "Synchro-Screen," respacing of the seating from 32 inches to 40 inches back-to-back. It is reported that Granada patrons have reacted enthusiastically to the new screen.

•

A new light-to-medium duty curtain track has been added to the line of the Automatic Devices Co., Allentown, Pa., manufacturers of curtain tracks and controls. Tradenamed "Spanorama," the new track employs the principle of two balanced rubber wheels rolling on two parallel treads.

46 Exhibitors

(*Continued from page* 1)

up their own state organizations. The present organization plan, he said, calls for a state campaign committee in each state, with sub-committees named by them for each of the country's 434 Congressional districts.

Those who have accepted are: Tennessee, Walter Morris; Maryland, Elmer Nolte; Idaho, J. Rodger Mendenhall; Wisconsin, Sig Goldberg; Indiana, Richard Pell and Marc J. Wolf; Missouri, Edward B. Arthur; Pennsylvania, M. A. Silver, Ted Schlanger, Jay Emanuel; Louisiana, Gaston J. Dureau, Jr.; Texas, John Rowley, Don C. Douglas, R. I. Payne, Robert J. O'Donnell; Nebraska, Bill Miskell, Bob Livingston; Minnesota, Ted Mann; Alabama, R. M. Kennedy; Kentucky, H. F. Sliter, Katherine Overstreet and D. Irving Long.

Also, Florida, Lamar Sarra, George C. Hoover, M. E. Hensler, J. L. Cartwright; Kansas, Dale Danielson; Wyoming, Tom Knight; Washington, D. C., Orville Crouch; Iowa, Leo F. Wolcott; Illinois, Edwin Silverman, Jack Kirsch, Alex Manta; Washington, Frederick Mercy, Jr., B. F. Shearer; California, Burton Jones, Joe Blumenfeld; West Virginia, E. R. Custer, J. C. Shanklin; Ohio, Frank Murphy, M. C. Burnett; Colorado, B. D. Cockrill, John Wolfberg and Joe Ashby; Arkansas, Sam Kirby; Michigan, Allen Johnson.

20th-Fox Loan

(*Continued from page* 1)

one-quarter per cent per annum, and call for interest of six per cent per annum on any overdue principal.

The principal amount of each note is payable in instalments as follows: three and one-third per cent of the principal amount on Sept. 30, 1952, and on the last day of each December, March, June and September thereafter to and including June 30, 1954; five per cent of the principal amount on Sept. 30, 1954, and on the last day of each December, March, June and September thereafter to and including June 30, 1956; eight and one-third per cent of the principal amount on Sept. 30, 1956, March 31, 1957, and June 30, 1957.

Interest is payable at the end of each quarter of the calendar year.

The company agreed, among other things, to maintain consolidated current assets in excess of consolidated current liabilities of the company and its subsidiaries by at least $25,000,000, and maintain consolidated current assets of the company and its subsidiaries in an amount at least equal to 250 per cent of the consolidated current liabilities of the company and its subsidiaries.

Columbia's Capital

(*Continued from page* 1)

a stock dividend on the shares of common stock of the company.

The company meanwhile has amended its certificate of incorporation to account for the elimination of the 7,451 shares of cumulative preferred, the SEC was informed. The company now is authorized to issue a total of 1,063,714 shares without par value, which are classified so that 63,714 are shares of $4.25 cumulative preferred and 1,000,000 are shares of common.

Review

"Secret Flight"

(Rank-Snader)

DESPITE some pronounced merits, "Secret Flight" falls short of the mark necessary to reach and bemuse the art house audiences. Perhaps it is the photography and direction that is accountable; it all seems done in the ill-lit murk of war, at home or at the front. Perhaps it is the grubbiness rather than the grandeur of the efforts involved. Perhaps, in this instance, the tendency to underplay has spread to a whole film. Perhaps it is the language handicap.

On the merit side, there are sharp character sketches; rich bits of humor delivered as only the specially portrayed group of British can deliver them. And there is the advantage of the documentary treatment of wartime activity; there is action, and there is deadly suspense.

The story is of "the Boffins," Britain's scientists corralled by the government and set to work to solve problems of navigational aids, bombing, submarine hunting, night air fighting, radar, and the like. They are motley, and individual, true scientists, patriots, and brave men. They deliver startling ideas, they help win the war, and some of them die.

The humor is ever present. Sir Ralph Richardson, a top British character actor, is the leading performer. Abrupt, unworldly, but with insight and fortitude, he finally is given the most dangerous of all assignments—to land with commandos and bring back complete German radar equipment. Others in the peculiar group domiciled in a small provincial city have gone on bombing raids and submarine hunts. Richardson brings home the goods, and those who survive swap tales of tall doings. The military men who supervise them, and in fact all the performers are brilliant in characterization and are aided by Peter Ustinov's script.

To Ustinov goes the credit for direction. Two Cities Films produced for J. Arthur Rank.

Running time, 74 minutes. General audience classification. For July release.

Film Dividends

(*Continued from page* 1)

paid by Loew's in June of this year from 37½ cents paid in June, 1951, accounted for a good part of the drop.

The reporting companies paid out $3,755,000 in dividends in June, compared to $4,671,000 in the same month last year. During the first six months of this year, they declared $13,656,000 in dividends, compared to $15,063,000 in the same period during 1951.

Loew's Dividend $1,029,000

Loew's June dividend this year amounted to $1,029,000. During the same month of 1951, Loew's paid $1,929,000. Both Consolidated amusement and the Roxy Theatre paid the same dividends this year as last, but switched payment months from May to June. Consolidated paid $100,000 and Roxy paid out $6,000.

Others dropped slightly under 1951. Twentieth Century-Fox paid out $1,384,000 in June, this year, compared to $1,509,000 in the same month during 1951. United Artists dropped to $10,000 this June from $11,000 last year. Universal fell to $61,000 this June from $64,000 last year.

RKO Radio Tests

(*Continued from page* 1)

compared with a take of $750,000 when it was originally released in 1933.

In test engagements so far in 400 theatres, the picture has done "phenomenally," said Turner. By the end of August it will have played throughout the U. S. and Canada, he disclosed. An allocation of $250,000 for TV promotion has been set aside for the film, with an overall promotional budget of $400,000. The film will open in 150 theatres in New York and New Jersey during the first week of August.

Should the TV formula be as successful in promoting "Sudden Fear" as it has been with "King Kong," Turner said, it will prove that "if you have the right format and use it judiciously, TV can become an instrument of good fortune for the industry."

Daff Becomes

(*Continued from page* 1)

Australia. Prior to his appointment as director of world sales, he was foreign sales manager.

"As executive vice-president he will assume added responsibilities on the policy level," said a company statement, which added: "During the period since he has been director of world sales the company's world gross reached a new high."

List Other Officers

At the same time the following officers were reelected by the board of directors: Leon Goldberg, vice-president and treasurer; Adolph Schimel, vice-president, secretary and general counsel; John J. O'Connor, vice-president; David Lipton, vice-president; Edward Muhl, vice-president; Eugene F. Walsh, comptroller, assistant treasurer and assistant secretary; George Douglas, assistant treasurer; Morris Davis, assistant secretary; Percy Guth, assistant secretary; Anthony Petti, assistant secretary.

Metals Situation

(*Continued from page* 1)

ers will be allowed to buy the types not required for defense purposes.

Fowler said that the non-defense types of steel might as well be used in order to minimize unemployment growing out of the steel strike, but held out little hope that there was enough steel in storage to make much of a difference.

No Marciano Deal

The July 28 Rocky Marciano-Harry Matthews fight will not be theatre televised, Theatre Network Television confirmed here yesterday. The price of $1.50 per seat sought by Matthews' manager was considered prohibitive at this time. Nate Halpern, TNT president, refused comment on the possibility of theatre televising Mike Todd's "Night in Venice," the Marine Stadium stage show at Jones Beach, N. Y.

Bringing together the two most romantic stars who ever won Academy Awards—



WILLIAM WYLER'S
PRODUCTION OF
Carrie
A Paramount Picture

20th is proud to announce the season's

HAPPIEST ENGAGEMENTS!

ROXY
New York
Honeymoon Figures!



WOODS
Chicago
Joyous Business!



CARIB, MIAMI, MIRACLE
Miami
Blissful Grosses!



STRAND
Portland, Me.
Golden Showers!



– and more happy engagements soon in – – →

BUFFALO · OKLAHOMA CITY · LINCOLN
PITTSBURGH · PHILADELPHIA
SEATTLE · CLEVELAND · ST. LOUIS
COLUMBUS · ROCHESTER · BOSTON
PROVIDENCE · DALLAS



GINGER ROGERS
FRED ALLEN
VICTOR MOORE
MARILYN MONROE
DAVID WAYNE
EVE ARDEN
PAUL DOUGLAS
EDDIE BRACKEN
MITZI GAYNOR
LOUIS CALHERN
ZSA ZSA GABOR

"We're Not Married"

with
JAMES GLEASON · PAUL STEWART
Written for the Screen and Produced by
NUNNALLY JOHNSON
Directed by
EDMUND GOULDING
Adapted by DWIGHT TAYLOR

There's No Business Like 20th *Century-Fox Business!*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 13 NEW YORK, U. S. A., FRIDAY, JULY 18, 1952 TEN CENTS

UPT Earned $3,669,000 In 6 Months

Second Quarter Profit Put at $1,481,000

Estimated earnings of United Paramount Theatres, Inc., for the first six months of 1952 amounted to $3,669,000, including $1,165,000 of capital gains, compared with $4,855,000, including $1,186,000 of capital gains, for the first six months of 1951, Leonard H. Goldenson, UPT president, disclosed here yesterday in a report to stockholders.

For the second quarter, it was added, estimated consolidated earnings and direct and indirect undistributed earnings of partly-owned non-consoliated subsidiaries amounted to $1,481,000, including $921,000 of capital gains. This compared with estimated earnings of $2,081,000, including $854,000 of capital gains for the same quarter in 1951.

A second quarter dividend of 25

(*Continued on page 4*)

UPT Disposes of 29 More Houses

United Paramount Theatres disposed of 29 theatres during the second quarter of 1952, 23 of which were by terminations of joint interests, Leonard H. Goldenson, UPT president, reported yesterday to stockholders.

The dispositions resulted in UPT receiving a net of $753,000 in cash and $180,000 in notes, it was stated. The rearrangement of UPT theatres is in line with the consent decree.

Goldenson stated that as a conse-

(*Continued on page 4*)

Freed Is Elected M. P. Council 'V.-P.'

HOLLYWOOD, July 17.—The Motion Picture Industry Council has elected Arthur Freed to the vice-presidency to succeed Steve Broidy who will succeed Gunther Lessing in the presidency next month.

The organization pledged its utmost co-operation in the fight to obtain removal of the admission tax being conducted by the Council of Motion Picture Organizations.

The MPIC also accepted the resig-

(*Continued on page 4*)

New Post for W. W. Howard

William W. Howard, vice-president of RKO Theatres, has been promoted to the post of head of operations, it was disclosed here yesterday by Sol A. Schwartz, president of the circuit. Howard, who will report directly to Schwartz, takes over the duties formerly handled by the latter.



William Howard

Howard started with the B. F. Keith circuit in 1921 as a vaudeville booker. During his 31 years with the company he became head of the vaudeville depart-

(*Continued on page 6*)

See Lippert Deals Set by Sept. 30

The target date for the completion of deals for the sale of the remaining 24 Lippert exchanges throughout the country is September 30, Robert Lippert, president of Lippert Pictures, disclosed here yesterday.

Lippert, who plans to end his two-

(*Continued on page 4*)

Censor Traub Does His Own Censoring

Baltimore, July 17.—Sidney R. Traub, chairman of the Maryland State Board of Censors, has done a little censoring of a personal nature. Because of the uncertainty of his job, Traub ordered his name left off the state's film seal of approval when he recently purchased a new supply.

His three-year term as chairman expired last May, but Governor Theodore McKeldin has not taken any action on reappointing him or naming a successor.

Arbitration Would Help, Amis Hears

HOLLYWOOD, July 17.—An adequate arbitration system would go far toward eliminating conditions complained of by Southern California Theatre Owners Association in its brief to the Senate Small Business Committee, investigator William D. Amis was told by the majority of exchange managers in a visit today in sequel to talks with independent exhibitors during the past week.

Amis said exchange heads in general told him they share the exhibitor's

(*Continued on page 4*)

53 More Exhibitors Join Tax Fight on State Level

Raising the total to 99 acceptances, 53 additional exhibitors from 32 states sent telegrams yesterday advising Col. H. A. Cole and Pat McGee, co-chairmen of the Council of Motion Picture Organizations tax repeal campaign, that they will serve on state committees in the campaign organization. Exhibitors in all but seven states have accepted the bid to serve on state committees.

"Never have we seen such an enthusiastic response to a call for service," said Cole and McGee in a joint statement. "This wholehearted eagerness of exhibitors to take on the duties of committee members in their states shows how thoroughly they appreciate the importance of the campaign to remove the onerous burden of the Federal 20 per cent admission tax. It also reveals the confidence they have that our campaign will be successful, for obviously these men would not embark on this movement unless they were convinced it would succeed. The response of exhibitors has been so prompt and overwhelming that we are enormously encouraged as we go for-

(*Continued on page 6*)

'Conciliation' Gets The Play in N. C.

Charlotte, July 17.—Officers and directors of the Theatre Owners of North Carolina (TOA) have voted to change the name of its grievance panel to conciliation panel, Pauline Griffith, secretary, reports.

The change was motivated by two factors: (1) Conciliation is expected to have a role in any arbitration system the industry develops, and (2) the North Carolina panel has been operating on a "conciliatory basis."

Toledo House, 20th 'Reel' In Test Fight

Inspector Appears at the Westwood in the Evening

COLUMBUS, O., July 17.—Loel Lamb, a field inspector of the Ohio State Censorship Division, appeared this evening at the Westwood Theatre in Toledo where exhibitor Martin G. Smith was showing the uncensored 20th Century-Fox newsreel specially made to test the Ohio censorship law, and tomorrow will swear out a warrant for Smith's arrest as well as a search warrant for the print.

It is reported that the State will also bring suit against whomever has signed the contract with Smith for the company's newsreel.

A dispute had arisen earlier in the day between Motion Picture Association of America representatives and Dr. Clyde Hissong, head of the State Censorship Division, about the method

(*Continued on page 6*)

Decca Offers Stock To Raise Capital

Following its acquisition of the principal interest in Universal Pictures, Decca Records now is intent on securing for itself additional working capital for the conduct of its current activities and "the orderly expansion of its business," Milton R. Rackmil, president of both Universal and Decca, has informed Decca's stockholders.

Accordingly, Rackmil advised, Decca will offer additional shares of its capital stock to its stockholders.

The company contemplates mailing

(*Continued on page 6*)

New 7-Year Katzman Pact for 105 Films

HOLLYWOOD, July 17.—Producer Sam Katzman has signed a new seven-year contract with Columbia Pictures, effective Jan. 1, 1953.

Katzman's production schedule, one of the largest ever undertaken by an independent producer, calls for a minimum of 15 pictures a year, a total of 105 for Columbia release, during the seven-year period. More than half of Katzman's program will be filmed in color by Technicolor, with eight being

(*Continued on page 4*)

Personal Mention

MAX E. YOUNGSTEIN, United Artists vice-president, is in Hollywood from Detroit and Cleveland and will return to New York by plane over the weekend.

HOWARD STRICKLING, M-G-M studio publicity head, accompanied by DICK BERLIN, head of Hearst magazines, will leave Philadelphia today for Hudson Bay, Canada. They will return here July 28.

MARTIN MOSKOWITZ, 20th Century-Fox Empire division manager, and NAT ROSEN, Albany manager, were in Gloversville, N. Y., this week.

HERMAN M. LEVY, Theatre Owners of America's general counsel, is due here today from New Haven.

MAX FINK, theatrical lawyer, will leave here for London over the weekend.

ESTHER PALLOS, London Films executive, will leave here by plane for London tomorrow.

MARGARET SULLAVAN will fly to London from New York tomorrow.

VINCENT M. FENNELLY, head of Silvermine Productions, has returned to Hollywood from New York.

MILDRED DEMBY of Demby, Broun and Co., will leave here for Europe tomorrow.

Walker in New Quarters

Headquarters of Thomas L. Walker's special representative on motion picture matters for the Bank of America, have been moved from 729 Seventh Avenue here to the RKO building in Rockefeller Center.

WOR All-Night TV Show

WOR-TV will inaugurate the first "live" regular all-night TV show on morrow, and by way of celebration is holding a party at its "Television Square" in the afternoon.

'Flowers' to RKO Radio

"No Time for Flowers," with Viveca Lindfors and Paul Christian, will be distributed in October by RKO Radio. It was filmed in Vienna, with Don Siegel directing and Mort Briskin producing.

See 'Jacks' on Top

"Jumpin Jacks," which went into general release this month, is expected to be the highest Martin-Lewis grosser yet released by Paramount, A. W. Schwalberg, president of Paramount Film Distributing Corp., reports.

Parkway Theatre Closes

BALTIMORE, July 17.—One of Baltimore's oldest motion picture theatres, the Parkway, has closed. Morris Mechanic, who recently purchased the Loew's house, said he has no definite plans for the property.

First of 12 'Movietime' Star Tours Will Open in Denver August 17

Hollywood, July 17.—The first of 12 "Movietime, U.S.A." star tours to be run off between now and New Years will open August 17 at Denver, it was decided today at a meeting attended by Marvin Schenck, Hollywood chairman, and a special Screen Actors Guild committee composed of Richard Carlson, George Murphy, Walter Pidgeon, Ronald Reagan and Kenneth Thomson.

The second tour was set to open September 7 in Indianapolis, the third September 21 in Boston, with others to be determined later.

Schenck said the tours will require the services of about 60 players, producers and directors, and that the selection will be handled in such a manner that players seeking to visit certain areas, in response to many requests received for home-state personalities, usually can choose their own destinations.

'King Kong' Reissue Rolling Up Records

"Merian C. Cooper's 'King Kong' showed yesterday that the original re-release openings in the Midwest, backed by saturation TV promotions, were not flukes,"RKO Radio reported here yesterday. "In openings in the Northeast and West, it smashed records as it continued to do as much as a week's average business in some theatres in a single day," the company stated.

The RKO Boston reported a gross of $4,500, as did the Golden Gate in San Francisco, for the opening day.

Other theatres also reporting top business include the Pittsfield, $577 for the opening; Keith, Syracuse, $2,613; Albee, Providence, $2,700; Empire, New Bedford, $1,064; Strand, Taunton, $577; Palace, Rochester, $3,550; Keith, Lowell, $1,150; Warner, Worcester, $1,392; Saxon, Fitchburg, $750; Port, Newburyport, $500; Empire, Fall River, $1,158; Paramount, Springfield, $1,865.

1st Grievance Meet Gets No Grievances

KANSAS CITY, July 17.—The grievance committee set up by the Kansas-Missouri Theatre Association held its first meeting for the receipt and discussion of complaints yesterday, but no complaints were received. The committee developed procedures for handling grievances, and reported to the monthly meeting of the KMTA board of directors held later in the day.

The board named C. E. (Doc) Cook as chairman of the committee, to succeed Loren Turner, who had handled the initial steps in setting up this service. The grievance committee will meet again August 20, at the Hotel Phillips, in the morning, and the board will meet later the same day.

Para. Releases Hutton

Release of Betty Hutton from her Paramount contract scheduled to expire January, 1953, to permit her and her husband-director, Charles O'Curran, to produce her films on a partnership basis, was announced yesterday by Abe Lastfogel, head of the William Morris Agency, following a series of conferences between Lastfogel and Y. Frank Freeman, president of Paramount.

Aldrich Will Aid 'Italian Films Week'

Winthrop Aldrich, president of the Chase National Bank of New York, has accepted the honorary chairmanship of the sponsoring committee of "Salue to Italian Films Week," to be held in New York October 6-12, it was announced in Rome by Eitel Monaco, president of Italian Films Export, the New York branch of the IFE reported here yesterday.

"Salute to Italian Films Week" is being organized by leaders in the cultural, educational and social life of America, "as a tribute to the role which post-war Italian films have played in advancing the art of film making and in recognition of their contribution to Italo-American understanding," said the IFE.

"Film Week," which will be held at a leading New York theatre, will present seven new Italian films, one each evening, at premieres. A delegation of Italian film celebrities will come to New York for the events.

Kalmenson Winds Up Home Office Meet

A two-day meeting of Warner Brothers district managers held by Ben Kalmenson, company vice-president in charge of distribution, will wind up today at the home office.

Plans for pictures to be released from now through the first of the year were discussed at the sessions. District managers will return to their respective territories over the weekend.

Services Held for Reith

BOSTON, July 17.—Funeral services for Albert Reith, Sr., 67, of Revere, Mass., one of Boston's pioneer motion picture operators, were held today at the Cox Funeral Home in Arlington, Mass. Reith was a charter member and formerly financial secretary of the Boston Motion Picture Operators Local No. 182 of the IATSE. He leaves a son, a daughter, a brother and sister.

B. Myerson's Father

Philip Myerson, father of Bernard Myerson, Fabian Theatres booker and vice-president of the New York Bookers' Club, died here yesterday. Funeral services will be held today at 12:45 at the Riverside Funeral Chapel.

$4,500,000 Trust Suit

KANSAS CITY, July 17.—Suit for $4,500,000 damages and injunctive relief has been filed in Federal Court here under the anti-trust laws against the majors by the management of the Electric Theatre of Kansas City, Kansas. The damages sought are the largest cited in any of the many similar actions filed in several months here and elsewhere.

Defendants named are: 20th Century-Fox, National Theatres, Fox Midwest Theatres, Loew's, Paramount RKO Pictures, Warner Brothers, United Artists, Columbia Pictures, and Universal.

The complaint alleges that the companies attempted to suppress competition and have excluded the plaintiff from a free and open market for first-run pictures, thereby injuring its business and property.

The Electric is equipped to show first-run pictures, the complaint asserts, and charges conspiracy of the corporations to suppress competition among theatres.

20th Production Plan For UK Is Limited

LONDON, July 17.—There is no immediate prospect of 20th-Fox's reviving its former program of continuous production in England, although the company in September will finish in studios here "Singlehanded," which has been shooting on location in Malta. This was reported by Lew Schrieber, 20th-Fox production executive, as he departed today on the *Ile de France* for New York.

Albert Dezel's Father

CHICAGO, July 17.—Services were held here today for Julius Dezel, 79, father of independent film distributor Albert Dezel, who died on Tuesday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY BOLGER in
"WHERE'S CHARLEY?"
Color by TECHNICOLOR
A WARNER BROS. PICTURE
plus SPECTACULAR STAGE PRESENTATION

VIRGINIA MAYO RONALD REAGAN
GENE NELSON in
"She's Working Her Way Through College"
COLOR BY TECHNICOLOR
in person
JAN MURRAY
NEAL HEFTI and His Orchestra
Extra THE MODERNAIRES
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly
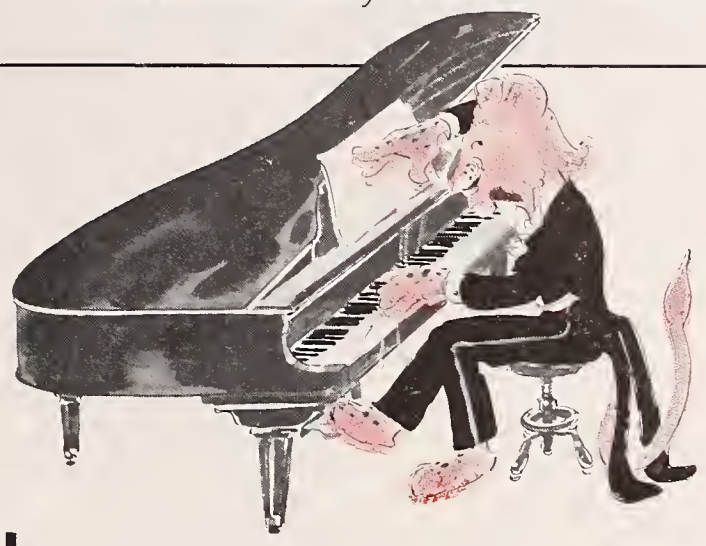
Walt Disney's Story of
ROBIN HOOD
Color by TECHNICOLOR
—and—
Walt Disney's WATER BIRDS
A True Life Adventure
Walt Disney's "LITTLE HOUSE"
Technicolor Cartoon
Print by Technicolor—Distributed by RKO
COOL CRITERION B'WAY & 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays. Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

LIFE SAYS:

"Leading the musical parade is M-G-M which hit the jackpot last year with 11 musicals, all hits. M-G-M's 1952 schedule calls for 13 more."

(13 Million readers of Life read the above in a 3-page section in full color devoted to such M-G-M musicals as "Lovely To Look At" "The Merry Widow" and others)



LIFE

PLEASE NOTE!

As predicted, the M-G-Musical parade continues with jackpot success. Following the happy reception for "Singin' In The Rain" we've captured the No. 1 spot on Variety's "Ten Box-office Leaders" for June with "Skirts Ahoy!". The new, big musical Champ is "Lovely To Look At". And as you'll see on this page there's a wealth of fine, melodious attractions ahead. Preparing for production is "The Student Prince" starring Mario Lanza, giving assurance that the fans can always depend on Leo the Singing Lion.



"LOVELY TO LOOK AT"

(Technicolor)

Kathryn Grayson
Red Skelton
Howard Keel
Marge and Gower Champion
Ann Miller
Zsa Zsa Gabor
Kurt Kasznar



"THE MERRY WIDOW"

(Technicolor)

Lana Turner
Fernando Lamas



"BECAUSE YOU'RE MINE"

(Technicolor)

Mario Lanza
Doretta Morrow
James Whitmore



"EVERYTHING I HAVE IS YOURS"

(Technicolor)

Marge and Gower Champion
Dennis O'Keefe
Monica Lewis
Dean Miller



"MILLION DOLLAR MERMAID"

(Technicolor)

Esther Williams
Victor Mature
Walter Pidgeon
David Brian
Donna Corcoran

Yes indeed M-G-M stands for

MORE GREAT MUSICALS!

("Seeing Is Believing")

Lippert Deals

(Continued from page 1)

week stay in New York on Saturday, has been conferring with Eastern branch managers on his plan to raise $2,500,000. Under the plan, 26 branches would be sold, giving the new owners, preferably their branch managers, a franchise for the servicing of 20 pictures per year for three years, in addition to distribution rights to two projected Lippert film productions.

Favorably Received

The plan, said Lippert, was favorably received by some Eastern branch managers, while others were cautious. Lippert plans to return here in four weeks to complete negotiations, he said. Two exchanges, Dallas and Memphis, have already been sold by Lippert.

Breaking down the estimated $2,500,000 to be raised Lippert explained that he expects to receive in excess of $500,000 on the sale of his exchanges, and for his planned two films, financing would be shared thus: $800,000 from a bank loan, $800,000 from franchise holders and exhibitors and $400,000 from deferments.

UPT Disposed

(Continued from page 1)

quence of the terminations of the joint interests, UPT received six theatres in which UPT is permitted to retain 100 per cent interest, leaving the company with a net disposition of 23 theatres during the quarter.

UPT Earned $3,669,000

(Continued from page 1)

cents per share of common stock and 12½ cents per share to holders of certificates of interest was sent to stockholders with the report. In the case of certificates of interest, the remaining 12½ cents per share, plus amounts previously withheld will be paid to holders upon conversion of their certificates of interest into common stock, the report stated.

Goldenson pointed out that the usual second quarter seasonal downturn in theatre business was somewhat more pronounced this year. The UPT president blamed the lack of quality in films released in May and June this year for the decline. He stated, however, that the feature pictures which will be released starting mid-July are of a high quality.

The consolidated earnings, excluding capital gains, of UPT represent 16 cents for the second quarter and 71 cents for the six months of 1952 per share on 3,300,838 shares outstanding on June 28, 1952, as compared with 35 cents and $1.04 per share, respectively, on 3,260,227 shares outstanding on June 30, 1951. The consolidated earnings including capital gains were equal to 44 cents for the second quarter of 1952 and $1.06 for the six months, compared to 61 cents and $1.41 for the same periods in 1951.

Theatre television programs, both as box-office and non-box-office attractions, continue to be presented by UPT and it is expected that a fairly active use of large-screen television during the off-hours in the company's theatres for commercial, educational and public service activities will commence in the fall, Goldenson stated. He explained that installation of theatre television is being pushed and by the end of the year national coverage by theatre television, following the long lines of the American Telephone and Telegraph Company, should be available.

Detailing earnings, profits before Federal income tax and other income listed in the report were put at $964,000 for the second quarter of 1952, compared to $2,093,000 for the second quarter of 1951. UPT's direct and indirect share of undistributed earnings of partly owned non-consolidated subsidiaries, not included in consolidated earnings, were estimated at $22,000 for the second quarter of 1952, compared to $98,000 for the same period last year.

Regarding the planned merger of UPT and the American Broadcasting Co., Goldenson stated that if the anti-trust issue were deleted from the Federal Communications Commission hearings, a final decision would be expedited.

Reopen Braham Theatre

MINNEAPOLIS, July 17. — Robert Alexander has reopened his fire-damaged Braham Theatre at Braham.

Katzman

(Continued from page 1)

done in color each year and seven in black and white. Of the latter, two will be serials.

7 So Far This Year

In 1952, the last year of Katzman's original seven-year contract at Columbia, the producer has already completed nine pictures with seven remaining to be filmed. Slated for Technicolor are: "Serpent of the Nile," "Siren of Bagdad," "Slaves of Babylon," "Flame of Calcutta" and "Conquest of Cochise." Two black-and-white pictures are "Combat Assignment" and the serial, "Planet Men."

Freed Elected

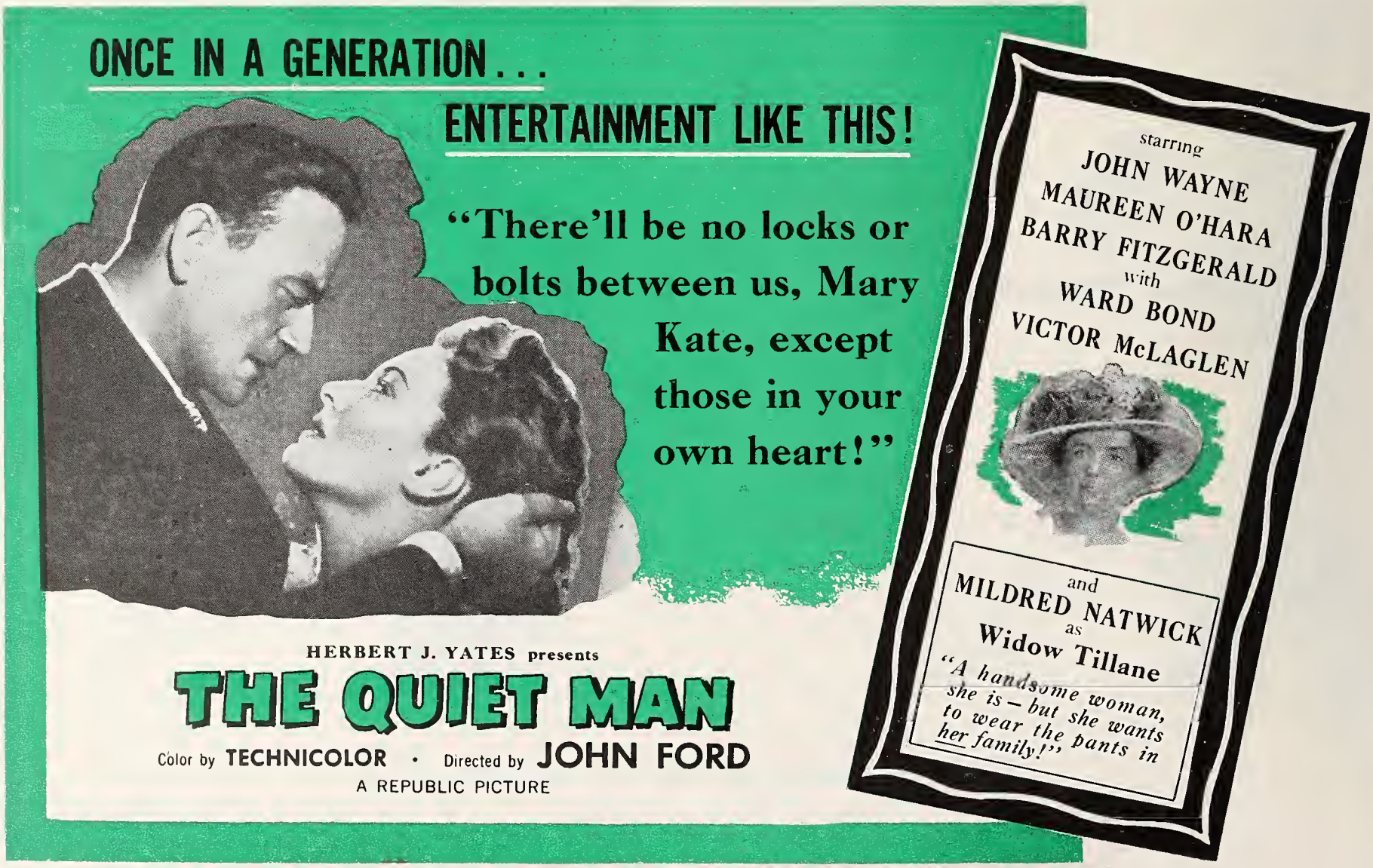
(Continued from page 1)

nation of the Artist-Managers Guild, tendered recently, and received the Screen Writers' Guild report on the latter's referendum on the proposed services committee to act as a clearing house for free-lancers falsely accused of being associated with subversive activities. SWG's negative vote kills the committee as an MPIC project.

Arbitration

(Continued from page 1)

alarm for the industry's future in view of current grosses, but are duty bound to obtain the highest possible terms from the motion picture exhibitors using their product.





HOW BIG IS "IVANHOE"?

Latest evidence that M-G-M has the biggest box-office property in years (*and that includes "Quo Vadis"*) is revealed in the daily screenings in our projection room for editors, writers, columnists. The reception is wonderful. It is a forecast of the vast national publicity this giant attraction will receive to pave the way to your box-office. Watch the trade press for news of the honors and awards being given to "Ivanhoe".

WEEK AFTER WEEK IT'S GROWING BIGGER!

1—World Premiere breaks 23-year-old record.
2—Trade Press praises it to the skies.
3—Popularity poll puts it ahead of "Quo Vadis".
4—Booked for the mighty Music Hall, N. Y.
5—National magazines' sensational approval.
6—Word-of-mouth is sweeping the nation!

NEVER A SHOW LIKE "IVANHOE"

RKO RADIO PICTURES, Inc.
TRADE SHOWINGS
of
"BEWARE, MY LOVELY"

ALBANY Fox Scr. Rm. 1052 B'way.	Mon.	7/28	2:00 P.M.
ATLANTA RKO Scr. Rm. 195 Luckie St.,N.W.	Mon.	7/28	2:30 P.M.
BOSTON RKO Scr. Rm. 122-28 Arlington St.	Mon.	7/28	10:30 A.M.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Mon.	7/28	2:30 P.M.
CHARLOTTE Fox Scr. Rm. 308 S. Church St.	Mon.	7/28	2:00 P.M.
CHICAGO RKO Scr. Rm. 1300 S. Wabash Ave.	Mon.	7/28	2:00 P.M.
CINCINNATI RKO Scr. Rm. 12 E. 6th St.	Tues.	7/29	8:00 P.M.
CLEVELAND Fox Scr. Rm. 2219 Payne Ave.	Mon.	7/28	2:30 P.M.
DALLAS Rep. Scr. Rm. 412 S. Harwood St.	Mon.	7/28	2:30 P.M.
DENVER Para. Scr. Rm. 2100 Stout St.	Mon.	7/28	2:00 P.M.
DES MOINES Fox Scr. Rm. 1300 High St.	Mon.	7/28	10:30 A.M.
DETROIT Blumenthals Scr. Rm. 2310 Cass Ave.	Mon.	7/28	2:30 P.M.
INDIANAPOLIS Univ. Scr. Rm. 517 N. Illinois St.	Mon.	7/28	1:00 P.M.
KANSAS CITY Para. Scr. Rm. 1800 Wyandotte St.	Mon.	7/28	3:00 P.M.
LOS ANGELES RKO Scr. Rm. 1980 S. Bermont Ave.	Mon.	7/28	2:00 P.M.
MEMPHIS Fox Scr. Rm. 151 Vance Ave.	Mon.	7/28	12:15 Noon
MILWAUKEE Warner Screen Room 212 W. Wisconsin Ave.	Mon.	7/28	2:00 P.M.
MINNEAPOLIS Fox Scr. Rm. 1015 Currie Ave.	Mon.	7/28	1:30 P.M.
NEW HAVEN Fox Scr. Rm. 40 Whiting St.	Mon.	7/28	2:00 P.M.
NEW ORLEANS Fox Scr. Rm. 200 S. Liberty St.	Mon.	7/28	10:30 A.M.
NEW YORK RKO Scr. Rm. 630 Ninth Ave.	Mon.	7/28	2:30 P.M.
OKLAHOMA Fox Scr. Rm. 10 N. Lee St.	Mon.	7/28	10:30 A.M.
OMAHA Fox Scr. Rm. 1502 Davenport St.	Mon.	7/28	1:00 P.M.
PHILADELPHIA RKO Scr. Rm. 250 N. 13th St.	Mon.	7/28	2:30 P.M.
PITTSBURGH RKO Scr. Rm. 1809-13 Blvd. of Allies	Mon.	7/28	1:30 P.M.
PORTLAND Star Scr. Rm. 925 N.W. 19th Ave.	Mon.	7/28	2:00 P.M.
ST. LOUIS RKO Scr. Rm. 3143 Olive St.	Tues.	7/29	1:30 P.M.
SALT LAKE CITY Fox Scr. Rm. 216 E. 1st St. So.	Mon.	7/28	1:30 P.M.
SAN FRANCISCO RKO Scr. Rm. 251 Hyde St.	Mon.	7/28	2:00 P.M.
SEATTLE Jewel Box Scr. Rm. 2318 2nd Ave.	Mon.	7/28	1:30 P.M.
SIOUX FALLS Hollyw'd Thea. 212 N. Philips Ave.	Mon.	7/28	10:00 A.M.
WASHINGTON Film Center Scr. Rm. 932 New Jersey Ave.	Mon.	7/28	2:00 P.M.

Review

"Untamed Frontier"

(Universal-International)

WITH Joseph Cotten and Shelley Winters heading the cast of this large-scale Western drama in color by Technicolor, its solid appeal at the box-office appears to be assured. A Leonard Goldstein production, the plot has been fashioned of conventional and popular ingredients. It concerns the attempts of a patriarch of a huge Texas cattle empire to resist the efforts of homesteaders to use his land as a right-of-way to reach acres of free government land.

The picture has action, gunplay, hard-riding and romance. Scott Brady, as the wayward arrogant son of the ranch owner, Minor Watson, is just a little too itchy with his trigger finger one day and he kills a man. The witness to the shooting is Miss Winters, and so in order to prevent her from testifying aaginst him, he marries her after a swift, ardent, but insincere courtship. Naturally Miss Winters discovers Brady's true metal and the marriage begins to disintegrate.

A large part of the picture centers around the efforts of Cotten to "make a man" of his dissolute nephew, Brady, with resultant friction. In time Cotten begins to realize that Miss Winters, whom at first he thought was a schemer, has some real moral worth, and he grows fond of her.

The screenplay, by Gerald Drayson Adams and John and Gwen Bagni, keeps the acting brewing on the homesteaders' front as well as the romantic front. Brady finally is forced into a deal with outlaws to rustle his own cattle and he is killed in the process.

In a showdown scene, Cotten finally permits the homesteaders to pass unmolested. As a result he also wins the approval and love of Miss Winters in a happily resolved ending. Hugo Fregonese directed.

Running time, 75 minutes. General audience classification. For September release.

MANDEL HERBSTMAN

Set Albany Farewell Dinner for Dortic

ALBANY, N. Y., July 17.—Charles L. Dortic, who will leave tomorrow as Columbia branch manager here and moves to Pittsburgh as Columbia salesman at his own request, will be given a farewell dinner on July 28 by branch managers of the Albany Loge of the Coloseeum of Motion Picture Salesmen (which Dortic headed nationally for two terms), and the Variety Club. He joined the company eight years ago as Albany salesman.

Toledo House

(Continued from page 1)

of preparing the warrants and the naming of the house to be tested. It was not until 10:30 this evening that Lamb finally appeared at the Westwood and settled the matter.

The stage is now set for the MPAA to carry its fight against the State censorship law through the courts.

Norman Jackter, former Columbia salesman in Washington, has arrived here to take over as manager.

53 More Exhibitors

(Continued from page 1)

ward with the organization of this campaign."

As previously explained by the campaign co-chairmen, several exhibitors in each state were asked, in wires sent out Monday, to serve on campaign committees in their states. The names of 46 exhibitors in 26 states who had previously wired their acceptances were announced Tuesday. New acceptances follow:

New Mexico, Tom Ribble, Marlin Butler; **Kansas,** Glen W. Dickinson, Lou Higdon, Jay Wooten; **Ohio,** Bob Wile, Ernest Schwartz, Selig J. Seligman; **Missouri,** Jack D. Braunagel, Jeff Jeffries; **California,** Richard Nasser, Roy Cooper, Ben Levin; **Mississippi,** A. L. Royal, Ted Solomon, Edward Ortte; **Connecticut,** Harry F. Shaw, Albert M. Pickus, Harry Feinstein, Herman Levy; **Pennsylvania,** William Goldman, A. R. Boyd, Morris Finkel. Also, **Massachusetts,** Ted Fleisher Norman Glassman, Ray Feeley; **New Hampshire,** Melvin Morrison, Lloyd Bridgman; **Rhode Island,** Meyer Stanzler, E. M. Fay; **Maine,** Ralph Tully, C. J. Russell; **West Virginia,** L. E. Rogers; **Wisconsin,** Alfred D. Kvool; **Iowa,** Al Myrick; **South Carolina,** Bates Harvey, Warren Irvin; **North Dakota,** Frank E. Wetzstein; **Tennessee,** Jay Solomon; **Maryland,** Leon B. Back; **Illinois,** David Wallerstein. Also, **North Carolina,** Robert Bryant; **Oregon,** William Graeper; **Montana,** Carl E. Anderson; **Louisiana,** Joseph A. Barcelona; **Virginia,** Estelle Bowden; **Georgia,** Nat Williams; **Texas,** John Q. Adams; **Michigan,** M. F. Gowthorpe; **Florida,** B. B. Garner; **Oklahoma,** Harold D. Bowers; **Indiana,** Dale H. McFarland; **Colorado,** Edward E. Pringle.

States from which replies have not yet been received are Vermont, New York, Delaware, South Dakota, Arizona and Nevada. New Jersey is forming its committee at a meeting this week of the New Jersey Federation of Theatres.

Decca Offers Stock

(Continued from page 1)

to the holders of the stock on or about next Wednesday subscription warrants entitling them to subscribe to 258,883 shares of additional capital stock on the basis of one additional share for each three shares of capital stock held of record at the close of business on or about July 22.

Rackmil explained that the subscription price for the additional capital stock has not yet been determined but it will be set forth in a prospectus by which the offering will be made and in the subscription warrants which will be mailed to stockholders. He anticipated that the subscription period will expire on August 8.

Howard Promoted

(Continued from page 1)

ment and in 1942 he went into theatre operations as assistant general manager to Schwartz. He was elected a vice-president with the formation of the new RKO Theatres company in January, 1951.

NEED SPECIAL TRAILERS QUICK?
QUICK SERVICE
FREE COPY SERVICE
BEST ART-WORK
YOU'LL GET IT FROM
FILMACK
SEND US YOUR ORDER
ALL-AROUND KNOW-HOW
FINEST QUALITY
TRY US AND SEE
CHICAGO, 1327 S. Wabash Av. • NEW YORK, 630 9th Av.

TV and Radio
—with Pinky Herman

THAT WONDERFUL SERIES on Grand Opera which last year was telecast "live" in full hour segments via WPIX will be filmed in Eastman color on 35mm. by R. M. Savini's Opera Cameos. The first two of the series of 13, featuring stars of the Metropolitan Opera Co., namely "Cavaliere Rusticana," with Mario Del Monica, Rita Telli and Torge, and "La Traviata," with Lucia Evangelesti, Frank Valentino, Julio Gari and Carlo Tommanelli, have just been completed at 20th-Fox Movietone Studios under the direction of Carlo Vinta. The series will be released through Atlantic Television Corporation. . . .

• •

We hear it isn't the Stein Song but rather the blues that they're singing these days over at MCA where the pressure is heavy because several important MCA artists have demanded some "real fast action in radio and TV bookings—"or else." . . . When DuMont opens its new studios here some time this fall, at 62nd Street and Third Avenue, there'll be Kleig lights, spotlights, cameras, stars and real Hollywood fanfare. . . . Betty Furness' commershills for Philco during the recent Republican National Convention in Chicago, earned her a sum slightly in excess of $18,000. (This Furness sure is Hot when it comes to selling Cold refrigerators.) . . . .

• •

Lew Parker and Virginia Grey are currently in Hollywood to set a deal on the filming of their hilarious "The Bickersons" routines. . . . CBS would like to sign muscial comedy star Bill Tabbert for a fall radio series. . . . Easily one of the most delightful quarter hours in radio is the "Words in the Night" (10:15-10:30) via NBC Friday nights, written, produced and narrated by David Ross with string music by Tony Mattola cushioning the dulcet tones of sopranotable Sally Sweetland. This musical gem is not unlike a painting by Rembrandt set to music by Beethoven. . . . James Cebastion, named by movie reviewers and columnists, "The handsomest man in Hollywood," is currently in town for a series of TV guestings. . . . Perry Como, during his six-week hiatus from his TVehicle, will make some p.a.'s for RCA-Victor distributors en route to the Coast. . . . ABC-TV has signed Bob Monroe's Kid series, "Look, Ma," for August 15 debut. . . .

• •

The Ted Mack "Original Amateur Hour," NBTelecast Tuesdays, for Old Gold ciggies, is rounding out its 18th year. Genial and kindly Ted, whose sincere encouragement to the thousands of talented amateurs, is patterned after Ted's former chief, the unforgettable Major Bowes and too, on Ted's own appreciation of the helping hand he himself received when he started out in show business years ago as a musician. . . . The Circle in the Square, Off-Broadway Theatre Group, has been doing smash box-office business with Tennessee Williams' "Summer and Smoke" and so the author is now penning a TV adaptation to feature this group. . . .



Inside New York—50 years ago . . .

Re-creating a corner of old New York for the theater is a stage designer's problem.

But re-creating it so that the color camera will see it and the sound camera hear it as the eye saw it and the ear heard it 50 years ago is quite another story.

It is in reducing problems of this character that the Eastman Technical Service is of great service. Their representatives collaborate with studio technicians; they scrutinize the scenery, establish light and color balances; they help select type of film, color or black-and-white, best to use. Special laboratory procedures, too, may be worked out to ensure precise processing—all to make sure that every foot of film produces best results.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address:

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

East Coast Division
342 Madison Avenue, New York 17, N. Y.

Midwest Division
137 North Wabash Avenue, Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, California

"THERE'S NO ROOM FOR ARGUMENT

'CARRIE'

is by far the best film Hollywood has sent us this year. Fully on a par with 'A PLACE IN THE SUN.'" That's the critical estimate of the picture by Alton Cook (N.Y. World-Telegram and Sun). It is also a boxoffice analysis as proved by the public's response at the Capitol Theatre, New York, where the picture premiered Wednesday during a record-breaking heat spell.

"CARRIE" IS THE HOTTEST THING IN NEW YORK TOWN RIGHT NOW

As It Will Prove To Be In Every Town Soon!

It is typical of

PARAMOUNT'S GREAT PARADE OF HITS

for the remainder of 1952

Paramount Pictures

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 14 NEW YORK, U. S. A., MONDAY, JULY 21, 1952 TEN CENTS

Legal Battle Against Ohio Censors Begins

Smith's Arrest Initiates Industry's Test of Law

TOLEDO, July 20. — Martin G. Smith, past president of both Allied States Association and the Independent Theatre Owners of Ohio, was arrested here Friday for exhibiting at his Westwood Theatre a newsreel that had not been submitted for the approval of the Ohio State Censorship Division. The film was seized and Smith was ordered to appear Saturday in municipal court to answer charges.

Smith deliberately exposed himself to arrest as his contribution to the industry's campaign to have declared unconstitutional the Ohio film censorship laws. Thus he and 20th Century-Fox, distributor of the uncensored newsreel, become defendants in a "test case" founded on the U. S. Supreme Court decisions favoring the in-

(*Continued on page 4*)

FCC Unit Opposes ABC-UPT Petition

WASHINGTON, July 20.—Strong opposition to the ABC-UPT-CBS and Paramount petitions asking the elimination of anti-trust issues and a direct Commission decision on the proposed ABC-UPT merger was filed with the Federal Communications Commission on Friday by the FCC broadcast bureau.

"Petitioners request that the entire 'anti-trust' policy of the Commission be junked because it is delaying final action of the merger and other ap-

(*Continued on page 5*)

Compo Prepares for Collection Drive

Distributor chairman of the Council of Motion Picture Organizations' finance campaign in all exchange cities at the weekend received copies of a four-page pamphlet and a COMPO membership pledge card in preparation for the August 11-18 COMPO dues collection drive.

The pamphlet, entitled "United We Will Win," explains the significance

(*Continued on page 4*)

Very High Rentals Hit Community Dollar, NCA's Berger Charges

Minneapolis, July 20.—Ben Berger, North Central Allied president, charged here that when a film company walks off with 70 per cent of the gross receipts in film rentals "it dries up the community entertainment dollar for a month to come."

Berger added a new phase to the argument against advanced admission price pictures, declaring that such runs served also to reduce the candy counter and refreshment bar receipts "for when a patron is required to spend more to see the show he has less to spend on popcorn, candy and drinks." Adding that the profits made at the refreshment stand is an important part of a theatre's operation, the NCA head said "the refreshment stand has become more than an additional source of revenue for the exhibitor; frequently it is the only phase of his operation that shows a profit."

Loew's Reports a 40-Week Profit of $4,478,133

Loew's net profit for the 40 weeks ended June 5 was $4,478,133, compared with $5,567,619 for the corresponding period last year, Charles C. Moskowitz, vice-president and treasurer, disclosed here at the weekend. The latest figure is equal to 87 cents per share of common stock, whereas the earlier one was the equivalent of $1.08 per share.

Moskowitz reported also a profit of $740,817 for the 12 weeks ended June 5, against $1,341,754 for the corresponding period of the previous year. These figures, respectively, were equal to 14 cents and 26 cents per share of stock.

The financial statement gave effect to revision of the company's film amortization table, effective March 13, 1952, as to pictures released after that date, Moskowitz indicated.

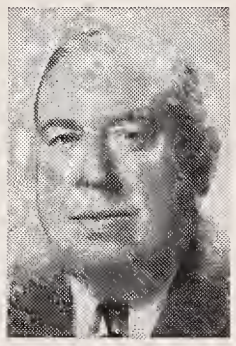
He explained that the revision is based upon the company's most recent film income experience. The revised table allocates 66⅔ per cent of the cost to domestic and 33⅓ per cent to foreign instead of 75 and 25 per cent respectively, as heretofore.

Total cost of each picture is written off as follows: at the end of 12 weeks, 44.1 per cent instead of 44.8 as formerly; 24 weeks, 67.7, instead of

(*Continued on page 5*)

Harry Thomas Heads Souvaine Sales

Harry Thomas, distribution veteran, has been named a director of the board in charge of all sales activities — television and theatrical — of Souvaine Selective Pictures, Inc. Thomas is a former vice-president of March of Time Distributors, Inc., president of PRC Pictures, president of Equity Pictures, Inc., and has variously headed his own in-



Harry Thomas

(*Continued on page 5*)

TEXAS COMPO SEES GOV'T AIDED BY REPEAL OF US ADMISSION TAX

DALLAS, July 20.—If the 20 per cent Federal admission tax is removed, the government would receive 50 per cent of it back in personal income, excess profits and corporate taxes, whereas if the tax is allowed to stay, in effect there will be much less revenue with hundreds of theatres closing as a direct result of the admission levy, the Council of Motion Picture Organizations Texas Showmen has pointed out in anti-tax literature sent to members.

This argument is one of a dozen or more which the Texas COMPO unit has marshalled as ammunition for its part in the campaign spearheaded by the national COMPO office and the COMPO tax repeal committee headed by Col. H. A. Cole and Pat McGee.

"It is our opinion that the program will bring results in our efforts to convince Texas Congressmen of the necessity of removing this confiscatory tax," it was stated by a committee of Texas exhibitor leaders including

(*Continued on page 4*)

Urges 'Dems' To Adopt an Anti-TaxPlank

Brandt Sends Plea to Lehman and Celler

The adoption by the Democratic Party of a plank in its platform calling for a review of the country's excise tax structure, with a view toward the elimination of the 20 per cent admission tax was urged at the weekend by Harry Brandt, president of the Independent Theatre Owners Association of New York.

Brandt's plea in the form of a telegram was sent to Senator Herbert H. Lehman and Congressman Emanuel Celler, New York members of the platform committee of the Democratic National Convention, which will open today in Chicago.

Declared Brandt: "Many of the Federal excise taxes are presently stifling American industry and have reached the point where the adverse effect of these levies is threatening the nation's economy. In many cases

(*Continued on page 4*)

1st TV Station Since '48 Opens in Denver

WASHINGTON, July 20.—The first new television station actually to begin broadcasting since back in 1948 will get on the air in Denver tomorrow, as the Federal Communications Commission at the weekend announced it had granted authority to Eugene P. O'Fallon, Inc., recently licensed to construct KFEL-TV in Denver, to use temporary equipment for 60 days.

KFEL-TV will almost certainly provide uninterrupted television service from tomorrow on.

Lightman Takes Full Control of Malco

MEMPHIS, July 20.—The top three men of the Malco theatre circuit, together for more than 30 years, have split up.

M. A. Lightman, Sr., president of Malco Theatres, Inc., and Malco Realty Corp., said he has taken 100 per cent control of the 63-theatre chain, buying out the 33 per cent interest of M. S. McCord and M. J. Prunisky of North Little Rock, Ark.

Personal Mention

BEN SCHLANGER and WILLIAM A. HOFFBERG, New York theatre architects and engineers, will leave here on Saturday for Europe.

•

LEONARD GOLDENSON, United Paramount Theatres president, and Mrs. GOLDENSON were guests of honor at a dinner given by Italian Films Export in Rome last week.

•

NATHAN D. GOLDEN, Commerce Department film chief, arrived here from Europe on Saturday aboard the *S.S. Nieuw Amsterdam.*

•

ARTHUR CANTON, Eastern division press representative for M-G-M, will leave here tomorrow for Philadelphia and Harrisburg.

•

EDWIN W. AARON, 20th Century-Fox assistant general sales manager, will return to New York today from Detroit.

•

RALPH MARTIN of *Seventeen* magazine has left here for a trip through the New England States.

•

KEN THOMSON of the Screen Actors Guild left Hollywood for New York over the weekend.

Field Staff Named For MGM Shorts

With the return of William B. Zoellner, head of short subject and newsreel sales from a tour of branches, M-G-M announced at the weekend a new roster of short subject representatives in each of its 32 offices. They will not devote all of their time exclusively to short subjects but will have other assignments as well. The personnel follows:

Albany, Frank Carroll; Atlanta, Sam McCook; Boston, Nathan Oberman; Buffalo, Marion M. Ryan; Charlotte, Belton Hogan; Chicago, Edna Frank; Cincinnati, Michael M. Berger; Cleveland, George Bailey; Dallas, A. V. Philbin; Denver, M. A. Cramer; Des Moines, John J. Pilmaier; Detroit, C. Berthiaume; Indianapolis, O. L. Prescott; Jacksonville, Robert E. Capps; Kansas City, Harvey Cole.

Also, Los Angeles, Edward Urschel; Memphis, Carl Skaggs; Milwaukee, Hildagarde Albrecht; Minneapolis, Bill Burke; New Haven, Leon Jakubson; New Orleans, H. A. Arata; New York, H. Margolis; Oklahoma City, W. Royalty; Omaha, Evelyn Cannon; Philadelphia, H. Bache; Pittsburgh, Max Shabason; Portland, Frank Staeger; St. Louis, George Reilly; Salt Lake City, G. A. Derrick; San Francisco, Leslie Smith; Seattle, Wm. R. Vose; Washington, Edward Kushner.

Press to Meet Ford

Herbert J. Yates, president of Republic Pictures, has invited the press to cocktails and a buffet on July 29 at the Essex House here to meet John Ford, director of "The Quiet Man."

120 Exhibitors In Tax Fight

The list of exhibitors willing to serve on state committees in the industry's campaign for repeal of the 20 per cent admission tax was increased to 120 at the weekend when Col. H. A. Cole and Pat McGee, national co-chairman of the campaign, received additional acceptances from 21 exhibitors representing 16 states. All but four states, Vermont, South Dakota, Arizona and Nevada are now represented in the list of those who have accepted state committee assignments. Latest additions follow:

California, L. S. Hamm, Graham Kislingbury, Gerald Hardy, Charles J. Maestri; Connecticut, J. B. Fishman, Ted Jacocks; New York, Emanuel Frisch, Morton Sunshine; Utah, Ray Hendry; Alabama, Mack Johnson; New Hampshire, Lloyd Bridgham; Wyoming, Tom Brennan; Arkansas, Jack Bomar; Missouri, Tom Edwards; Florida, Horace Denning; North Carolina, Harry E. Buchanan; Delaware, Marsh Gollner; New Mexico, Ed Kidwell; Louisiana, Don George; Pennsylvania, Mo Wax; Michigan, James F. Sharkey.

Shinbach to RKO Theatres in Ohio

Jerry Shinbach, RKO Theatres Midwest division manager, has been placed in charge of RKO Theatres in Ohio, William W. Howard, RKO Theatres vice-president, has announced. Joseph Alexander will remain as city manager in Cincinnati.

At the same time Howard stated that RKO theatres in Omaha, Kansas City and Denver have been added to the Harry Weiss Minneapolis-Iowa division.

Names Weber Para. Division Drive Aide

Robert Weber, assistant to Howard Minsky, Paramount's mid-eastern division manager, has been appointed division coordinator for the company's "Greater Confidence Parade of 1952" sales drive which will get under way on Aug. 31.

Weber is in New York for meetings with Monroe R. Goodman, national drive coordinator and executive assistant to A. W. Schwalberg, and other home office executives.

Goldsmith in New MGM U.K. Post

Charles Goldsmith, Loew's International executive, left New York by plane yesterday for London where he will assume new duties as assistant managing director of Metro-Goldwyn-Mayer and a member of the board of directors. His wife and two sons will join him in England, sailing July 23.

Goldsmith in 1949 resided in London for six-months when he was special assistant to Sam Eckman, Jr., managing director and board chairman.

NEWS in Brief . . .

CHICAGO, July 20.—Police Commissioner O'Connor maintains that the banning of "The Miracle" in this city is not in contradiction to the recent U. S. Supreme Court decision.

O'Connor said the film was banned under a section of the city code which forbids the showing of any film that "portrays depravity . . . or lack of virtue of a class of citizens of any race, color, creed, or religion and exposes them to contempt, derision, and obloquy."

Meanwhile, it was reported that Joseph Burstyn, in New York, distributor of the film, plans to file for a court injunction to lift the ban.

•

A contract providing for a minimum of 100,000,000 feet of film processing, between the CBS television network and De Lux Laboratories, Inc. was disclosed here at the weekend by Frank Falknor, vice-president of CBS-TV operations.

Falknor said the contract was further evidence of CBS-TV's confidence in New York City continuing as a major television center.

•

Thirty thousand copies of a special product issue of 20th Century-Fox's house publication, *The Dynamo,* are being distributed this week throughout the world.

Containing product information on company pictures scheduled for the rest of 1952, and offering a preview of top attractions to be released in 1953, the 56-page book incorporates material aimed at exhibitors, newspaper editors and advertising and exploitation men.

Editor of *The Dynamo* is Roger Ferri.

•

CHICAGO, July 20—More than 400 newspaper correspondents who are here to cover the Democratic National Convention, which opens tomorrow, have been invited by Bob Hope to view a special screening of the comedian's latest Paramount release, "Son of Paleface." The showing will take place tomorrow night.

Hope is here reporting the convention for National Broadcasting and newspapers.

•

A lavish reception awaits Danny Kaye when he arrives in Copenhagen, Denmark, today for a tour of the home country of Hans Christian Andersen, the Samuel Goldwyn office here reports. Kaye portrays Andersen in the upcoming film biography of the Danish storyteller.

He will be met by government officials and leading figures of the entertainment world. This evening Kaye will meet the Danish Prime Minister, Erik Erikson, and will present him with a copy of the script of Goldwyn's "Hans Chrisitan Anderson" for inclusion in the Andersen Museum.

Conn. Golf Tournament

NEW HAVEN, July 20.—Annual golf tournament of the MPTO of Connecticut will be held on Aug. 12 at the Racebrook Country Club, Orange, Conn.

Newsreel Parade

THE DEMOCRATS preparing for their convention and Finland getting ready for the Olympics are current newsreel highlights. Other items include fighting in Korea and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 59—Films of Yalu River bombing. Columbia killer nabbed in Boston. Ike resting in Colorado. Are truce talks coming to a head? Olympics in Helsinki. 'Copter attack. Anglers.

NEWS OF THE DAY, No. 293—Battle royal for Democratic nomination. Air attack in Korea blasts Reds. Record set by *S.S. United States.* Free Berlin protests Red kidnapping. 1952 Olympics.

PARAMOUNT NEWS, No. 96—Chicago: Democrats take over. Korea: year of truce talks. New air-ground action. 15th Olympiad: Finland host to nations.

TELENEWS DIGEST, No. 29-B—Germans protest Red kidnapping. Bastille Day. Helicopters cross Atlantic. "Animal library" for children. Steel strike stops ore ships. French bike race.

UNIVERSAL NEWS, No. 579—Democrats at Chicago. *S.S. United States* sets record. Korean air strike. Olympic preparations. Children's driving school. Baby athletes in France.

WARNER PATHE NEWS, No. 98—Now its the Democrats. Korea attacks. Eisenhower and Nixon get ready. Discord in Berlin, NATO air strength. Beverly Hills: Will Rogers Park. Finland prepares for Olympics.

Quigley Awards to Ackery and Shaffer

Ivan Ackery's campaign for the Canadian premiere of M-G-M's "The Wild North" at the Orpheum Theatre, Vancouver, and Willis Shaffer's campaign on "Invitation" in Hutchinson, Kan., which won him M-G-M's first "Promotion of the Month" award, are the winners of this quarter's Showmanship Awards of the Managers Round Table of MOTION PICTURE HERALD.

"Scroll of Honor" winners are:

Rocque Casamassine, Franklin Theatre, New York City; Philip Chaiton, Ward Theatre, New York City; Sidney Kleper, Loew's College, New Haven; Nicholas J. Matsoukis, Rivoli Theatre, New York City; Vic Noew, Odeon Theatre, Hyland, Canada; Leonard Sobey, Globe Theatre; Stockton, England, and William Trambukis, Loew's Regent, Harrisburg, Pa.

Aubrey Schenck and RKO Radio in Deal

HOLLYWOOD, July 20.—RKO Radio and Aubrey Schenck Productions have concluded arrangements for the distribution of six films which Schenck Productions will complete within the next two years, it was announced here by C. J. Tevlin, vice-president in charge of RKO studio operations.

First of the productions will be "Beachhead," based on the Richard Hubler novel, "I Got Mine." Filming will start in September. Second production will be "The Swamp Fox," with color in Technicolor.

He has recently been affiliated with Associated Producers and Players.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

SHOWOFF!



your BOXOFFICE is *Only* as GOOD as your

SHOWMANSHIP!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Anti-Tax Plea

(*Continued from page* 1)

the presence of these discriminatory excise taxes in an industry represents the difference between a prosperous industry and one that is destroying small businessmen under the oppressive yoke of such taxation."

Excise taxes in many instances today, Brandt stated, "act as an industry subsidy to government at a time when the affected industries are fighting for survival."

In this Presidential election year, Brandt pointed out, "removal of many of these excise taxes would be extremely popular with the people since they hit the pocketbooks of more Americans than the income tax.

"We are confident that labor will join with industry in recommending this proposal. At the same time, elimination of these excise taxes will create a healthy spur to the affected industries and provide greater employment for more people at better wages and result in higher income and corporate tax returns which will more than offset the revenue losses involved," Brandt stated.

COMPO Prepares

(*Continued from page* 1)

of the industry's all-out campaign for the repeal of the 20 per cent admission tax in addition to outlining the general purposes of COMPO. A schedule of payments was also included, as previously reported.

The cards and pamphlets will be distributed to exhibitors throughout the country during August 11-18.

FCC Unit Hits Petitions

(*Continued from page* 1)

plications," the brief contended. Curtis B. Plummer, chief, and Joseph M. Kittner, assistant chief of the broadcast bureau, presented the brief, along with hearing division chief Frederick W. Ford and counsel Max Paglin.

ABC, UPT, CBS and Paramount asked not only that the anti-trust issue be deleted and that hearing examiner Leo Resnick's initial decision be dispensed with, but also that parties file proposed findings of fact within 20 days of law directly with the commission for its final decision, and that the Commission enter any orders necessary to sever parties as a result of deleting the anti-trust issues.

The broadcast bureau contended that Paramount's petition, separate from the one presented jointly by ABC, UPT and CBS, restated and paraphrased "the issues specified by the Commission with respect to them, and request that the Commission adopt such restatement." This, the bureau also opposed strongly.

The brief called the request for elimination of anti-trust issues an effort to modify basic Commission policy, and denied that granting of radio licenses to Westinghouse without hearings despite a history of anti-trust violations was a precedent. There was no similiarity between the cases, the brief argued, because Westinghouse was a pioneer in radio. The public interest demanded the licensing, and in any event Commission policy is to consider past anti-trust violations on a case-by-case basis.

The broadcast bureau similarly denied that other cases cited by the petitions had any bearing on the present case. The court decision in the Oregon Medical Society, the brief held, was to the effect that an injunction could not be issued against practices which have already ceased. Not, as Paramount contended, that "ancient history" is inadmissable as evidence.

When setting up the issues for the present case, the brief continued, the Commission heard all the arguments against inclusion of the anti-trust phase, rejected them, and should not now overrule itself.

Rogers at Youth Rally

HOLLYWOOD, July 20.—En route East for their September 24-October 19 appearance at the Madison Square Garden Rodeo in New York: Roy Rogers and Dale Evans will swing down to Memphis to participate in a youth rally there September 16. The rally is part of the city's drive to construct interdenominational recreational facilities for its young people, with the project to be named after Rogers.

Ohio Censor

(*Continued from page* 1)

dustry in the "Pinky" and "Miracle" actions.

Twentieth-Fox too was aware of the consequences that threatened, but, like Smith, made itself vulnerable so that there could be created a case through which the industry could press its attack on the Ohio statute.

Smith was not required to post bond on Friday, the court having taken his word that he would appear Saturday as ordered. Paxton & Seasongood, Cincinnati law firm representing the Motion Picture Association of America, has retained Donald Melhorn of the Toledo legal firm of Marshall, Melhorn, Block & Belt to defend Smith.

The warrant for Smith's arrest read as follows:

"One Martin G. Smith, owner of the Westwood Theatre, 1602 Sylvania St., Toledo, did purposely exhibit a certain motion picture—to wit, a newsreel titled 'The American Newsreel' and including precede stating in effect that the newsreel had not been submitted to the Department of Education for censorship as required by Ohio statutes—without same having been submitted to the Department of Education for passage and approval and without having been passed and approved by the Department of Education, contrary to the statutes of Ohio made and provided therein."

Texas Compo

(*Continued from page* 1)

Robert J. O'Donnell, Cole, Paul Short, John Q. Adams, Claude C. Ezell, Phil Isley, Don C. Douglas, R. I. Payne, Sam Landrum and Kyle Rorex.

One of the other arguments used here is that that part of the tax money theatremen will retain is needed to make improvements in order to improve service to the public. "Estimate how much you should spend on such items as new carpets, curtains, sound and projection equipment, seats, rest room equipment, air conditioning, etc., to make your theatre more comfortable and inviting for your people," recipients of the campaign plans are advised.



In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

IRVING SINGER of the Rex Specialty Bag Corp., Brooklyn, N. Y., has been named exhibit chairman for the 1952 Popcorn Industries' Convention and Exhibit to be held in Chicago November 12-13-14. Singer, a veteran in the paper goods field, is planning an elaborate display of supplies, machinery and equipment for the 56-booth show in the LaSalle Hotel exhibition hall. Latest developments in the popcorn industry will be shown.

•

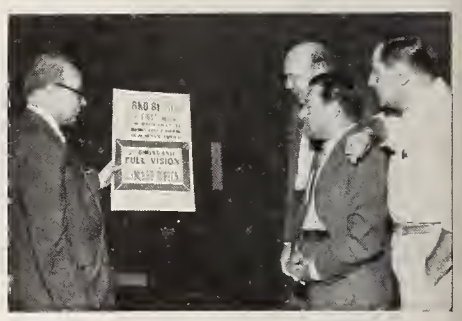
A new model in its light-weight industrial vacuum cleaners with a redesigned tank having a full five-gallon capacity has been marketed by Multi-Clean Products, Inc., St. Paul. For small and intermediate cleaning, the new machine has the same wet and dry pickup of previous models. It weighs only 36 pounds and can be carried by a handle on the top.

•

Edward Stanko, veteran RCA engineer and pioneer in radio and television in the 1920's, has been appointed to the newly-created post of manager of engineering, technical products division, of the RCA Service Co., Camden. He will direct specialized training of field personnel, preparation of technical information and development of new and improved methods for installation and servicing of RCA technical products.

•

New fabrics made of Fiberglas reinforcing cloth and adaptable for stage curtains and drapes have been announced by Duracote Corp., Ravenna, Ohio. The Fiberglas cloth is coated by a special process with a synthetic plastic resin. This makes the fabric fire-resistant, according to the manufacturer, and prevents cracking or breaking. Called "Dura-Decor," the fabric comes in nine colors that are opaque for room darkening without the need of lining cloth.



Examining one of the lobby signs for exploitation of the RCA "Synchro-Screen" installed in the RKO 81st Street Theatre, New York. The sign announces that the theatre has the first such screen on Broadway, "to bring you a brand new movie thrill." Shown holding the sign is Bernard Sholtz, of RCA. Others are W. L. Rothenberger, of RCA; Ben Perse, of Capitol Theatre Supply, New York, and Harry Lyons, manager of the theatre.

Injunction Against 'Treason' Is Denied

Justice Thomas L. J. Corcoran of the New York State Supreme Court has rejected the claim of one Albert E. Kahn, the author of a political book entitled "High Treason: The Plot Against the People," that he has exclusive rights to the phrase "High Treason" as the title of any literary work, including motion pictures. Kahn sought a temporary injunction restraining Pacemaker Pictures, Inc., J. Arthur Rank Organization, Inc., and Arthur Mayer-Edward Kingsley, Inc., from using the title "High Treason" in connection with the fictional spy thriller directed by Roy Boulting now showing at the 52nd Street Trans-Lux Theatre here, and scheduled to be released thoughout the United States.

Justice Corcoran stressed that the title of the plaintiff's book and the defendant's film "are not the same," and the respective contents are "entirely different." He further ruled: "Even if the title of the plaintiff's book were 'High Treason,' which it is not, he would have great difficulty in showing any exclusive right to the use of those two words. 'High Treason' has been used as the title of five moving pictures, one play, and at least five books in recent years. The word 'Treason' has been used alone as the title of six moving pictures. It has been used with other words, as in the case of the plaintiff's book, as the title of 30 other moving pictures, short stories, or books. The motion is denied."

The defendants were represented by Louis Nizer and Seymour Shainswit of the firm of Phillips, Nizer, Benjamin & Krim.

Loew's Profit

(*Continued from page* 1)

70.7; 36 weeks, 77.5, instead of 85.1; 52 weeks, 87.7, instead of 95 per cent, and 78 weeks, 100 per cent, the same as formerly.

It was pointed out that if the amortization table had continued unchanged, the company's net profit after taxes for both the 12-week and 40-week period ended June 5 would have been $117,082 less.

The statement contains these comparative figures for the 40-week periods ended June 5, 1952, and June 7, 1951, respectively: Estimated gross sales and operating revenues, $135,646,000 and $132,883,000; operating profit, including wholly and partly owned subsidiaries, $10,016,233 and $11,608,043; net operating profit before taxes, $5,302,538 and $6,829,984; reserved for taxes, $1,288,236 and $2,503,794; adjustments for prior years' depreciation and Federal taxes, $605,442 and $1,537,814.

These are the comparative figures for the 12-week periods ended June 5, 1952, and June 7, 1951, respectively: Estimated gross sales and operating revenues, $39,953,000 and $38,933,000; operating profit including wholly and partly owned subsidiaries, $1,868,839 and $3,028,507; net operating profit before taxes, $425,878 and $1,480,292; reserved for Federal taxes, $240,487 and $387,294; adjustments for prior years' depreciation and Federal taxes, $90,166 and $290,781.

Pay to Directors For Film Telecasts

HOLLYWOOD, July 20.—Screen directors over the weekend became the second talent group to obtain an agreement from television film producers for an additional payment for their services when subsequent runs of their films reach a stipulated point. This type of extra compensation, long and unsuccessfully sought in the theatrical film field with a view to gaining participation in reissue revenues, was obtained from television film producers by the SAG several weeks ago.

Meanwhile, the Screen Directors Guild announced an agreement with the Alliance of Television Film Producers on terms of a contract which will provide for the director of a television film to receive a flat $275, in addition to his original salary, when and if a film he has made is run for the fourth time, this payment to cover all subsequent runs as well. An SAG pact, previously reported, differs in terms and amounts but is the same in principle.

The SDG-ATFP contract, which runs to April 4, 1958, sets $550 per week as a minimum for free-lance directors, $325 for first assistants, and $185 for second assistants. With minor details still to be worked out, the contract becomes effective on ratification by the SDG, which is considered a formality.

Discuss Global 'P.R.'

The Motion Picture Association of America's international film relations committee, headed by Lawrence Lipskin of Columbia, met here at the weekend to discuss projects for improving public relations on a global basis.

Thomas

(*Continued from page* 1)

dependent distribution enterprises.

In announcing the agreement with Thomas, Henry Souvaine, president of Souvaine, said: "Naturally, Mr. Thomas and I have complete confidence in the ability of the motion picture industry to adjust itself successfully to the vastly changing conditions of today and tomorrow. The superior motion picture still remains a most powerful magnet for all the millions in this country—lowbrows, mediumbrows, and highbrows—who periodically must escape from the confines of their living rooms.

Souvaine will distribute at least 16 theatrical features during its new season, against 10 last year, in addition to approximately 50 non-competitive features for the television market under the trade name Cinema TV Features.

In addition to its American representation of the French governmental film combine, L'Union Generale Cinematographique, Souvaine distributes the bulk of releases of British producers Romulus, Independent Film Distributors and Sydney Box Productions.

Souvaine is also negotiating with Joseph Burstyn for the co-release with Burstyn of two of his latest features, "The Girl of the Marshes" and "St. Francis."

Thomas succeeds Charles Amory who last week became West Coast vice-president of Pathe Laboratories.





BIGGEST OPENING DAY OF THE YEAR — GLOBE, N.Y.!

RICHARD WIDMARK
MARILYN MONROE in
DON'T BOTHER TO KNOCK

with Anne Bancroft • Donna Corcoran • Jeanne Cagney

Produced by JULIAN BLAUSTEIN • Directed by ROY BAKER • Screen Play by DANIEL TARADASH

PRESS-TIME FLASH:
SENSATIONAL OPENING,
HOLLYWOOD THEATRE,
ATLANTIC CITY!



Only 20th Century-Fox delivers "THE GENUINE ARTICLE!"
— LIFE Magazine

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 14 NEW YORK, U.S.A., MONDAY, JULY 21, 1952 TEN CENTS

Legal Battle Against Ohio Censors Begins

Smith's Arrest Initiates Industry's Test of Law

TOLEDO, July 20. — Martin G. Smith, past president of both Allied States Association and the Independent Theatre Owners of Ohio, was arrested here Friday for exhibiting at his Westwood Theatre a newsreel that had not been submitted for the approval of the Ohio State Censorship Division. The film was seized and Smith was ordered to appear Saturday in municipal court to answer charges.

Smith deliberately exposed himself to arrest as his contribution to the industry's campaign to have declared unconstitutional the Ohio film censorship laws. Thus he and 20th Century-Fox, distributor of the uncensored newsreel, become defendants in a "test case" founded on the U. S. Supreme Court decisions favoring the in-

(*Continued on page 4*)

FCC Unit Opposes ABC-UPT Petition

WASHINGTON, July 20.—Strong opposition to the ABC-UPT-CBS and Paramount petitions asking the elimination of anti-trust issues and a direct Commission decision on the proposed ABC-UPT merger was filed with the Federal Communications Commission on Friday by the FCC broadcast bureau.

"Petitioners request that the entire 'anti-trust' policy of the Commission be junked because it is delaying final action of the merger and other ap-

(*Continued on page 5*)

Compo Prepares for Collection Drive

Distributor chairman of the Council of Motion Picture Organizations' finance campaign in all exchange cities at the weekend received copies of a four-page pamphlet and a COMPO membership pledge card in preparation for the August 11-18 COMPO dues collection drive.

The pamphlet, entitled "United We Will Win," explains the significance

(*Continued on page 4*)

Very High Rentals Hit Community Dollar, NCA's Berger Charges

Minneapolis, July 20.—Ben Berger, North Central Allied president, charged here that when a film company walks off with 70 per cent of the gross receipts in film rentals "it dries up the community entertainment dollar for a month to come."

Berger added a new phase to the argument against advanced admission price pictures, declaring that such runs served also to reduce the candy counter and refreshment bar receipts "for when a patron is required to spend more to see the show he has less to spend on popcorn, candy and drinks." Adding that the profits made at the refreshment stand is an important part of a theatre's operation, the NCA head said "the refreshment stand has become more than an additional source of revenue for the exhibitor; frequently it is the only phase of his operation that shows a profit."

Loew's Reports a 40-Week Profit of $4,478,133

Loew's net profit for the 40 weeks ended June 5 was $4,478,133, compared with $5,567,619 for the corresponding period last year, Charles C. Moskowitz, vice-president and treasurer, disclosed here at the weekend. The latest figure is equal to 87 cents per share of common stock, whereas the earlier one was the equivalent of $1.08 per share.

Moskowitz reported also a profit of $740,817 for the 12 weeks ended June 5, against $1,341,754 for the corresponding period of the previous year. These figures, respectively, were equal to 14 cents and 26 cents per share of stock.

The financial statement gave effect to revision of the company's film amortization table, effective March 13, 1952, as to pictures released after that date, Moskowitz indicated.

He explained that the revision is based upon the company's most recent film income experience. The revised table allocates 66⅔ per cent of the cost to domestic and 33⅓ per cent to foreign instead of 75 and 25 per cent respectively, as heretofore.

Total cost of each picture is written off as follows: at the end of 12 weeks, 44.1 per cent instead of 44.8 as formerly; 24 weeks, 67.7, instead of

(*Continued on page 5*)

Harry Thomas Heads Souvaine Sales

Harry Thomas, distribution veteran, has been named a director of the board in charge of all sales activities — television and theatrical — of Souvaine Selective Pictures, Inc. Thomas is a former vice-president of March of Time Distributors, Inc., president of PRC Pictures, president of Equity Pictures, Inc., and has variously headed his own in-



Harry Thomas

(*Continued on page 5*)

TEXAS COMPO SEES GOV'T AIDED BY REPEAL OF US ADMISSION TAX

DALLAS, July 20.—If the 20 per cent Federal admission tax is removed, the government would receive 50 per cent of it back in personal income, excess profits and corporate taxes, whereas if the tax is allowed to stay, in effect there will be much less revenue with hundreds of theatres closing as a direct result of the admission levy, the Council of Motion Picture Organizations Texas Showmen has pointed out in anti-tax literature sent to members.

This argument is one of a dozen or more which the Texas COMPO unit has marshalled as ammunition for its part in the campaign spearheaded by the national COMPO office and the COMPO tax repeal committee headed by Col. H. A. Cole and Pat McGee.

"It is our opinion that the program will bring results in our efforts to convince Texas Congressmen of the necessity of removing this confiscatory tax," it was stated by a committee of Texas exhibitor leaders including

(*Continued on page 4*)

Urges 'Dems' To Adopt an Anti-TaxPlank

Brandt Sends Plea to Lehman and Celler

The adoption by the Democratic Party of a plank in its platform calling for a review of the country's excise tax structure, with a view toward the elimination of the 20 per cent admission tax was urged at the weekend by Harry Brandt, president of the Independent Theatre Owners Association of New York.

Brandt's plea in the form of a telegram was sent to Senator Herbert H. Lehman and Congressman Emanuel Celler, New York members of the platform committee of the Democratic National Convention, which will open today in Chicago.

Declared Brandt: "Many of the Federal excise taxes are presently stifling American industry and have reached the point where the adverse effect of these levies is threatening the nation's economy. In many cases

(*Continued on page 4*)

NEWS FLASHES

WASHINGTON, July 20. -- With the Federal Communications Commission at the weekend granting authority to Eugene P. O'Fallon, Inc., recently licensed to construct KFEL-TV in Denver, to use temporary equipment for 60 days, the first new TV station actually to begin broadcasting since 1948 will get on the air tomorrow.

•

MEMPHIS, July 20.--M. A. Lightman, Sr., president of Malco Theatres, Inc., and Malco Realty Corp., reported here at the weekend that he has bought out the 33 per cent interest of M. S. McCord and M. J. Prunisky in the 63-theatre Malco circuit, thereby gaining 100 per cent control of the firm.

Personal Mention

BEN SCHLANGER and WILLIAM A. HOFFBERG, New York theatre architects and engineers, will leave here on Saturday for Europe.

•

LEONARD GOLDENSON, United Paramount Theatres president, and MRS. GOLDENSON were guests of honor at a dinner given by Italian Films Export in Rome last week.

•

NATHAN D. GOLDEN, Commerce Department film chief, arrived here from Europe on Saturday aboard the *S.S. Nieuw Amsterdam.*

•

ARTHUR CANTON, Eastern division press representative for M-G-M, will leave here tomorrow for Philadelphia and Harrisburg.

•

EDWIN W. AARON, 20th Century-Fox assistant general sales manager, will return to New York today from Detroit.

•

RALPH MARTIN of *Seventeen* magazine has left here for a trip through the New England States.

•

KEN THOMSON of the Screen Actors Guild left Hollywood for New York over the weekend.

Field Staff Named For MGM Shorts

With the return of William B. Zoellner, head of short subject and newsreel sales from a tour of branches, M-G-M announced at the weekend a new roster of short subject representatives in each of its 32 offices. They will not devote all of their time exclusively to short subjects but will have other assignments as well. The personnel follows:

Albany, Frank Carroll; Atlanta, Sam McCook; Boston, Nathan Oberman; Buffalo, Marion M. Ryan; Charlotte, Belton Hogan; Chicago, Edna Frank; Cincinnati, Michael M. Berger; Cleveland, George Bailey; Dallas, A. V. Philbin; Denver, M. A. Cramer; Des Moines, John J. Pilmaier; Detroit, C. Berthiaume; Indianapolis, O. L. Prescott; Jacksonville, Robert E. Capps; Kansas City, Harvey Cole.

Also, Los Angeles, Edward Urschel; Memphis, Carl Skaggs; Milwaukee, Hildagarde Albrecht; Minneapolis, Bill Burke; New Haven, Leon Jakubson; New Orleans, H. A. Arata; New York, H. Margolis; Oklahoma City, W. Royalty; Omaha, Evelyn Cannon; Philadelphia, H. Bache; Pittsburgh, Max Shabason; Portland, Frank Staeger; St. Louis, George Reilly; Salt Lake City, G. A. Derrick; San Francisco, Leslie Smith; Seattle, Wm. R. Vose; Washington, Edward Kushner.

Press to Meet Ford

Herbert J. Yates, president of Republic Pictures, has invited the press to cocktails and a buffet on July 29 at the Essex House here to meet John Ford, director of "The Quiet Man."

120 Exhibitors In Tax Fight

The list of exhibitors willing to serve on state committees in the industry's campaign for repeal of the 20 per cent admission tax was increased to 120 at the weekend when Col. H. A. Cole and Pat McGee, national co-chairman of the campaign, received additional acceptances from 21 exhibitors representing 16 states. All but four states, Vermont, South Dakota, Arizona and Nevada are now represented in the list of those who have accepted state committee assignments. Latest additions follow:

California, L. S. Hamm, Graham Kislingbury, Gerald Hardy, Charles J. Maestri; Connecticut, J. B. Fishman, Ted Jacocks; New York, Emanuel Frisch, Morton Sunshine; Utah, Ray Hendry; Alabama, Mack Johnson; New Hampshire, Lloyd Bridgham; Wyoming, Tom Brennan; Arkansas, Jack Bomar; Missouri, Tom Edwards; Florida, Horace Denning; North Carolina, Harry E. Buchanan; Delaware, Marsh Gollner; New Mexico, Ed Kidwell; Louisiana, Don George; Pennsylvania, Mo Wax; Michigan, James F. Sharkey.

Shinbach to RKO Theatres in Ohio

Jerry Shinbach, RKO Theatres Midwest division manager, has been placed in charge of RKO Theatres in Ohio, William W. Howard, RKO Theatres vice-president, has announced. Joseph Alexander will remain as city manager in Cincinnati.

At the same time Howard stated that RKO theatres in Omaha, Kansas City and Denver have been added to the Harry Weiss Minneapolis-Iowa division.

Names Weber Para. Division Drive Aide

Robert Weber, assistant to Howard Minsky, Paramount's mid-eastern division manager, has been appointed division coordinator for the company's "Greater Confidence Parade of 1952" sales drive which will get under way on Aug. 31.

Weber is in New York for meetings with Monroe R. Goodman, national drive coordinator and executive assistant to A. W. Schwalberg, and other home office executives.

Goldsmith in New MGM U.K. Post

Charles Goldsmith, Loew's International executive, left New York by plane yesterday for London where he will assume new duties as assistant managing director of Metro-Goldwyn-Mayer and a member of the board of directors. His wife and two sons will join him in England, sailing July 23.

Goldsmith in 1949 resided in London for six-months when he was special assistant to Sam Eckman, Jr., managing director and board chairman.

NEWS in Brief . . .

CHICAGO, July 20.—Police Commissioner O'Connor maintains that the banning of "The Miracle" in this city is not in contradiction to the recent U. S. Supreme Court decision.

O'Connor said the film was banned under a section of the city code which forbids the showing of any film that "portrays depravity . . . or lack of virtue of a class of citizens of any race, color, creed, or religion and exposes them to contempt, derision, and obloquy."

Meanwhile, it was reported that Joseph Burstyn, in New York, distributor of the film, plans to file for a court injunction to lift the ban.

•

A contract providing for a minimum of 100,000,000 feet of film processing, between the CBS television network and De Lux Laboratories, Inc. was disclosed here at the weekend by Frank Falknor, vice-president of CBS-TV operations.

Falknor said the contract was further evidence of CBS-TV's confidence in New York City continuing as a major television center.

•

Thirty thousand copies of a special product issue of 20th Century-Fox's house publication, *The Dynamo*, are being distributed this week throughout the world.

Containing product information on company pictures scheduled for the rest of 1952, and offering a preview of top attractions to be released in 1953, the 56-page book incorporates material aimed at exhibitors, newspaper editors and advertising and exploitation men.

Editor of *The Dynamo* is Roger Ferri.

•

CHICAGO, July 20—More than 400 newspaper correspondents who are here to cover the Democratic National Convention, which opens tomorrow, have been invited by Bob Hope to view a special screening of the comedian's latest Paramount release, "Son of Paleface." The showing will take place tomorrow night.

Hope is here reporting the convention for National Broadcasting and newspapers.

•

A lavish reception awaits Danny Kaye when he arrives in Copenhagen, Denmark, today for a tour of the home country of Hans Christian Andersen, the Samuel Goldwyn office here reports. Kaye portrays Andersen in the upcoming film biography of the Danish storyteller.

He will be met by government officials and leading figures of the entertainment world. This evening Kaye will meet the Danish Prime Minister, Erik Erikson, and will present him with a copy of the script of Goldwyn's "Hans Chrisitan Anderson" for inclusion in the Andersen Museum.

Conn. Golf Tournament

NEW HAVEN, July 20.—Annual golf tournament of the MPTO of Connecticut will be held on Aug. 12 at the Racebrook Country Club, Orange, Conn.

Newsreel Parade

THE DEMOCRATS preparing for their convention and Finland getting ready for the Olympics are current newsreel highlights. Other items include fighting in Korea and human interest stories. Complete contents follow:

MOVIETONE NEWS, No. 59—Films of Yalu River bombing. Columbia killer nabbed in Boston. Ike resting in Colorado. Arc truce talks coming to a head? Olympics in Helsinki. 'Copter attack. Anglers.

NEWS OF THE DAY, No. 293—Battle royal for Democratic nomination. Air attack in Korea blasts Reds. Record set by *S.S. United States.* Free Berlin protests Red kidnapping. 1952 Olympics.

PARAMOUNT NEWS, No. 96—Chicago: Democrats take over. Korea: year of truce talks. New air-ground action. 15th Olympiad: Finland host to nations.

TELENEWS DIGEST, No. 29-B—Germans protest Red kidnapping. Bastille Day. Helicopters cross Atlantic. "Animal library" for children. Steel strike stops ore ships. French bike race.

UNIVERSAL NEWS, No. 579—Democrats at Chicago. *S.S. United States* sets record. Korean air strike. Olympic preparations. Children's driving school. Baby athletes in France.

WARNER PATHE NEWS, No. 98—Now its the Democrats. Korea attacks. Eisenhower and Nixon get ready. Discord in Berlin, NATO air strength. Beverly Hills: Will Rogers Park. Finland prepares for Olympics.

Quigley Awards to Ackery and Shaffer

Ivan Ackery's campaign for the Canadian premiere of M-G-M's "The Wild North" at the Orpheum Theatre, Vancouver, and Willis Shaffer's campaign on "Invitation" in Hutchinson, Kan., which won him M-G-M's first "Promotion of the Month" award, are the winners of this quarter's Showmanship Awards of the Managers Round Table of MOTION PICTURE HERALD.

"Scroll of Honor" winners are:

Rocque Casamassine, Franklin Theatre, New York City; Philip Chaiton, Ward Theatre, New York City; Sidney Kleper, Loew's College, New Haven; Nicholas J. Matsoukis, Rivoli Theatre, New York City; Vic Noew, Odeon Theatre, Hyland, Canada; Leonard Sobey, Globe Theatre; Stockton, England, and William Trambukis, Loew's Regent, Harrisburg, Pa.

Aubrey Schenck and RKO Radio in Deal

HOLLYWOOD, July 20.—RKO Radio and Aubrey Schenck Productions have concluded arrangements for the distribution of six films which Schenck Productions will complete within the next two years, it was announced here by C. J. Tevlin, vice-president in charge of RKO studio operations.

First of the productions will be "Beachhead," based on the Richard Hubler novel, "I Got Mine." Filming will start in September. Second production will be "The Swamp Fox," with color in Technicolor.

He has recently been affiliated with Associated Producers and Players.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpuhco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative. 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

SHOWOFF!



your **BOXOFFICE** is

Only as **GOOD** as your

SHOWMANSHIP!

NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

Anti-Tax Plea

(Continued from page 1)

the presence of these discriminatory excise taxes in an industry represents the difference between a prosperous industry and one that is destroying small businessmen under the oppressive yoke of such taxation."

Excise taxes in many instances today, Brandt stated, "act as an industry subsidy to government at a time when the affected industries are fighting for survival."

In this Presidential election year, Brandt pointed out, "removal of many of these excise taxes would be extremely popular with the people since they hit the pocketbooks of more Americans than the income tax.

"We are confident that labor will join with industry in recommending this proposal. At the same time, elimination of these excise taxes will create a healthy spur to the affected industries and provide greater employment for more people at better wages and result in higher income and corporate tax returns which will more than offset the revenue losses involved," Brandt stated.

COMPO Prepares

(Continued from page 1)

of the industry's all-out campaign for the repeal of the 20 per cent admission tax in addition to outlining the general purposes of COMPO. A schedule of payments was also included, as previously reported.

The cards and pamphlets will be distributed to exhibitors throughout the country during August 11-18.

FCC Unit Hits Petitions

(Continued from page 1)

plications," the brief contended. Curtis B. Plummer, chief, and Joseph M. Kittner, assistant chief of the broadcast bureau, presented the brief, along with hearing division chief Frederick W. Ford and counsel Max Paglin.

ABC, UPT, CBS and Paramount asked not only that the anti-trust issue be deleted and that hearing examiner Leo Resnick's initial decision be dispensed with, but also that parties file proposed findings of fact within 20 days of law directly with the commission for its final decision, and that the Commission enter any orders necessary to sever parties as a result of deleting the anti-trust issues.

The broadcast bureau contended that Paramount's petition, separate from the one presented jointly by ABC, UPT and CBS, restated and paraphrased "the issues specified by the Commission with respect to them, and request that the Commission adopt such restatement." This, the bureau also opposed strongly.

The brief called the request for elimination of anti-trust issues an effort to modify basic Commission policy, and denied that granting of radio licenses to Westinghouse without hearings despite a history of anti-trust violations was a precedent. There was no similiarity between the cases, the brief argued, because Westinghouse was a pioneer in radio. The public interest demanded the licensing, and in any event Commission policy is to consider past anti-trust violations on a case-by-case basis.

The broadcast bureau similarly denied that other cases cited by the petitions had any bearing on the present case. The court decision in the Oregon Medical Society, the brief held, was to the effect that an injunction could not be issued against practices which have already ceased. Not, as Paramount contended, that "ancient history" is inadmissable as evidence.

When setting up the issues for the present case, the brief continued, the Commission heard all the arguments against inclusion of the anti-trust phase, rejected them, and should not now overrule itself.

Rogers at Youth Rally

HOLLYWOOD, July 20.—En route East for their September 24-October 19 appearance at the Madison Square Garden Rodeo in New York: Roy Rogers and Dale Evans will swing down to Memphis to participate in a youth rally there September 16. The rally is part of the city's drive to construct interdenominational recreational facilities for its young people, with the project to be named after Rogers.

Ohio Censor

(Continued from page 1)

dustry in the "Pinky" and "Miracle" actions.

Twentieth-Fox too was aware of the consequences that threatened, but, like Smith, made itself vulnerable so that there could be created a case through which the industry could press its attack on the Ohio statute.

Smith was not required to post bond on Friday, the court having taken his word that he would appear Saturday as ordered. Paxton & Seasongood, Cincinnati law firm representing the Motion Picture Association of America, has retained Donald Melhorn of the Toledo legal firm of Marshall, Melhorn, Block & Belt to defend Smith.

The warrant for Smith's arrest read as follows:

"One Martin G. Smith, owner of the Westwood Theatre, 1602 Sylvania St., Toledo, did purposely exhibit a certain motion picture—to wit, a newsreel titled 'The American Newsreel' and including precede stating in effect that the newsreel had not been submitted to the Department of Education for censorship as required by Ohio statutes—without same having been submitted to the Department of Education for passage and approval and without having been passed and approved by the Department of Education, contrary to the statutes of Ohio made and provided therein."

Texas Compo

(Continued from page 1)

Robert J. O'Donnell, Cole, Paul Short, John Q. Adams, Claude C. Ezell, Phil Isley, Don C. Douglas, R. I. Payne, Sam Landrum and Kyle Rorex.

One of the other arguments used here is that that part of the tax money theatremen will retain is needed to make improvements in order to improve service to the public. "Estimate how much you should spend on such items as new carpets, curtains, sound and projection equipment, seats, rest room equipment, air conditioning, etc., to make your theatre more comfortable and inviting for your people," recipients of the campaign plans are advised.



In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

RVING SINGER of the Rex Specialty Bag Corp., Brooklyn, N. Y., has been named exhibit chairman for the 1952 Popcorn Industries' Convention and Exhibit to be held in Chicago November 12-13-14. Singer, a veteran in the paper goods field, is planning an elaborate display of supplies, machinery and equipment for the 56-booth show in the LaSalle Hotel exhibition hall. Latest developments in the popcorn industry will be shown.

•

A new model in its light-weight industrial vacuum cleaners with a redesigned tank having a full five-gallon capacity has been marketed by Multi-Clean Products, Inc., St. Paul. For small and intermediate cleaning, the new machine has the same wet and dry pickup of previous models. It weighs only 36 pounds and can be carried by a handle on the top.

•

Edward Stanko, veteran RCA engineer and pioneer in radio and television in the 1920's, has been appointed to the newly-created post of manager of engineering, technical products division, of the RCA Service Co., Camden. He will direct specialized training of field personnel, preparation of technical information and development of new and improved methods for installation and servicing of RCA technical products.

•

New fabrics made of Fiberglas reinforcing cloth and adaptable for stage curtains and drapes have been announced by Duracote Corp., Ravenna, Ohio. The Fiberglas cloth is coated by a special process with a synthetic plastic resin. This makes the fabric fire-resistant, according to the manufacturer, and prevents cracking or breaking. Called "Dura-Decor," the fabric comes in nine colors that are opaque for room darkening without the need of lining cloth.



Examining one of the lobby signs for exploitation of the RCA "Synchro-Screen" installed in the RKO 81st Street Theatre, New York. The sign announces that the theatre has the first such screen on Broadway, "to bring you a brand new movie thrill." Shown holding the sign is Bernard Sholtz, of RCA. Others are W. L. Rothenberger, of RCA; Ben Perse, of Capitol Theatre Supply, New York, and Harry Lyons, manager of the theatre.

Injunction Against 'Treason' Is Denied

Justice Thomas L. J. Corcoran of the New York State Supreme Court has rejected the claim of one Albert E. Kahn, the author of a political book entitled "High Treason: The Plot Against the People," that he has exclusive rights to the phrase "High Treason" as the title of any literary work, including motion pictures. Kahn sought a temporary injunction restraining Pacemaker Pictures, Inc., J. Arthur Rank Organization, Inc., and Arthur Mayer-Edward Kingsley, Inc., from using the title "High Treason" in connection with the fictional spy thriller directed by Roy Boulting now showing at the 52nd Street Trans-Lux Theatre here, and scheduled to be released thoughout the United States.

Justice Corcoran stressed that the title of the plaintiff's book and the defendant's film "are not the same," and the respective contents are "entirely different." He further ruled: "Even if the title of the plaintiff's book were 'High Treason,' which it is not, he would have great difficulty in showing any exclusive right to the use of those two words. 'High Treason' has been used as the title of five moving pictures, one play, and at least five books in recent years. The word 'Treason' has been used alone as the title of six moving pictures. It has been used with other words, as in the case of the plaintiff's book, as the title of 30 other moving pictures, short stories, or books. The motion is denied."

The defendants were represented by Louis Nizer and Seymour Shainswit of the firm of Phillips, Nizer, Benjamin & Krim.

Loew's Profit

(*Continued from page* 1)

70.7; 36 weeks, 77.5, instead of 85.1; 52 weeks, 87.7, instead of 95 per cent, and 78 weeks, 100 per cent, the same as formerly.

It was pointed out that if the amortization table had continued unchanged, the company's net profit after taxes for both the 12-week and 40-week period ended June 5 would have been $117,082 less.

The statement contains these comparative figures for the 40-week periods ended June 5, 1952, and June 7, 1951, respectively: Estimated gross sales and operating revenues, $135,646,000 and $132,883,000; operating profit, including wholly and partly owned subsidiaries, $10,016,233 and $11,608,043; net operating profit before taxes, $5,302,538 and $6,829,984; reserved for taxes, $1,288,236 and $2,503,794; adjustments for prior years' depreciation and Federal taxes, $605,442 and $1,537,814.

These are the comparative figures for the 12-week periods ended June 5, 1952, and June 7, 1951, respectively: Estimated gross sales and operating revenues, $39,953,000 and $38,933,000; operating profit including wholly and partly owned subsidiaries, $1,868,839 and $3,028,507; net operating profit before taxes, $425,878 and $1,480,292; reserved for Federal taxes, $240,487 and $387,294; adjustments for prior years' depreciation and Federal taxes, $90,166 and $290,781.

Pay to Directors For Film Telecasts

HOLLYWOOD, July 20.—Screen directors over the weekend became the second talent group to obtain an agreement from television film producers for an additional payment for their services when subsequent runs of their films reach a stipulated point. This type of extra compensation, long and unsuccessfully sought in the theatrical film field with a view to gaining participation in reissue revenues, was obtained from television film producers by the SAG several weeks ago.

Meanwhile, the Screen Directors Guild announced an agreement with the Alliance of Television Film Producers on terms of a contract which will provide for the director of a television film to receive a flat $275, in addition to his original salary, when and if a film he has made is run for the fourth time, this payment to cover all subsequent runs as well. An SAG pact, previously reported, differs in terms and amounts but is the same in principle.

The SDG-ATFP contract, which runs to April 4, 1958, sets $550 per week as a minimum for free-lance directors, $325 for first assistants, and $185 for second assistants. With minor details still to be worked out, the contract becomes effective on ratification by the SDG, which is considered a formality.

Discuss Global 'P.R.'

The Motion Picture Association of America's international film relations committee, headed by Lawrence Lipskin of Columbia, met here at the weekend to discuss projects for improving public relations on a global basis.

Thomas

(*Continued from page* 1)

dependent distribution enterprises.

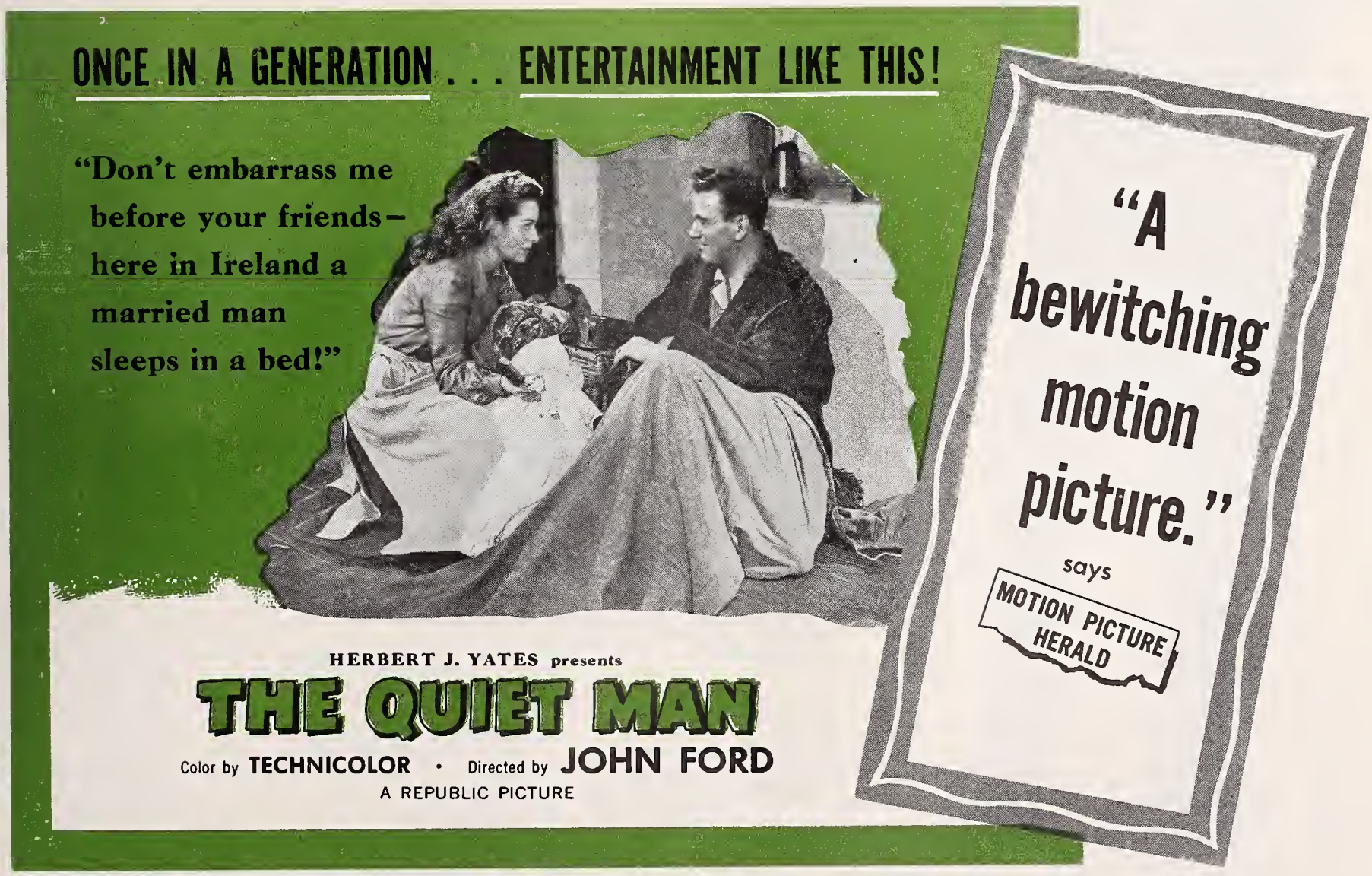
In announcing the agreement with Thomas, Henry Souvaine, president of Souvaine, said: "Naturally, Mr. Thomas and I have complete confidence in the ability of the motion picture industry to adjust itself successfully to the vastly changing conditions of today and tomorrow. The superior motion picture still remains a most powerful magnet for all the millions in this country—lowbrows, mediumbrows, and highbrows—who periodically must escape from the confines of their living rooms.

Souvaine will distribute at least 16 theatrical features during its new season, against 10 last year, in addition to approximately 50 non-competitive features for the television market under the trade name Cinema TV Features.

In addition to its American representation of the French governmental film combine, L'Union Generale Cinematographique, Souvaine distributes the bulk of releases of British producers Romulus, Independent Film Distributors and Sydney Box Productions.

Souvaine is also negotiating with Joseph Burstyn for the co-release with Burstyn of two of his latest features, "The Girl of the Marshes" and "St. Francis."

Thomas succeeds Charles Amory who last week became West Coast vice-president of Pathe Laboratories.





BIGGEST OPENING DAY OF THE YEAR — GLOBE, N.Y.!

RICHARD WIDMARK
MARILYN MONROE in
DON'T BOTHER TO KNOCK

with Anne Bancroft • Donna Corcoran • Jeanne Cagney

Produced by JULIAN BLAUSTEIN • Directed by ROY BAKER • Screen Play by DANIEL TARADASH

PRESS-TIME FLASH:
SENSATIONAL OPENING,
HOLLYWOOD THEATRE,
ATLANTIC CITY!



Only 20th Century-Fox delivers "THE GENUINE ARTICLE!"
– LIFE Magazine

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 15 NEW YORK, U. S. A., TUESDAY, JULY 22, 1952 TEN CENTS

Ohio Censor Case Hearing Set for Aug. 8

Judge Begins Reading Supreme Court Decisions

TOLEDO, O., July 21.—Municipal Court Judge Frank W. Wiley has set August 8 for hearing charges and the defense in the violation by Martin G. Smith of the Ohio State censorship laws last week when his Westwood Theatre here exhibited Fox Movietone Newsreel's issue of "The American Newsreel" without its having been submitted to the State Censorship Division for a seal of approval.

The Motion Picture Association of America and the Independent Theatre Owners of Ohio arranged for the violation of the law to test the legality of prior censorship. The U. S. Supreme Court decisions favoring the industry in the "Pinky" and "Miracle" cases inspired the Ohio test.

A 30-day continuance of the Smith case had been sought, but Judge Wiley, who already has started reading the "Pinky" and "Miracle" deci-

(*Continued on page* 3)

Warner Production Program Proceeds

HOLLYWOOD, July 21. — Warner Brothers' production program is proceeding on schedule, despite the two recent studio fires, the company disclosed today.

Company executives attribute the ability to continue production on schedule to the studio personnel's skill and teamwork in circumventing the ob-

(*Continued on page* 5)

Nashville Box-office Receipts Increase

Nashville, July 21.—All uptown theatres are having better patronage than prevailed during May and June. Local drive-ins are doing about the same business as this time last year. Product used is about as varied as for uptown houses. "Patrons are looking for a good show regardless of the type of picture," insisted one manager.

Most managers estimate income from refreshments at about 25 per cent of their total.

Sturdy Bows Send Gross Figures at NY 1st-runs High

A number of sturdy openings highlighted Broadway grosses this week, while strong hold-over product at many first-run situations continued to draw the customers.

Opinion was divided on the box-office effect of the present heat wave. However, most showmen were in agreement that the Democratic National Convention, which opened yesterday in Chicago, would not hurt the box-office. This sentiment, however, was expressed with the provision that the Democratic National Convention is not expected to offer a greater drama than the recent home televised Republican convention.

"Carrie" at the Capitol is expected to hit a fine initial week's gross of

(*Continued on page* 5)

Beneficial French Deal Due: Golden

Notwithstanding France's action at the weekend in cutting by 48 the number of films it will import from all countries in the new fiscal year, a mutually beneficial Franco-American film agreement is bound to be worked out sooner or later, Nathan D. Golden, U. S. Commerce Department film chief, declared here yesterday following his arrival from Europe.



Nathan Golden

Meanwhile, Eric A. Johnston, Motion Picture Association of America president, presided yesterday at a meeting here of

(*Continued on page* 5)

No 'Reds' Presently In Industry: Schary

HOLLYWOOD, July 21.—Discussing pressure groups in a luncheon address to the Hollywood Ad Club today, Dore Schary said, "I do not believe that there are any communists presently working in the motion picture industry. If there are, they are not only fooling the motion picture industry, but the FBI and House Un-American Activities Committee. I

(*Continued on page* 5)

MPAA SEEKS TALKS ON ARBITRATION

UPT Notes Upward Business Trend

A seasonal upturn at the box-office currently is being experienced by United Paramount Theatres, Robert H. O'Brien, UPT secretary-treasurer, disclosed here yesterday.

Business since July 1, O'Brien stated, has been better and compares favorably with last year. The UPT executive declined to make a prediction on the affects of the current home televised Democratic National Convention on the box-office. However, he was of the opinion that, to some degree, the televising of the Republican convention aided theatre attendance.

42 Win Schwalberg Para. 'Merit Awards'

Forty-two winners of Paramount's annual "A. W. Schwalberg Merit Awards" for 1951 were announced by the company.

Cash awards are given each year to branch personnel not eligible to participate in the regular sales drive prizes, but who have displayed individual effort over and above their normal duties during the drive period.

The winners include: New York, Myron Sattler and Nathan Stern; Albany, Ruth Larkin; Atlanta, William R. Word, Jr.; Boston, John J. Kane

(*Continued on page* 3)

More Join Industry Tax Repeal Fight

Twenty more exhibitors from 18 states have accepted invitations to serve on their state committees in the industry's compaign for repeal of the 20 per cent admission tax, it was announced here yesterday by the Council of Motion Picture Organizations. Acceptances now total 140, representing all states but South Dakota and Arizona, it was revealed.

Latest to enlist in the tax campaign are the following: Montana, E. M. Jackson; Illinois, George Kerasotes;

(*Continued on page* 5)

Sales Managers Want to Resume '10' Meetings; Seeking a Date, and Place

At a meeting here yesterday among the Motion Picture Association of America member companies' sales managers and counsel and Eric A. Johnston, MPAA president, it was agreed that steps should be taken immediately to arrange for resumption of the arbitration negotiations with exhibitor representatives.

The distributor delegation was authorized to work out as soon as possible a date and place for resumption of the meetings of the Industry Arbitration Conference's Continuations Committee of 10 which adjourned summarily on July 2 after four days of ineffective meetings.

Some two weeks ago, following the suggestion by exhibitor representatives, Johnston indicated he would explore the possibility of having distribution company presidents negotiate

(*Continued on page* 5)

25,000 UPT Shares Sold by Atlas Corp.

The sale of 25,000 shares of United Paramount Theatres common stock by Atlas Corp. was disclosed here yesterday by Floyd B. Odlum, Atlas president, in a report to stockholders.

The sale represented all Atlas' holdings of UPT stock, an Atlas spokesman said. The remaining industry securities held by Atlas include Paramount Pictures Corp., 25,000 shares; RKO Pictures Corp., 76,500 shares, and Walt Disney Productions, 93,050 shares.

See New Extension For Loew's-UATC

Another month extension is expected in the deadline for Loew's and United Artists Theatre Circuit to dissolve joint interests in seven theatres, a Department of Justice spokesman said here.

Under the present deadline, the companies have until tomorrow to file a dissolution plan or until July 30 to actually start dissolution proceedings.

Personal Mention

LYNN FARNOL has returned to New York from London.

•

SPYROS P. SKOURAS, 20th Century-Fox president; AL LICHTMAN, director of distribution; DONALD A. HENDERSON, treasurer and secretary, and STIRLING SILLIPHANT, publicity manager, returned here yesterday from the Coast.

•

THEODORE R. SMITH, newly-named Motion Picture Association of America representative in Europe, will leave there tomorrow by plane for Paris.

•

RICHARD A. BERENSON, Boston theatre executive, was named general chairman of the 1953 Greater Boston fund drive for the Red Cross.

•

IRVING SOCHIN, Universal short subjects sales manager, will be in Washington today from New York and will return tomorrow.

•

JOOP GEESINK, Dutch co-producer of Transfilm, Inc., arrived here from Holland on Saturday aboard the *S.S. Nieuw Amsterdam.*

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, will arrive in Pittsburgh today from New York.

•

HAROLD WIRTHWEIN, Western sales manager for Monogram-Allied Artists, returned to the Coast yesterday from Denver.

•

STANLEY KRAMER, producer, now en route to Israel from London, plans to return there before leaving for New York.

•

ABE OLMAN, general manager of the Big Three, M-G-M music subsidiaries, is on the Coast from New York.

•

WALTER MIRISCH, Monogram-Allied Artists executive producer, will sail from London tomorrow for New York.

•

WILLIAM D. KELLY, in charge of M-G-M prints, is due back here this week from a Vermont vacation.

•

LEOPOLD FRIEDMAN, secretary of Loew's, will leave here tomorrow by plane for London.

•

ISIDORE LINDENBAUM, Filmcraft Productions president, is in Chicago from New York.

•

PAT DUGGAN, Paramount producer, arrived here yesterday from the Coast with his wife.

•

JOSEPH SHAFTEL, independent producer, will fly to London today from New York.

•

HERMAN MILLAKOLINSKY, Republic Pictures producer, has left here for London.

Sees Two-a-Week Off-Hour Theatre TV Programming

Theatre television executives of United Paramount Theatres are working toward a "non-entertainment," off-hour programming schedule of two performances a week, Robert H. O'Brien, UPT secretary-treasurer, disclosed here yesterday.

O'Brien, who expressed hope that one or two off-hour commercial closed circuit deals could be consummated for September, said attempts are currently underway to key programming towards "regularity." He saw the possibility that negotiations with commercial users would be tremendously accelerated following a "successful first" performance in this field.

Asked if the commercial field was wide enough to offer TV-equipped theatres sufficient users for regular twice-a-week programming, O'Brien answered in the affirmative. He pointed out the "vast" possible market in trade associations, government and business.

The UPT executive said that negotiations are now underway with eight leading national concerns who have expressed a desire to be first, if possible, in using the medium.

Tunstill to Join Little Rock Unit

MEMPHIS, July 21.—J. Clayton Tunstill, division manager of Malco Theatres, Inc., will join North Little Rock theatre interests, it was announced by M. A. Lightman, Sr., president of Malco.

Lightman recently assumed full control of Malco, buying out the 33 per cent interest of M. S. McCord and M. J. Prunisky. It was also announced that Jack W. Tunstill, former manager of the Malco-owned Crosstown Theatre in Memphis, has retired from the industry.

'Film Festival' at Loew's Poli Houses

HARTFORD, July 21. — Harry F. Shaw, division manager of Loew's Poli New England Theatres, has set plans for a Loew's Poli "Film Festival" at circuit houses in Connecticut and Massachusetts featuring top quality films.

Films slated for extensive promotion include "Lovely to Look At," "We're Not Married," "Robin Hood," "The Merry Widow" and "The World in His Arms."

Heller Earnings Are Up Substantially

CHICAGO, July 21.—Walter E. Heller and Co. reports consolidated net earnings of $714,768, or $1.36 per common share, for the six months ended June 30, up substantially from the $660,666, or $1.23 per share for the first half of 1951.

No 'Quake Harm to Films

HOLLYWOOD, July 21. — Second greatest earthquake in California history shook up the production branch thoroughly but caused neither injury nor more than trifling damage to studios or theatres.

UK's Views on Eady Plan Due July 29

LONDON, July 21. — The government's views on the Eady plan are expected to be made known on July 29.

Peter Thorneycroft, president of the Board of Trade, will then be questioned by Conservative member of Parliament, William Shepherd on what steps he proposes to take to secure an extension of the plan, in view of the vital need for long term program planning to secure continuity of U. K. productions. This will probably be the last opportunity for any government statement on film affairs before Parliament adjourns for a summer recess which is expected to last until October.

As previously reported, the feeling grows here that the Eady Plan or some refinement of it will become permanent in the pattern of the industry's set-up. Leading producers have recently warned of the necessity for the continuance of the plan and last week Associated British Pictures' chairman, Sir Philip Wartner, also head of Britain's largest circuit, advocated that it be put on a permanent and statutory basis.

Although it has been inferred that Cinematograph Exhibitors Association leaders have already agreed to an extension, rank-and-file exhibitors are by no means convinced that this subsidy is really necessary. The CEA General Council will meet again on September 10 and the Eady Plan will again figure prominently on the agenda.

Feature in 'Parade' On 20th-Fox Films

The July 27 issue of "Parade" has a cover featuring Anne Baxter, Anne Francis and Jean Peters along with an inside feature story telling how 20th Century-Fox has invested $16,000,000 on 10 1952 films in which they are starred or co-starred.

Pictures listed include "Viva Zapata," "Wait 'Till the Sun Shines, Nellie," "The Outcasts of Poker Flat," "My Wife's Best Friend," "Lydia Bailey," and others.

Home Offices Hold Meetings for JDA

The home office of Universal-International will hold a meeting of employes today to mobilize support in behalf of the current motion picture industry drive for the Joint Defense Appeal, it was announced by Harry M. Kalmine, chairman of the home office division for the JDA drive.

Kalmine said that United Artists will hold a JDA meeting on Friday.

Owners Push Quota Fight

LONDON, July 21. — The Cinematograph Exhibitors Association is preparing documentary evidence to prove the impossibility of meeting the 25 per cent supporting quota, following recent attacks on exhibitors in Parliament and the decision of the Films Council that there should be no relief from that quota.

The CEA will distribute the document to government ministers, members of Parliament and the press this week. It points out that to meet a 25 per cent supporting quota, the three major circuits alone need 39 second features every year. This number is not produced.

One suggestion, says the CEA, would be the re-introduction of a renters' quota. Otherwise, relief from the supporting program quota on similar lines to that granted for first feature quota would lessen defaults.

The document continues:

"Whenever exhibitors suggest that fewer and better films be produced, the reply comes that producers cannot avoid making poor films. Comparison with American films does not arise because there is no compulsion to show a poor American film. An exhibitor does not book it. It is useless booking films the public is not prepared to pay to see."

It is pointed out that no British films of any length between 3,000 feet and 7,000 feet were offered by five major American distributors, Paramount, Warner, RKO Pictures, Columbia and M-G-M, during the period from October, 1950 to April, 1952.

La. Excludes Tax on Film

NEW ORLEANS, July 21.—The Louisiana House of Representatives has passed a bill to exclude motion pictures from the sales tax by a vote of 23 to 4.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY BOLGER in
"WHERE'S CHARLEY?"
Color by TECHNICOLOR
A WARNER BROS. PICTURE
plus SPECTACULAR STAGE PRESENTATION

VIRGINIA MAYO RONALD REAGAN GENE NELSON in "She's Working Her Way Through College" COLOR BY TECHNICOLOR
in person IAN MURRAY NEAL HEFTI and His Orchestra and THE MODERNAIRES
PARAMOUNT TIMES SQUARE Midnight Feature Nightly

Walt Disney's Story of
ROBIN HOOD
Color by TECHNICOLOR
—and—
Walt Disney's WATER BIRDS A True Life Adventure
Walt Disney's "LITTLE HOUSE" Technicolor Cartoon
Print by Technicolor—Distributed by RKO
COOL CRITERION B'WAY & 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays. Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Knoxville Censors Are Cracking Down

Knoxville, Tenn., July 21.—The Knoxville Censor Board is preparing new city legislation "to tighten censorship control over underclad human figures on movie films or in magazines or books." The magazines *"Modern Sunbathing and Hygiene," "Cover Girl Models,"* and *"Girls Beautiful Photos"* have been barred from local magazine stands. A move against films is forecast.

Knoxville is the only city of its size in Tennessee without Sunday films.

Ohio Censor Case

(*Continued from page* 1)

sions, indicated he wanted to get into the hearing of it sooner and set August 8.

Hofheimer Stung by Failure of Censorship Test in Columbus

COLUMBUS, O., July 21.—L. J. Hofheimer of the Little here stated he wants "to be counted out when you need any more scapegoats" in a letter addressed to Sidney Schreiber of the Motion Picture Association of America. The letter followed the failure to show the uncensored newsreel as scheduled in the test of the Ohio censorship law. The newsreel, distributed here by Warner Brothers, was not shown because of a dispute between Dr. Clyde Hissong, state director of education and chief Ohio film censor, and legal representatives of Warner Brothers.

Hofheimer said he "was placed in a most embarrassing position" with press and public because of the failure to show the film. "I lent my name and my theatre," he said, "in good faith for the purpose of testing the Ohio censorship law. In doing so, I thought that both were in competent hands, legally and otherwise. Through no fault of mine, I have broken faith with the public and the press and have been placed in a most embarrassing position. I had a contract with Warner Brothers which you requested and which for some unfathomable reason was breached. In the future when you need any more scapegoats, count me out."

Columbus Paper Defends Ohio's "Mild Variety" of Film Censorship

COLUMBUS, O., July 21.—Ohio's "mild variety" of state film censorship might be preferable to no censorship in which the film industry "might be obliged to deal with pressure groups of all shades of opinion seeking to impose restrictions of varying severity," the Columbus *Dispatch* has declared editorially.

Said the *Dispatch*: "It seems not impossible that the elimination of all censorship—the movie industry's apparent goal—might bring excesses that would eventually result in the clamping on of bans more irksome than any yet imposed, and at the Federal level.

"No one can blame the film people for seeking a re-definition of the legal status of government censorship. In some states this has been capricious and inconsistent. In some states it is rigid, in others completely non-existent. A test of the legality of censoring newsreels, most of which are kept pretty innocuous to avoid conflict with varying censorship standards, would certainly seem to be in order.

"But on behalf of the general censorship of movies as it has operated in Ohio for nearly 40 years, it ought to be said that it has been, in the main, moderate, intelligent and aimed at preventing nothing except the showing of scenes obviously unsuited for general patronage, particularly that of juveniles," said the newspaper.

Reviews

"Dreamboat"

(20th Century-Fox)

WHEN A PRODUCTION IS SET capably around the performances of troupers like Clifton Webb and Ginger Rogers, the marketable value of the product is quite high. And, showmen, so you should sell "Dreamboat" for all it's worth. Your box-office intake will not be disappointing under normal conditions.

"Dreamboat" is different. Decidedly so. And it is timely, pitting the comparative values of oldtime film fare on home TV screens versus the modern motion picture of today. It is done uniquely, by flashbacks. Old pictures of Webb as "the grand old screen lover" of yesteryear are resurrected for juke boxes, barroom and home video sets and plague Webb who now is a respectable and respected professor of English literature at the staid old Underhill College where the students discover that their Professor Thornton Sayre is none other than silent scren star Bruce Blair. His old reissued films are being used on a TV program starring Gloria Marlowe (Ginger Rogers), his onetime leading lady who is making a comeback in a series sponsored by the Exotic Perfume Company.

Webb's determined efforts to have the reissues withdrawn, the embarrassment which the pictures cause him and Miss Rogers' attempts to block Webb's insistence that the films be cancelled develop much merriment, frequently unfavorable to the telecasting of antique film subjects now so widely prevalent. A hilarity highlight is reached when the jolted professor attempts to secure an injunction against the showing of the films of his flamboyant past. All in all "Dreamboat" (Webb's moniker as the silent screen lover) is enjoyable, although there are slow spots in the telling. Co-starred are the lovely Anne Francis as the mild-mannered, conservative daughter of the professor who likewise is the co-victim of campus gags and stunts—and the handsome Jeffrey Hunter. The support is fine, headed by Elsa Lancaster, Fred Clark, Paul Harvey, Ray Collins, Helene Stanley and Richard Garrick. Sol C Siegel produced and Claude Binyon directed, from the screenplay by Binyon, based on a story by John D. Weaver.

Running time, 83 minutes. General audience classification. For August release.

JAMES P. CUNNINGHAM

"One Minute to Zero"

(Grainger-RKO Radio)

THE KOREAN WAR affords the timely background of this Howard Hughes presentation which features Robert Mitchum and Ann Blyth. Compounded of conventional plot elements, the picture has plenty of lively action and enough romantic touches to keep the fans satisfied.

Mitchum plays a U. S. infantry colonel who is in Seoul, along with his buddy, William Talman, another colonel at the time Korea is invaded. Miss Blyth, a member of the UN commission, is also in Korea at the time. When orders come in to evacuate all Americans, Miss Blyth is stubborn about leaving, so Mitchum lifts here into a plane to get her out of the country. From these disagreeable beginnings tender love grows, as time and again Miss Blyth crosses Mitchum's path. For the most part the picture outlines various combat maneuvers against the enemy, both on land and in the air. Most of them are excitingly portrayed under Tay Garnett's direction. There is a lot of grim realism to the battle scenes. Often the weight of decision on Mitchum's shoulders is a heavy one, but he finally acquits himself heroically.

The weight of decision also weighs heavily on Miss Blyth's graceful shoulders. Already the widow of an Army man, the question is whether she should marry another one. After some struggles within and some doubt about him, she decides in the affirmative.

An Edmund Grainger production, it was made from a screenplay by Milton Krims and William Wister Haines.

Running time, 105 minutes. General audience classification. For August release.

Tear Gas Bomb at Ray Boston Show

BOSTON, July 21.—A tear gas bomb was set off during a performance of Johnny Ray at the Metropolitan Theatre here over the weekend, forcing 1,200 people from the house, mildly injuring many and sending two to a hospital. A similar gas attack was rencently staged at the Paramount in New York.

'Merit Awards'

(*Continued from page* 1)

and Wendell Clements; Buffalo, E. C. DeBerry; Charlotte, A. H. Duren; New Haven, Margaret McKinnon; New Orleans, Milton Aufdemorte; Cincinnati, John Gentile and James Brunetti; Philadelphia, Robert Weber, Ulrik F. Smith, Herbert Gillis, Ralph Garman and John Kane; Pittsburgh, Mike Weiss; Washington, Phil Isaacs and Herbert Thompson.

Also, Chicago, Sarah Goldberg, Herbert Cohen, J. H. Stevens and Robert Allen; Des Moines, James Castle; Indianapolis, G. R. Frank; Minneapolis, Bonnie Lynch and Frank Egan; Dallas, Tom W. Bridge, Sebe Miller and Lloyd Henrich; Kansas City, Eugene Jacobs; Los Angeles, Eugene Beuerman; Salt Lake City, Eugene Jones; San Francisco, H. Neal East, James French, King Trimble, Jack Stevenson, George Carmone, Walter Lange and Milton S. Anderson; Seattle, Walter Hoffman.

Ontario Stiffens Censors' Ruling

Toronto, July 21.—The Ontario Board of Censors has put a new regulation into effect for the sniping of theatre advertising displays to designate pictures that are classed as "Adult Entertainment."

Formerly the words "Adult" or "Adult Entertainment" were sufficient but the impression got around that their use was unofficial. The notices must now bear the wording "Classified by the Ontario Board of Censors as Adult Entertainment."

Yolen Heads Unit of Opinion Builders

Will Yolen, newspaperman and publicist, will head the news bureau of Opinion Builders, Inc., it was announced by Robert Nathans, president.

Yolen is a past president of the Publicity Club of New York, was for six years promotion manager of Warner Brothers Pictures here and also served as consultant for New York motion picture and television producers. He was a vice-president and publicity-advertising director of Laurel Films, Inc.

Rackmil to Meet Press

Milton R. Rackmil, new president of Universal Pictures, will meet members of the press at a luncheon at the Restaurant Laurent here on Monday. Nate Blumberg, chairman of the board, and Al Daff, executive vice-president, will also be on hand.

Grant Leenhouts Resigns

The resignation of Grant Leenhouts as executive vice-president of Cinerama, Inc., here, becomes effective this week. He will serve as a consultant for the company and for producers interested in the new three-dimensional medium fabricated by the firm.

Carlton Still Film House

LONDON, July 21.—Negotiations between Jack Hylton, local stage impressario, and Paramount Pictures for the lease of the latter's Carlton Theatre for stage shows have broken down and will not be resumed. The house will continue as a film theatre.

New FP-C House Opens

TORONTO, July 21.—Famous Players Canadian Corp. has opened a new theatre, the 1,400-seat Paramount, in Edmonton, Alberta. It is reported to be the last theatre to be built under the company's new construction program.

Emett, Vail Open 'Lab'

LOS ANGELES, July 21.—T. H. Emmett, well known in the film laboratory field, and Ande Vail, producer, have opened a new film laboratory service and distributing plant here called Emmett-Vail Enterprises.

Tent Sets Golf Tourney

CINCINNATI, July 21—The Cincinnati Variety Club, Tent No. 3, has set its 18th annual golf tournament for August 25 at the Summit Hills Country Club. Other types of games plus dinner will be featured.

Denver Now Part of Nationwide Network

DENVER, July 21.—This city suddenly got on a nationwide radio hookup today with the opening of the Democratic convention in Chicago. KFEL-TV, which had secured a temporary operating permit from the Federal Communications Commission, went on the air this morning, tying into the NBC chain. The station had been operating experimentally for two days previous. It will use the NBC convention coverage this week, filling in with other NBC shows, and next Monday will go on its own part of the time. It will probably use the NBC hookup, and possibly some selections from other chains.

Studios Ready

Beside the temporary transmitter on Lookout Mountain, KFEL has complete studios ready in Denver for the production of dramatic and television shows.

KVOD, which has been given channel No. 9, will ask the FCC for a temporary operating permit such as was accorded KFEL, and if this is granted, KVOD will be on the air within two weeks, also from a Lookout Mountain location.

Empire Coil, of New Rochelle, N.Y., the other successful applicant for a channel, has not indicated when it will be on the air. Empire has been given channel 26 (UHF).

Applicants for channels four and seven will have to fight it out, since two companies are asking for each channel. Theatre men are involved in the fight for channel seven. Asking for seven are the Aladdin Radio and Television (KLZ), and Denver Television. Partners in Aladdin include Frank H. Ricketson, Jr., president of Fox Intermountain Theatres, and Harry Huffman, retired district manager. Organizing Denver Television are Harris and John Wolfberg, father and son, who entered the Denver theatre field in 1944 when they leased the Broadway from Fox Intermountain, and later did the same with the Paramount.

Vying for channel four are the KMYR Broadcasting Co., and Metropolitan Television, the latter recently organized by Bob Hope, who bought KOA from NBC, which deal is awaiting sanction by the FCC.

See All - Canadian TV Network by '53

OTTAWA, July 21.—Revenue Minister McCann stated here that the Canadian Broadcasting Corp. will spend about $800,000 to establish a TV station in this capital but it has been decided to defer construction of six other planned TV stations in Canada, Quebec, Winnipeg, Vancouver and other cities in Western Ontario.

An all-Canadian network comprising Montreal, Toronto and Ottawa will be in operation by the start of 1953, McCann said.

US, Canada in TV Deal

WASHINGTON, July 21. — Under a new agreement worked out between the U. S. Federal Communications Commission and the Canadian Department of Transport covering assignment and use of 82 TV channels within an area of 250 miles on either side of the border, there will be little or no interference between border TV stations, it was said.

Television--Radio

with Pinky Herman

CBS has announced that it is handling the sales for Bing Crosby Enterprises and although according to its original contract with B. C. E., entered into about two years ago, Columbia could have listed in its fold "Chimp" and "Royal Playhouse," the Crosbys insisted that these two packages remain with United Television Programs, Inc. All other and future Crosby properties will be handled by CBS. . . . Gen. Eisenhower got such a bang out of Senor Romani's interesting little episode at the Republican conclave that Arthur Van Horn has sent the General a dub of the recording he played on a recent "Time Capsule" ABCast. . . . Ed & Pegeen Fitzgerald, just back from a thrilling round tripper to Europe on the record-breaking liner *United States,* are filming a series of 13 comedies for TV titled, "How To." . . . This hilarious program (we howled at the scene we watched being cut at the Seaboard Studios yesterday) is produced by George Kamen and will be sponsored in key cities by department stores. . . .

• • •

Vaughn Monroe's first starring flicker, "Toughest Man in Arizona," which Republic will release early in the fall, will take his orchestra into the Waldorf-Astoria Hotel September 1. . . . The Maestro will return to the Republic lot in March to make a second feature. . . . . Is Macy's planning to launch a TV show this fall—with the locale in Macy's own store? . . . Immediately following a slick click in the 'Girl Crazy' music Circus at Lambertville, N. J., slick chick Joy Hodges raced back to town to make a Pilot film (TV) with Lester Lanin's Society Orchestra and Jack Cassidy of "Wish You Were Here" (slick chick, quick click.) . . . Though it started off a bit slow, the new all-nite live TV series featuring Freddy Robbins which teed off last Saturday nite over Channel 9, shows promise and if producer Hank Leeds can entice Broadwayites and celebrities to drop around to Robbins' Nest frequently, the series, packaged by Vinrob Enterprises, can succeed with the stay-up-lates. . . .



Vaughn Monroe

• • •

Outward bound aboard the United States, *MCA exec Dick Rubin pitched a new program idea to Ted (Mr. WNBC) Cott . . . . series would be a radio-ship-to-shore program with interviews and chatter by celebs seated at the Captain's table. . . . Ed Fitzgerald told us about another incident aboard ship. . . . Margaret Truman sent a cable to her dad and when told the bill would be* $18.00 *asked how the cost was determined . . . she was told that each letter cost* 21 *cents, whereupon she deleted the 'S' and addressed it simply Harry Truman, thus saving* 21 *cents . . . an ardent Republican standing nearby remarked, "Too bad Miss Truman's father isn't as economical." . . . As reported here two weeks ago, Producer Max Liebman will leave for Hollywood next week to close a film deal co-starring Sid Caesar and Imogene Coca . . . he'll return to New York shortly after to start prepraration for the resumption of the NBTerrific "Your Show of Shows." . . .*

• • •

Ray Goulding of the announcing Goulding (brother Phil has been on WMGM staff for 12 years) started his career at WHDH Boston . . . while there he did a bit of ad-libbing on deejay Bob Elliott's program and the reaction was so marked that execs there immediately paired them and the team, heard on a show titled, "Matinee With Bob and Ray," became the beaniest in beantown. . . . NBC brought them to New York last year and they've just copped the coveted Alka-Seltzer account, featured Saturday nites over NBT. . . . Add look alikes . . . Gen. Dwight Eisenhower and Harold Stassen . . . Dick Winters, WINSpace grabber and deejay Freddy Robbins . . . Stan (Gen. Lyman Munson's right hand man at NBT) Osgood and James Melton . . . Phil (Mr. Keen, Tracer of Lost Person) Clarke has given his daughter Barbara a brand new home in Oceanside, L. I., as a wedding gift . . . the beautiful Babs will marry Henry Bell Sept. 21. . . . Norman & Irving Pincus, producers of "Ellery Queen" and "Mr. I. Magnination," left yesterday for the coast to close a deal to film several new TVehicles. . . . We listened to several pressings made by a new aggregation, the Sauter-Finnegan Orchestra and were thrilled . . . the band has the precision of the late Jimmie Lunceford ork, the smoothness of the late Glenn Miller group and the originality of the Benny Goodman swingsters.

Televiewers Drop In Cincinnati Area

Cincinnati, July 21.—An unofficial territorial survey reveals that, despite a greater number of television sets in use, the number of televiewers is considerably less than during the corresponding period of last year.

Investigation to determine the cause of the televiewing decline points up the weather factor as being responsible. Excessively hot weather and unusually high humidity have caused families to seek relief out-of-doors or in air-conditioned theatres. The latter has raised box-office receipts. Moreover, the quality of summer TV programs is, for the most part, not such as to induce constant viewing, even under more comfortable weather conditions.

Talks on New TV Contract Underway

Representatives of the Film Producers Association of New York, an organization composed mainly of commercial and industrial film producers, met here last night with Kenneth Thompson, Screen Actors Guild television administrator, of Hollywood.

The session was the first in a projected series scheduled before a new contract is agreed upon. The SAG is seeking a contract similar to the one consummated recently with the Alliance of Television Film Producers on the Coast.

CBS-TV to Handle Crosby Film Sales

CBS-TV and Bing Crosby Enterprises jointly announced here the completion of arrangements whereby CBS-TV film sales will represent Crosby Enterprises in the sale of television films for both national and syndication service.

The contract becomes effective immediately and CBS-TV will offer several news program series now in the final stages of completion by Enterprises. Among these are "Crown Theatre," "The Hank McCune Show," "Rebound" and "The Chair on the Boulevard."

Singer to Sponsor Show

Singer Sewing Machine Co. will sponsor "Four Star Playhouse," a half-hour TV film series featuring such Hollywood stars as Charles Bover, Dick Powell and Joel McCrea, Official Films, in association with Don Sharpe, disclosed here. The program will appear over the CBS-TV network bi-monthly starting Sept. 25. Official Films stated that for the first 26 weeks of alternate weekly sponsorship, Singer's cost for time and talent will approximate $1,400,000.

NEED SPECIAL TRAILERS QUICK?
QUICK SERVICE
FREE COPY SERVICE
BEST ART-WORK
YOU'LL GET IT FROM FILMACK SEND US YOUR ORDER
ALL-AROUND KNOW-HOW
FINEST QUALITY
TRY US AND SEE
CHICAGO, 1327 S. Wabash Av - NEW YORK, 630 9th Av.

French Deal

(*Continued from page* 1)

the Motion Picture Export Association board, which includes member companies' presidents and foreign managers, to discuss French negotiation possibilities in light of France's import reduction. Further meetings on the subject will be held, it was reported.

Under the expired Franco-American agreement, 121 U. S. films were imported into France last year, out of the 186 allowed for all countries. The pact expired June 30, and in the absence of a new one the French government felt compelled to take unilateral action, it was said. It was emphasized that no quotas for the various nations have been fixed. Negotiations with the Americans will resume shortly.

Golden met yesterday with John G. McCarthy, MPAA vice-president in charge of international affairs. The Commerce Department film chief "sat in" on the Franco-American negotiations which adjourned recently in Paris. He left here for Washington yesterday afternoon.

No Industry 'Reds'

(*Continued from page* 1)

think the industry has cleaned house, as have other industries."

Elsewhere in his address, Schary said television's effect is greatly overestimated, predicting that 10 years from now both TV and theatres will be flourishing, and said intelligent handling of costs in relation to grosses will meet the situation.



Talks on Arbitration

(*Continued from page* 1)

personally with officials of exhibitor organizations on the establishment of an arbitration system for the entire industry.

It was not indicated following yesterday's meeting whether Johnston met with any success in this connection, but it was pointed out that all or much of the disagreement among the distributors on arbitrable matters has meanwhile been resolved. This means that the exhibitors' five representatives on the Continuations Committee now at least would confront a distribution delegation carrying some semblance of unanimity of opinion instead of apparently hopelessly divergent outlooks.

Bidding Gets Attention

Among the subjects which received particular attention at Johnston's meeting with the sales managers was the position to be taken by distributor representatives on competitive bidding matters. It was not immediately determinable whether the position paralleled the exhibitors'.

Expressed Confidence

Johnston, however, expressed confidence that agreement could be developed between the exhibitors and distributors on arbitration and emphasized that the distributors hoped for an early establishment of a mutually agreeable arbitration system.

Attending the meeting, in addition to Johnston, were: Theodore R. Black, Charles J. Feldman, Monroe R. Goodman, Bernard G. Kranze, Nathan Levinson, Al Lichtman, Abe Montague, Ed Morey, Robert W. Perkins, Charles M. Reagan, Henderson M. Richey, William F. Rodgers, Adolph Schimel, A. W. Schwalberg, Richard Yates and William Zimmerman. MPAA executives on hand included Joyce O'Hara, Ralph D. Hetzel, Jr., and Sidney Schreiber.

Warner Production

(*Continued from page* 1)

stacles created by the fires.

Production started today on "Back to Broadway," which stars Virginia Mayo, Gene Nelson, Steve Cochran and Patrice Wymore. It is being filmed in WarnerColor, with Henry Blanke producing and Gordon Douglas directing.

A new Randolph Scott film, "Come on, Texas," will start Thursday. David Weisbart will produce and Andre de Toth direct.

"The Jazz Singer," starring Danny Thomas and Peggy Lee, will follow. Lou Edelman will produce and Michael Curtiz will direct.

Doris Day and Gordon MacRae will begin co-starring roles in "By the Light of the Silvery Moon" on August 4. The team will be directed by David Butler. William Jacobs will produce in Technicolor.

Alfred Hitchcock's "I Confess" will start shooting in Quebec on August 14.

It will be a Transatlantic production.

Away from the studio, Warner Bros. is producing two pictures. Burt Lancaster's "His Majesty O'Keefe," in Technicolor, went into production Sunday in the Fiji Islands. Joan Rice is Lancaster's lead. Byron Haskin is directing. Errol Flynn's latest, "The Master of Ballantrae," shooting, in Technicolor, in England. William Keighley is directing.

Shooting at the studio is "Stop, You're Killing Me," starring Broderick Crawford and Claire Trevor, with Virginia Gibson. It is being filmed in WarnerColor, with Roy Del Ruth directing and Lou Edelman producing.

Completed on schedule in the last few days in spite of the fire were: "Springfield Rifle," starring Gary Cooper, filmed in WarnerColor, with Andre de Toth directing and Lou Edelman producing, and "The Desert Song," starring Kathryn Grayson, Gordon MacRae and Steve Cochran, with Raymond Massey, Allyn McLerie and Dick Wesson. Filmed in Technicolor, Bruce Humberstone directed and Rudi Fehr produced.

Salant a CBS 'V.-P.'

Richard S. Salant has joined the Columbia Broadcasting System as a vice-president and general executive.

Tax Repeal Fight

(*Continued from page* 1)

Nevada, John J. Hunter; Mississippi, T. E. Williams; Tennessee, M. A. Lightman, Jr.; Utah, Ralph L. Trathen; Virginia, Sam Bendheim, Jr.; Vermont, Andrew Tegu; California, Ezra E. Stern; Florida, Carl Floyd; Louisiana, Levere C. Montgomery; Ohio, Leo Jones; Kansas, O. F. Sullivan; North Carolina, Roy L. Smart; Oklahoma, Henry S. Griffing; Oregon, Jack Matlack; Missouri, J. C. Mohrstadt, Tom James, C. E. Cook.

N.Y. Grosses

(*Continued from page* 1)

$45,000. At the Astor, a very good $26,000 is due for the initial stanza of "The Story of Will Rogers." "Don't Bother to Knock" is estimated to hit a neat $35,000 for its first week at the Globe.

The second and final inning of "We're Not Married" at the Roxy, which also features a stage show, is estimated to register a big $78,000. "Dreamboat" opens there Friday.

"Where's Charley?" is doing fine at Radio City Music all, where $120,000 is expected for a fourth week. The Hall's next attraction, "Ivanhoe," will open July 31.

'Robin Hood' Healthy

At the Criterion, "Story of Robin Hood" is due to do a healthy $25,000 for its fourth round. A fairly nice $48,000 is seen for "She's Working Her Way Through College" at the Paramount. The film, which ends its two-week Paramount engagement tomorrow, will be replaced by "Jumping Jacks."

"High Noon" bows in at the Mayfair Thursday, superceding "Has Anybody Seen My Gal," which is forecast to end its three week engagement with a modest $8,000. "Paula" opened to a moderate $10,000 at Loew's State.

At the Victoria, "Walk East on Beacon" is holding up well, with $13,000 forecast for its eighth week. A neat $8,000 is estimated for the 16th week of "Man in the White Suit" at the Sutton. "Encore" at the Normandie is expected to rack up a fine $6,700 for its 16th week.

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

Pioneer TV Film Producer FRANK WISBAR says:

"Our TV film specifications are the most exacting in the field. Pathé Labs always give us what we want."



Frank Wisbar's famous pioneering TV venture is Procter & Gamble's "FIRESIDE THEATRE" which is processed by Pathé. Can we be of service to *your* TV department?

PATHÉ—PROCESSING · SOMETHING TO CROW ABOUT · TRADE MARK

Both New York and Hollywood Have *Complete* Pathé Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
June 8	(June Releases) PAULA Loretta Young Kent Smith D—80 min. (Rev. 5/19/52) BRAVE WARRIOR (Color) Jon Hall OD—73 min. (Rev. 5/19/52) WALK EAST ON BEACON George Murphy Finlay Currie D—98 min. (Rev. 4/25/52) MONTANA TERRITORY (Color) Lon McCallister Wanda Hendrix OD—64 min. (Rev. 6/5/52) THE ROUGH, TOUGH WEST Charles Starrett Smiley Burnette O—54 min. (Rev. 6/24/52)		PAT AND MIKE Spencer Tracy Katharine Hepburn CD—82 min. (Rev. 5/13/52)	AFRICAN TREASURE Bomba D—70 min. (5207) (Rev. 6/16/52)			(June Releases) KANGAROO (Color) Maureen O'Hara Peter Lawford D—84 min. (Rev. 5/19/52) LYOIA BAILEY (Color) Oale Robertson Anne Francis D—89 min. (Rev. 5/29/52) (Re-Releases) LEAVE HER TO HEAVEN (Color) Gene Tierney Cornel Wilde D—110 min. (255) (Rev. 12/20/45) THE RAINS CAME Myrna Loy Tyrone Power D—95 min. (256) (Rev. 9/11/39)	(London Films-Lopert) TALES OF HOFFMANN (Color) Moira Shearer MD—88 or 111 min. (Rev. 4/4/51)	(June Releases) IVORY HUNTER (Color) Anthony Steele Oiana Sheridan D—97 min. (221) (Rev. 5/19/52) SCARLET ANGEL (Color) Yvonne De Carlo Rock Hudson D—80½ min. (222) (Rev. 6/2/52) JUST ACROSS THE STREET Ann Sheridan John Lund C—78 min. (223) (Rev. 6/16/52) (Rank) ISLAND RESCUE Oavid Niven Glynis Johns C—87 min. (283) (Rev. 6/30/52)	CARSON CITY (Color) Randolph Scott O—87 min. (123) (Rev. 5/1/52) 3 FOR BEDROOM C (Color) Gloria Swanson James Warren C—74 min. (124) (Rev. 6/5/52) THE WINNING TEAM Ooris Oay Ronald Reagan D—98 min. (125) (Rev. 5/22/52)
June 15		STOLEN FACE Paul Henreid Lizabeth Scott D—71 min. (5109) (Rev. 6/2/52)	SCARAMOUCHE (Color) Stewart Granger Eleanor Parker D—118 min. (Rev. 5/12/52)	GOLO FEVER John Calvert Ralph Morgan OD—63 min. (5220)	(June Releases) THE ATOMIC CITY Gene Barry Lydia Clarke D—84 min. (5120) (Rev. 4/11/52) THE OENVER & RIO GRANOE (Color) Edmond O'Brien Oean Jagger D—89 min. (5115) (Rev. 3/31/52)	I OREAM OF JEANIE (Color) Ray Middleton Muriel Lawrence M—90 min. (5106) (Rev. 6/5/52)	(June Releases) CLASH BY NIGHT Barbara Stanwyck Paul Douglas D—105 min. (229) (Rev. 5/14/52) (Re-Releases) KING KONG D—100 min. (269) (Rev. 2/24/33) THE LEOPARD MAN Dennis O'Keefe D—66 min. (270) (Rev. 5/4/43)	(Fanwill Prods.) CONFIOENCE GIRL Tom Conway Hillary Brooke D—81 min. (Rev. 6/6/52)		
June 22			LOVELY TO LOOK AT (Color) Howard Keel Kathryn Grayson MC—101 min. (Rev. 5/27/52)	HERE COME THE MARINES Leo Gorcey CD—66 min. (5212) (Rev. 6/16/52)						
June 29	(July Releases) CALIFORNIA CONQUEST (Color) Cornel Wilde Teresa Wright OD—79 min. (Rev. 6/12/52) CRIPPLE CREEK (Color) George Montgomery O—78 min. (Rev. 6/26/52) THE BRIGANO (Color) Anthony Oexter Jody Lawrance D—94 min. (Rev. 6/5/52) STORM OVER TIBET Rex Reason Oiana Douglas D—87 min. (Rev. 12/26/51) RED SNOW Guy Madison Ray Mala D—75 min. (Rev. 6/20/52) BARBEO WIRE Gene Autry O—61 min. (Rev. 7/14/52) JUNCTION CITY Charles Starrett Smiley Burnette O—54 min. (Rev. 7/3/52)	THE JUNGLE Rod Cameron Cesar Romero D—74 min. (5112)								
July 6				WAGONS WEST (Color) Rod Cameron O—70 min. (5203) (Rev. 6/19/52)						
July 13		PIRATE SUBMARINE Special Cast D—69 min. (5110)	WASHINGTON STORY Van Johnson Patricia Neal D—82 min. (Rev. 6/27/52)		(July Releases) THE GREATEST SHOW ON EARTH (Color) Betty Hutton James Stewart D—153 min. (5129) (Rev. 1/2/52) ENCORE Glynis Johns Kay Walsh D—90 min. (5122) (Rev. 4/1/52) JUMPING JACKS Oean Martin Jerry Lewis C—96 min. (5121) (Rev. 6/4/52)		(July Releases) THE WILO HEART (Color) Jennifer Jones Oavid Farrar D—82 min. (274) (Rev. 5/29/52) (Olsney) THE STORY OF ROBIN HOOO (Color) Richard Todd Joan Rice D—84 min. (391) (Rev. 3/18/52)			(July Releases) SHE'S WORKING HER WAY THROUGH COLLEGE (Color) Virginia Meyo Ronald Reagan MC—101 min. (Rev. 6/5/52)
July 20		HOLIOAY FOR SINNERS Gig Young Keenan Wynn D—72 min. (Rev. 6/25/52)		OEAO MAN'S TRAIL Johnny Mack Brown O—59 min. (5243)		THUNOERING CARAVANS Alan "Rocky" Lane Eddy Waller O—54 min. (5173) OLO OKLAHOMA PLAINS Rex Allen Slim Pickens O—60 min. (5144) WOMAN IN THE WILOERNESS (Color) Ruth Hussey Rod Cameron OD				
July 27				SEA TIGER John Archer Marguerite Chapman D—71 min. (5218)							THE STORY OF WILL ROGERS (Color) Jane Wyman Will Rogers, Jr. D—109 min. (129) (Rev. 7/11/52)
Aug. 3	(Aug. Releases) CAPTAIN PIRATE (Color) Louis Hayward D—85 min. LAST TRAIN FROM BOMBAY Jon Hall D (J. Arthur Rank) THE CLOUOEO YELLOW Jean Simmons Trevor Howard D—89 min. (Rev. 10/8/51) THE KIO FROM BROKEN GUN Charles Starrett Smiley Burnette O	HELLGATE Sterling Hayden Joan Leslie D—87 min. (5113)	YOU FOR ME Peter Lawford Jane Greer D—71 min.		(Aug. Releases) CARRIE Laurence Olivier Jennifer Jones D—118 min. (5123) (Rev. 6/9/52) SON OF PALEFACE (Color) Bob Hope Jane Russell C—95 min. (5124) (Rev. 7/14/52)		(Aug. Releases) THE BIG SKY Kirk Douglas Oewey Martin OD—140 min. (361) (Rev. 7/9/52) ONE MINUTE TO ZERO Robert Mitchum Ann Blyth D—105 min. (301) SUOOEN FEAR Joan Crawford D—110 min. (362)	(Aug. Releases) OREAM BOAT Clifton Webb Ginger Rogers C—83 min. (223) OON'T BOTHER TO KNOCK Richard Widmark Marilyn Monroe D—76 min. (224) (Rev. 7/11/52) LES MISERABLES Michael Rennie Oebra Paget D—104 (225) WHAT PRICE GLORY (Color) James Cagney Corinne Calvet CD—111 min. (226)		(Aug. Releases) THE WORLD IN HIS ARMS (Color) Gregory Peck Ann Blyth D—104 min. (227) (Rev. 6/17/52) THE OUEL AT SILVER CREEK (Color) Audie Murphy Stephen McNally OD—77 min (228) (Rev. 7/14/52) LOST IN ALASKA Bud Abbott Lou Costello C—76 min. (229)	
Aug. 10			FEARLESS FAGAN Janet Leigh Carleton Carpenter C—79 min. (Rev. 7/7/52)	YUKON GOLO Kirby Grant D (5221)					(Carol Reed) OUTCAST OF THE ISLANOS Sir Ralph Richardson Robert Morley D—92 min. (Rev. 5/9/52) (Sid Kuller) ACTORS AND SIN Edward G. Robinson Eddie Albert D&C—85 min. (Rev. 5/23/52) (Stanley Kramer) HIGH NOON Gary Cooper OD—85 min. (Rev. 4/30/52) (Oavid E. Rose) ISLANO OF OESIRE (Color) Linda Darnell Tab Hunter D—103 min. (Samuel Fuller) PARK ROW Gene Evans D— 83 min. (Zoltan Korda-Lopert) CRY THE BELOVEO COUNTRY Canada Lee D—105 min. (Rev. 1/24/52)		
Aug. 17		SECRET PEOPLE Valentina Cortesa Audrey Hepburn D (5119)		MONTANA INCIOENT Whip Wilson O (5253)							WHERE'S CHARLEY? (Color) Ray Bolger Allyn McLerie MC—97 min. (130) (Rev. 6/26/52)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 15 NEW YORK, U. S. A., TUESDAY, JULY 22, 1952 TEN CENTS

Ohio Censor Case Hearing Set for Aug. 8

Judge Begins Reading Supreme Court Decisions

TOLEDO, O., July 21.—Municipal Court Judge Frank W. Wiley has set August 8 for hearing charges and the defense in the violation by Martin G. Smith of the Ohio State censorship laws last week when his Westwood Theatre here exhibited Fox Movietone Newsreel's issue of "The American Newsreel" without its having been submitted to the State Censorship Division for a seal of approval.

The Motion Picture Association of America and the Independent Theatre Owners of Ohio arranged for the violation of the law to test the legality of prior censorship. The U. S. Supreme Court decisions favoring the industry in the "Pinky" and "Miracle" cases inspired the Ohio test.

A 30-day continuance of the Smith case had been sought, but Judge Wiley, who already has started reading the "Pinky" and "Miracle" deci-

(*Continued on page 3*)

Warner Production Program Proceeds

HOLLYWOOD, July 21.—Warner Brothers' production program is proceeding on schedule, despite the two recent studio fires, the company disclosed today.

Company executives attribute the ability to continue production on schedule to the studio personnel's skill and teamwork in circumventing the ob-

(*Continued on page 5*)

Nashville Box-office Receipts Increase

Nashville, July 21.—All uptown theatres are having better patronage than prevailed during May and June. Local drive-ins are doing about the same business as this time last year. Product used is about as varied as for uptown houses. "Patrons are looking for a good show regardless of the type of picture," insisted one manager.

Most managers estimate income from refreshments at about 25 per cent of their total.

Sturdy Bows Send Gross Figures at NY 1st-runs High

A number of sturdy openings highlighted Broadway grosses this week, while strong hold-over product at many first-run situations continued to draw the customers.

Opinion was divided on the box-office effect of the present heat wave. However, most showmen were in agreement that the Democratic National Convention, which opened yesterday in Chicago, would not hurt the box-office. This sentiment, however, was expressed with the provision that the Democratic National Convention is not expected to offer a greater drama than the recent home televised Republican convention.

"Carrie" at the Capitol is expected to hit a fine initial week's gross of

(*Continued on page 5*)

Beneficial French Deal Due: Golden

Notwithstanding France's action at the weekend in cutting by 48 the number of films it will import from all countries in the new fiscal year, a mutually beneficial Franco-American film agreement is bound to be worked out sooner or later, Nathan D. Golden, U. S. Commerce Department film chief, declared here yesterday following his arrival from Europe.



Nathan Golden

Meanwhile, Eric A. Johnston, Motion Picture Association of America president, presided yesterday at a meeting here of

(*Continued on page 5*)

No 'Reds' Presently In Industry: Schary

HOLLYWOOD, July 21.—Discussing pressure groups in a luncheon address to the Hollywood Ad Club today, Dore Schary said, "I do not believe that there are any communists presently working in the motion picture industry. If there are, they are not only fooling the motion picture industry, but the FBI and House Un-American Activities Committee. I

(*Continued on page 5*)

MPAA SEEKS TALKS ON ARBITRATION

UPT Notes Upward Business Trend

A seasonal upturn at the box-office currently is being experienced by United Paramount Theatres, Robert H. O'Brien, UPT secretary-treasurer, disclosed here yesterday.

Business since July 1, O'Brien stated, has been better and compares favorably with last year. The UPT executive declined to make a prediction on the affects of the current home televised Democratic National Convention on the box-office. However, he was of the opinion that, to some degree, the televising of the Republican convention aided theatre attendance.

42 Win Schwalberg Para. 'Merit Awards'

Forty-two winners of Paramount's annual "A. W. Schwalberg Merit Awards" for 1951 were announced by the company.

Cash awards are given each year to branch personnel not eligible to participate in the regular sales drive prizes, but who have displayed individual effort over and above their normal duties during the drive period.

The winners include: New York, Myron Sattler and Nathan Stern; Albany, Ruth Larkin; Atlanta, William R. Word, Jr.; Boston, John J. Kane

(*Continued on page 3*)

More Join Industry Tax Repeal Fight

Twenty more exhibitors from 18 states have accepted invitations to serve on their state committees in the industry's compaign for repeal of the 20 per cent admission tax, it was announced here yesterday by the Council of Motion Picture Organizations. Acceptances now total 140, representing all states but South Dakota and Arizona, it was revealed.

Latest to enlist in the tax campaign are the following: Montana, E. M. Jackson; Illinois, George Kerasotes;

(*Continued on page 5*)

Sales Managers Want to Resume '10' Meetings; Seeking a Date, and Place

At a meeting here yesterday among the Motion Picture Association of America member companies' sales managers and counsel and Eric A. Johnston, MPAA president, it was agreed that steps should be taken immediately to arrange for resumption of the arbitration negotiations with exhibitor representatives.

The distributor delegation was authorized to work out as soon as possible a date and place for resumption of the meetings of the Industry Arbitration Conference's Continuations Committee of 10 which adjourned summarily on July 2 after four days of ineffective meetings.

Some two weeks ago, following the suggestion by exhibitor representatives, Johnston indicated he would explore the possibility of having distribution company presidents negotiate

(*Continued on page 5*)

NEWS FLASHES

Atlas Corp. president Floyd B. Odlum disclosed here yesterday in a mid-year report to stockholders that the company had sold 25,000 shares of United Paramount Theatres stock, in accordance with the Paramount consent decree.

•

A Department of Justice spokesman said here yesterday that another month's extension is expected in the deadline for Loew's and United Artists Theatre Circuit to dissolve joint interests in seven theatres. Under the present deadline, the companies have until tomorrow to file a dissolution plan or until July 30 to actually start dissolution proceedings.

Personal Mention

LYNN FARNOL has returned to New York from London.

•

SPYROS P. SKOURAS, 20th Century-Fox president; AL LICHTMAN, director of distribution; DONALD A. HENDERSON, treasurer and secretary, and STIRLING SILLIPHANT, publicity manager, returned here yesterday from the Coast.

•

THEODORE R. SMITH, newly-named Motion Picture Association of America representative in Europe, will leave there tomorrow by plane for Paris.

•

RICHARD A. BERENSON, Boston theatre executive, was named general chairman of the 1953 Greater Boston fund drive for the Red Cross.

•

IRVING SOCHIN, Universal short subjects sales manager, will be in Washington today from New York and will return tomorrow.

•

JOOP GEESINK, Dutch co-producer of Transfilm, Inc., arrived here from Holland on Saturday aboard the *S.S. Nieuw Amsterdam.*

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, will arrive in Pittsburgh today from New York.

•

HAROLD WIRTHWEIN, Western sales manager for Monogram-Allied Artists, returned to the Coast yesterday from Denver.

•

STANLEY KRAMER, producer, now en route to Israel from London, plans to return there before leaving for New York.

•

ABE OLMAN, general manager of the Big Three, M-G-M music subsidiaries, is on the Coast from New York.

•

WALTER MIRISCH, Monogram-Allied Artists executive producer, will sail from London tomorrow for New York.

•

WILLIAM D. KELLY, in charge of M-G-M prints, is due back here this week from a Vermont vacation.

•

LEOPOLD FRIEDMAN, secretary of Loew's, will leave here tomorrow by plane for London.

•

ISIDORE LINDENBAUM, Filmcraft Productions president, is in Chicago from New York.

•

PAT DUGGAN, Paramount producer, arrived here yesterday from the Coast with his wife.

•

JOSEPH SHAFTEL, independent producer, will fly to London today from New York.

•

HERMAN MILLAKOLINSKY, Republic Pictures producer, has left here for London.

Sees Two-a-Week Off-Hour Theatre TV Programming

Theatre television executives of United Paramount Theatres are working toward a "non-entertainment," off-hour programming schedule of two performances a week, Robert H. O'Brien, UPT secretary-treasurer, disclosed here yesterday.

O'Brien, who expressed hope that one or two off-hour commercial closed circuit deals could be consummated for September, said attempts are currently underway to key programming towards "regularity." He saw the possibility that negotiations with commercial users would be tremendously accelerated following a "successful first" performance in this field.

Asked if the commercial field was wide enough to offer TV-equipped theatres sufficient users for regular twice-a-week programming, O'Brien answered in the affirmative. He pointed out the "vast" possible market in trade associations, government and business.

The UPT executive said that negotiations are now underway with eight leading national concerns who have expressed a desire to be first, if possible, in using the medium.

Tunstill to Join Little Rock Unit

MEMPHIS, July 21.—J. Clayton Tunstill, division manager of Malco Theatres, Inc., will join North Little Rock theatre interests, it was announced by M. A. Lightman, Sr., president of Malco.

Lightman recently assumed full control of Malco, buying out the 33 per cent interest of M. S. McCord and M. J. Prunisky. It was also announced that Jack W. Tunstill, former manager of the Malco-owned Crosstown Theatre in Memphis, has retired from the industry.

'Film Festival' at Loew's Poli Houses

HARTFORD, July 21. — Harry F. Shaw, division manager of Loew's Poli New England Theatres, has set plans for a Loew's Poli "Film Festival" at circuit houses in Connecticut and Massachusetts featuring top quality films.

Films slated for extensive promotion include "Lovely to Look At," "We're Not Married," "Robin Hood," "The Merry Widow" and "The World in His Arms."

Heller Earnings Are Up Substantially

CHICAGO, July 21.—Walter E. Heller and Co. reports consolidated net earnings of $714,768, or $1.36 per common share, for the six months ended June 30, up substantially from the $660,666, or $1.23 per share for the first half of 1951.

No 'Quake Harm to Films

HOLLYWOOD, July 21. — Second greatest earthquake in California history shook up the production branch thoroughly but caused neither injury nor more than trifling damage to studios or theatres.

UK's Views on Eady Plan Due July 29

LONDON, July 21. — The government's views on the Eady plan are expected to be made known on July 29.

Peter Thorneycroft, president of the Board of Trade, will then be questioned by Conservative member of Parliament, William Shepherd on what steps he proposes to take to secure an extension of the plan, in view of the vital need for long term program planning to secure continuity of U. K. productions. This will probably be the last opportunity for any government statement on film affairs before Parliament adjourns for a summer recess which is expected to last until October.

As previously reported, the feeling grows here that the Eady Plan or some refinement of it will become permanent in the pattern of the industry's set-up. Leading producers have recently warned of the necessity for the continuance of the plan and last week Associated British Pictures' chairman, Sir Philip Wartner, also head of Britain's largest circuit, advocated that it be put on a permanent and statutory basis.

Although it has been inferred that Cinematograph Exhibitors Association leaders have already agreed to an extension, rank-and-file exhibitors are by no means convinced that this subsidy is really necessary. The CEA General Council will meet again on September 10 and the Eady Plan will again figure prominently on the agenda.

Feature in 'Parade' On 20th-Fox Films

The July 27 issue of "Parade" has a cover featuring Anne Baxter, Anne Francis and Jean Peters along with an inside feature story telling how 20th Century-Fox has invested $16,000,000 on 10 1952 films in which they are starred or co-starred.

Pictures listed include "Viva Zapata," "Wait 'Till the Sun Shines, Nellie," "The Outcasts of Poker Flat," "My Wife's Best Friend," "Lydia Bailey," and others.

Home Offices Hold Meetings for JDA

The home office of Universal-International will hold a meeting of employes today to mobilize support in behalf of the current motion picture industry drive for the Joint Defense Appeal, it was announced by Harry M. Kalmine, chairman of the home office division for the JDA drive.

Kalmine said that United Artists will hold a JDA meeting on Friday.

Owners Push Quota Fight

LONDON, July 21. — The Cinematograph Exhibitors Association is preparing documentary evidence to prove the impossibility of meeting the 25 per cent supporting quota, following recent attacks on exhibitors in Parliament and the decision of the Films Council that there should be no relief from that quota.

The CEA will distribute the document to government ministers, members of Parliament and the press this week. It points out that to meet a 25 per cent supporting quota, the three major circuits alone need 39 second features every year. This number is not produced.

One suggestion, says the CEA, would be the re-introduction of a renters' quota. Otherwise, relief from the supporting program quota on similar lines to that granted for first feature quota would lessen defaults.

The document continues:

"Whenever exhibitors suggest that fewer and better films be produced, the reply comes that producers cannot avoid making poor films. Comparison with American films does not arise because there is no compulsion to show a poor American film. An exhibitor does not book it. It is useless booking films the public is not prepared to pay to see."

It is pointed out that no British films of any length between 3,000 feet and 7,000 feet were offered by five major American distributors, Paramount, Warner, RKO Pictures, Columbia and M-G-M, during the period from October, 1950 to April, 1952.

La. Excludes Tax on Film

NEW ORLEANS, July 21.—The Louisiana House of Representatives has passed a bill to exclude motion pictures from the sales tax by a vote of 23 to 4.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY BOLGER in
"WHERE'S CHARLEY?"
Color by TECHNICOLOR
A WARNER BROS. PICTURE
plus SPECTACULAR STAGE PRESENTATION

VIRGINIA MAYO RONALD REAGAN GENE NELSON in "She's Working Her Way Through College" COLOR BY TECHNICOLOR
in person JAN MURRAY NEAL HEFTI and His Orchestra extra THE MODERNAIRES
PARAMOUNT TIMES SQUARE Midnight Feature Nightly

Walt Disney's Story of
ROBIN HOOD
Color by TECHNICOLOR
and
Walt Disney's WATER BIRDS A True Life Adventure
Walt Disney's "LITTLE HOUSE" Technicolor Cartoon
Print by Technicolor—Distributed by RKO
COOL CRITERION B'WAY & 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Knoxville Censors Are Cracking Down

Knoxville, Tenn., July 21.—The Knoxville Censor Board is preparing new city legislation "to tighten censorship control over underclad human figures on movie films or in magazines or books." The magazines *"Modern Sunbathing and Hygiene," "Cover Girl Models,"* and *"Girls Beautiful Photos"* have been barred from local magazine stands. A move against films is forecast.

Knoxville is the only city of its size in Tennessee without Sunday films.

Ohio Censor Case

(*Continued from page* 1)

sions, indicated he wanted to get into the hearing of it sooner and set August 8.

Hofheimer Stung by Failure of Censorship Test in Columbus

COLUMBUS, O., July 21.—L. J. Hofheimer of the Little here stated he wants "to be counted out when you need any more scapegoats" in a letter addressed to Sidney Schreiber of the Motion Picture Association of America. The letter followed the failure to show the uncensored newsreel as scheduled in the test of the Ohio censorship law. The newsreel, distributed here by Warner Brothers, was not shown because of a dispute between Dr. Clyde Hissong, state director of education and chief Ohio film censor, and legal representatives of Warner Brothers.

Hofheimer said he "was placed in a most embarrassing position" with press and public because of the failure to show the film. "I lent my name and my theatre," he said, "in good faith for the purpose of testing the Ohio censorship law. In doing so, I thought that both were in competent hands, legally and otherwise. Through no fault of mine, I have broken faith with the public and the press and have been placed in a most embarrassing position. I had a contract with Warner Brothers which you requested and which for some unfathomable reason was breached. In the future when you need any more scapegoats, count me out."

Columbus Paper Defends Ohio's "Mild Variety" of Film Censorship

COLUMBUS, O., July 21.—Ohio's "mild variety" of state film censorship might be preferable to no censorship in which the film industry "might be obliged to deal with pressure groups of all shades of opinion seeking to impose restrictions of varying severity," the Columbus *Dispatch* has declared editorially.

Said the *Dispatch*: "It seems not impossible that the elimination of all censorship—the movie industry's apparent goal—might bring excesses that would eventually result in the clamping on of bans more irksome than any yet imposed, and at the Federal level.

"No one can blame the film people for seeking a re-definition of the legal status of government censorship. In some states this has been capricious and inconsistent. In some states it is rigid, in others completely non-existent. A test of the legality of censoring newsreels, most of which are kept pretty innocuous to avoid conflict with varying censorship standards, would certainly seem to be in order.

"But on behalf of the general censorship of movies as it has operated in Ohio for nearly 40 years, it ought to be said that it has been, in the main, moderate, intelligent and aimed at preventing nothing except the showing of scenes obviously unsuited for general patronage, particularly that of juveniles," said the newspaper.

Reviews

"Dreamboat"

(20th Century-Fox)

WHEN A PRODUCTION IS SET capably around the performances of troupers like Clifton Webb and Ginger Rogers, the marketable value of the product is quite high. And, showmen, so you should sell "Dreamboat" for all it's worth. Your box-office intake will not be disappointing under normal conditions.

"Dreamboat" is different. Decidedly so. And it is timely, pitting the comparative values of oldtime film fare on home TV screens versus the modern motion picture of today. It is done uniquely, by flashbacks. Old pictures of Webb as "the grand old screen lover" of yesteryear are resurrected for juke boxes, barroom and home video sets and plague Webb who now is a respectable and respected professor of English literature at the staid old Underhill College where the students discover that their Professor Thornton Sayre is none other than silent scren star Bruce Blair. His old reissued films are being used on a TV program starring Gloria Marlowe (Ginger Rogers), his onetime leading lady who is making a comeback in a series sponsored by the Exotic Perfume Company.

Webb's determined efforts to have the reissues withdrawn, the embarrassment which the pictures cause him and Miss Rogers' attempts to block Webb's insistence that the films be cancelled develop much merriment, frequently unfavorable to the telecasting of antique film subjects now so widely prevalent. A hilarity highlight is reached when the jolted professor attempts to secure an injunction against the showing of the films of his flamboyant past. All in all "Dreamboat" (Webb's moniker as the silent screen lover) is enjoyable, although there are slow spots in the telling. Co-starred are the lovely Anne Francis as the mild-mannered, conservative daughter of the professor who likewise is the co-victim of campus gags and stunts—and the handsome Jeffrey Hunter. The support is fine, headed by Elsa Lancaster, Fred Clark, Paul Harvey, Ray Collins, Helene Stanley and Richard Garrick. Sol C Siegel produced and Claude Binyon directed, from the screenplay by Binyon, based on a story by John D. Weaver.

Running time, 83 minutes. General audience classification. For August release.

JAMES P. CUNNINGHAM

"One Minute to Zero"

(Grainger-RKO Radio)

THE KOREAN WAR affords the timely background of this Howard Hughes presentation which features Robert Mitchum and Ann Blyth. Compounded of conventional plot elements, the picture has plenty of lively action and enough romantic touches to keep the fans satisfied.

Mitchum plays a U. S. infantry colonel who is in Seoul, along with his buddy, William Talman, another colonel at the time Korea is invaded. Miss Blyth, a member of the UN commission, is also in Korea at the time. When orders come in to evacuate all Americans, Miss Blyth is stubborn about leaving, so Mitchum lifts here into a plane to get her out of the country. From these disagreeable beginnings tender love grows, as time and again Miss Blyth crosses Mitchum's path. For the most part the picture outlines various combat maneuvers against the enemy, both on land and in the air. Most of them are excitingly portrayed under Tay Garnett's direction. There is a lot of grim realism to the battle scenes. Often the weight of decision on Mitchum's shoulders is a heavy one, but he finally acquits himself heroically.

The weight of decision also weighs heavily on Miss Blyth's graceful shoulders. Already the widow of an Army man, the question is whether she should marry another one. After some struggles within and some doubt about him, she decides in the affirmative.

An Edmund Grainger production, it was made from a screenplay by Milton Krims and William Wister Haines.

Running time, 105 minutes. General audience classification. For August release.

Tear Gas Bomb at Ray Boston Show

BOSTON, July 21.—A tear gas bomb was set off during a performance of Johnny Ray at the Metropolitan Theatre here over the weekend, forcing 1,200 people from the house, mildly injuring many and sending two to a hospital. A similar gas attack was rencently staged at the Paramount in New York.

'Merit Awards'

(*Continued from page* 1)

and Wendell Clements; Buffalo, E. C. DeBerry; Charlotte, A. H. Duren; New Haven, Margaret McKinnon; New Orleans, Milton Aufdemorte; Cincinnati, John Gentile and James Brunetti; Philadelphia, Robert Weber, Ulrik F. Smith, Herbert Gillis, Ralph Garman and John Kane; Pittsburgh, Mike Weiss; Washington, Phil Isaacs and Herbert Thompson.

Also, Chicago, Sarah Goldberg, Herbert Cohen, J. H. Stevens and Robert Allen; Des Moines, James Castle; Indianapolis, G. R. Frank; Minneapolis, Bonnie Lynch and Frank Egan; Dallas, Tom W. Bridge, Sebe Miller and Lloyd Henrich; Kansas City, Eugene Jacobs; Los Angeles, Eugene Beuerman; Salt Lake City, Eugene Jones; San Francisco, H. Neal East, James French, King Trimble, Jack Stevenson, George Carmone, Walter Lange and Milton S. Anderson; Seattle, Walter Hoffman.

Ontario Stiffens Censors' Ruling

Toronto, July 21.—The Ontario Board of Censors has put a new regulation into effect for the sniping of theatre advertising displays to designate pictures that are classed as "Adult Entertainment."

Formerly the words "Adult" or "Adult Entertainment" were sufficient but the impression got around that their use was unofficial. The notices must now bear the wording "Classified by the Ontario Board of Censors as Adult Entertainment."

Yolen Heads Unit of Opinion Builders

Will Yolen, newspaperman and publicist, will head the news bureau of Opinion Builders, Inc., it was announced by Robert Nathans, president.

Yolen is a past president of the Publicity Club of New York, was for six years promotion manager of Warner Brothers Pictures here and also served as consultant for New York motion picture and television producers. He was a vice-president and publicity-advertising director of Laurel Films, Inc.

Rackmil to Meet Press

Milton R. Rackmil, new president of Universal Pictures, will meet members of the press at a luncheon at the Restaurant Laurent here on Monday. Nate Blumberg, chairman of the board, and Al Daff, executive vice-president, will also be on hand.

Grant Leenhouts Resigns

The resignation of Grant Leenhouts as executive vice-president of Cinerama, Inc., here, becomes effective this week. He will serve as a consultant for the company and for producers interested in the new three-dimensional medium fabricated by the firm.

Carlton Still Film House

LONDON, July 21.—Negotiations between Jack Hylton, local stage impressario, and Paramount Pictures for the lease of the latter's Carlton Theatre for stage shows have broken down and will not be resumed. The house will continue as a film theatre.

New FP-C House Opens

TORONTO, July 21.—Famous Players Canadian Corp. has opened a new theatre, the 1,400-seat Paramount, in Edmonton, Alberta. It is reported to be the last theatre to be built under the company's new construction program.

Emett, Vail Open 'Lab'

LOS ANGELES, July 21.—T. H. Emmett, well known in the film laboratory field, and Ande Vail, producer, have opened a new film laboratory service and distributing plant here called Emmett-Vail Enterprises.

Tent Sets Golf Tourney

CINCINNATI, July 21—The Cincinnati Variety Club, Tent No. 3, has set its 18th annual golf tournament for August 25 at the Summit Hills Country Club. Other types of games plus dinner will be featured.

Denver Now Part of Nationwide Network

DENVER, July 21.—This city suddenly got on a nationwide radio hookup today with the opening of the Democratic convention in Chicago. KFEL-TV, which had secured a temporary operating permit from the Federal Communications Commission, went on the air this morning, tying into the NBC chain. The station had been operating experimentally for two days previous. It will use the NBC convention coverage this week, filling in with other NBC shows, and next Monday will go on its own part of the time. It will probably use the NBC hookup, and possibly some selections from other chains.

Studios Ready

Beside the temporary transmitter on Lookout Mountain, KFEL has complete studios ready in Denver for the production of dramatic and television shows.

KVOD, which has been given channel No. 9, will ask the FCC for a temporary operating permit such as was accorded KFEL, and if this is granted, KVOD will be on the air within two weeks, also from a Lookout Mountain location.

Empire Coil, of New Rochelle, N.Y., the other successful applicant for a channel, has not indicated when it will be on the air. Empire has been given channel 26 (UHF).

Applicants for channels four and seven will have to fight it out, since two companies are asking for each channel. Theatre men are involved in the fight for channel seven. Asking for seven are the Aladdin Radio and Television (KLZ), and Denver Television. Partners in Aladdin include Frank H. Ricketson, Jr., president of Fox Intermountain Theatres, and Harry Huffman, retired district manager. Organizing Denver Television are Harris and John Wolfberg, father and son, who entered the Denver theatre field in 1944 when they leased the Broadway from Fox Intermountain, and later did the same with the Paramount.

Vying for channel four are the KMYR Broadcasting Co., and Metropolitan Television, the latter recently organized by Bob Hope, who bought KOA from NBC, which deal is awaiting sanction by the FCC.

See All - Canadian TV Network by '53

OTTAWA, July 21.—Revenue Minister McCann stated here that the Canadian Broadcasting Corp. will spend about $800,000 to establish a TV station in this capital but it has been decided to defer construction of six other planned TV stations in Canada, Quebec, Winnipeg, Vancouver and other cities in Western Ontario.

An all-Canadian network comprising Montreal, Toronto and Ottawa will be in operation by the start of 1953, McCann said.

US, Canada in TV Deal

WASHINGTON, July 21. — Under a new agreement worked out between the U. S. Federal Communications Commission and the Canadian Department of Transport covering assignment and use of 82 TV channels within an area of 250 miles on either side of the border, there will be little or no interference between border TV stations, it was said.

Television--Radio

with Pinky Herman

CBS has announced that it is handling the sales for Bing Crosby Enterprises and although according to its original contract with B. C. E., entered into about two years ago, Columbia could have listed in its fold "Chimp" and "Royal Playhouse," the Crosbys insisted that these two packages remain with United Television Programs, Inc. All other and future Crosby properties will be handled by CBS. . . . Gen. Eisenhower got such a bang out of Senor Romani's interesting little episode at the Republican conclave that Arthur Van Horn has sent the General a dub of the recording he played on a recent "Time Capsule" ABCast. . . . Ed & Pegeen Fitzgerald, just back from a thrilling round tripper to Europe on the record-breaking liner *United States,* are filming a series of 13 comedies for TV titled, "How To." . . . This hilarious program (we howled at the scene we watched being cut at the Seaboard Studios yesterday) is produced by George Kamen and will be sponsored in key cities by department stores. . . .

• • •

Vaughn Monroe's first starring flicker, "Toughest Man in Arizona," which Republic will release early in the fall, will take his orchestra into the Waldorf-Astoria Hotel September 1. . . . The Maestro will return to the Republic lot in March to make a second feature. . . . . Is Macy's planning to launch a TV show this fall—with the locale in Macy's own store? . . . Immediately following a slick click in the 'Girl Crazy' music Circus at Lambertville, N. J., slick chick Joy Hodges raced back to town to make a Pilot film (TV) with Lester Lanin's Society Orchestra and Jack Cassidy of "Wish You Were Here" (slick chick, quick click.) . . . Though it started off a bit slow, the new all-nite live TV series featuring Freddy Robbins which teed off last Saturday nite over Channel 9, shows promise and if producer Hank Leeds can entice Broadwayites and celebrities to drop around to Robbins' Nest frequently, the series, packaged by Vinrob Enterprises, can succeed with the stay-up-lates. . . .



Vaughn Monroe

• • •

Outward bound aboard the United States *MCA exec Dick Rubin pitched a new program idea to Ted (Mr. WNBC) Cott . . . . series would be a radio-ship-to-shore program with interviews and chatter by celebs seated at the Captain's table. . . . Ed Fitzgerald told us about another incident aboard ship. . . . Margaret Truman sent a cable to her dad and when told the bill would be* $18.00 *asked how the cost was determined . . . she was told that each letter cost* 21 *cents, whereupon she deleted the 'S' and addressed it simply Harry Truman, thus saving* 21 *cents . . . an ardent Republican standing nearby remarked, "Too bad Miss Truman's father isn't as economical." . . . As reported here two weeks ago, Producer Max Liebman will leave for Hollywood next week to close a film deal co-starring Sid Caesar and Imogene Coca . . . he'll return to New York shortly after to start prepraration for the resumption of the NBTerrific "Your Show of Shows." . . .*

• • •

Ray Goulding of the announcing Goulding (brother Phil has been on WMGM staff for 12 years) started his career at WHDH Boston . . . while there he did a bit of ad-libbing on deejay Bob Elliott's program and the reaction was so marked that execs there immediately paired them and the team, heard on a show titled, "Matinee With Bob and Ray," became the beaniest in beantown. . . . NBC brought them to New York last year and they've just copped the coveted Alka-Seltzer account, featured Saturday nites over NBT. . . . Add look alikes . . . Gen. Dwight Eisenhower and Harold Stassen . . . Dick Winters, WINSpace grabber and deejay Freddy Robbins . . . Stan (Gen. Lyman Munson's right hand man at NBT) Osgood and James Melton . . . Phil (Mr. Keen, Tracer of Lost Person) Clarke has given his daughter Barbara a brand new home in Oceanside, L. I., as a wedding gift . . . the beautiful Babs will marry Henry Bell Sept. 21. . . . Norman & Irving Pincus, producers of "Ellery Queen" and "Mr. I. Magnination," left yesterday for the coast to close a deal to film several new TVehicles. . . . We listened to several pressings made by a new aggregation, the Sauter-Finnegan Orchestra and were thrilled . . . the band has the precision of the late Jimmie Lunceford ork, the smoothness of the late Glenn Miller group and the originality of the Benny Goodman swingsters.

Televiewers Drop In Cincinnati Area

Cincinnati, July 21.—An unofficial territorial survey reveals that, despite a greater number of television sets in use, the number of televiewers is considerably less than during the corresponding period of last year.

Investigation to determine the cause of the televiewing decline points up the weather factor as being responsible. Excessively hot weather and unusually high humidity have caused families to seek relief out-of-doors or in air-conditioned theatres. The latter has raised box-office receipts. Moreover, the quality of summer TV programs is, for the most part, not such as to induce constant viewing, even under more comfortable weather conditions.

Talks on New TV Contract Underway

Representatives of the Film Producers Association of New York, an organization composed mainly of commercial and industrial film producers, met here last night with Kenneth Thompson, Screen Actors Guild television administrator, of Hollywood.

The session was the first in a projected series scheduled before a new contract is agreed upon. The SAG is seeking a contract similar to the one consummated recently with the Alliance of Television Film Producers on the Coast.

CBS-TV to Handle Crosby Film Sales

CBS-TV and Bing Crosby Enterprises jointly announced here the completion of arrangements whereby CBS-TV film sales will represent Crosby Enterprises in the sale of television films for both national and syndication service.

The contract becomes effective immediately and CBS-TV will offer several news program series now in the final stages of completion by Enterprises. Among these are "Crown Theatre," "The Hank McCune Show," "Rebound" and "The Chair on the Boulevard."

Singer to Sponsor Show

Singer Sewing Machine Co. will sponsor "Four Star Playhouse," a half-hour TV film series featuring such Hollywood stars as Charles Bover, Dick Powell and Joel McCrea, Official Films, in association with Don Sharpe, disclosed here. The program will appear over the CBS-TV network bi-monthly starting Sept. 25. Official Films stated that for the first 26 weeks of alternate weekly sponsorship, Singer's cost for time and talent will approximate $1,400,000.

NEED SPECIAL TRAILERS QUICK?
QUICK SERVICE
FREE COPY SERVICE
BEST ART-WORK
YOU'LL GET IT FROM FILMACK SEND-US YOUR ORDER
ALL-AROUND KNOW-HOW
FINEST QUALITY
TRY US AND SEE
CHICAGO, 1327 S. Wabash Av - NEW YORK, 630 9th Av.

French Deal

(*Continued from page* 1)

the Motion Picture Export Association board, which includes member companies' presidents and foreign managers, to discuss French negotiation possibilities in light of France's import reduction. Further meetings on the subject will be held, it was reported.

Under the expired Franco-American agreement, 121 U. S. films were imported into France last year, out of the 186 allowed for all countries. The pact expired June 30, and in the absence of a new one the French government felt compelled to take unilateral action, it was said. It was emphasized that no quotas for the various nations have been fixed. Negotiations with the Americans will resume shortly.

Golden met yesterday with John G. McCarthy, MPAA vice-president in charge of international affairs. The Commerce Department film chief "sat in" on the Franco-American negotiations which adjourned recently in Paris. He left here for Washington yesterday afternoon.

No Industry 'Reds'

(*Continued from page* 1)

think the industry has cleaned house, as have other industries."

Elsewhere in his address, Schary said television's effect is greatly overestimated, predicting that 10 years from now both TV and theatres will be flourishing, and said intelligent handling of costs in relation to grosses will meet the situation.



Talks on Arbitration

(*Continued from page* 1)

personally with officials of exhibitor organizations on the establishment of an arbitration system for the entire industry.

It was not indicated following yesterday's meeting whether Johnston met with any success in this connection, but it was pointed out that all or much of the disagreement among the distributors on arbitrable matters has meanwhile been resolved. This means that the exhibitors' five representatives on the Continuations Committee now at least would confront a distribution delegation carrying some semblance of unanimity of opinion instead of apparently hopelessly divergent outlooks.

Bidding Gets Attention

Among the subjects which received particular attention at Johnston's meeting with the sales managers was the position to be taken by distributor representatives on competitive bidding matters. It was not immediately determinable whether the position paralleled the exhibitors'.

Expressed Confidence

Johnston, however, expressed confidence that agreement could be developed between the exhibitors and distributors on arbitration and emphasized that the distributors hoped for an early establishment of a mutually agreeable arbitration system.

Attending the meeting, in addition to Johnston, were: Theodore R. Black, Charles J. Feldman, Monroe R. Goodman, Bernard G. Kranze, Nathan Levinson, Al Lichtman, Abe Montague, Ed Morey, Robert W. Perkins, Charles M. Reagan, Henderson M. Richey, William F. Rodgers, Adolph Schimel, A. W. Schwalberg, Richard Yates and William Zimmerman. MPAA executives on hand included Joyce O'Hara, Ralph D. Hetzel, Jr., and Sidney Schreiber.

Warner Production

(*Continued from page* 1)

stacles created by the fires.

Production started today on "Back to Broadway," which stars Virginia Mayo, Gene Nelson, Steve Cochran and Patrice Wymore. It is being filmed in WarnerColor, with Henry Blanke producing and Gordon Douglas directing.

A new Randolph Scott film, "Come on, Texas," will start Thursday. David Weisbart will produce and Andre de Toth direct.

"The Jazz Singer," starring Danny Thomas and Peggy Lee, will follow. Lou Edelman will produce and Michael Curtiz will direct.

Doris Day and Gordon MacRae will begin co-starring roles in "By the Light of the Silvery Moon" on August 4. The team will be directed by David Butler. William Jacobs will produce in Technicolor.

Alfred Hitchcock's "I Confess" will start shooting in Quebec on August 14.

It will be a Transatlantic production.

Away from the studio, Warner Bros. is producing two pictures. Burt Lancaster's "His Majesty O'Keefe," in Technicolor, went into production Sunday in the Fiji Islands. Joan Rice is Lancaster's lead. Byron Haskin is directing. Errol Flynn's latest, "The Master of Ballantrae," shooting, in Technicolor, in England. William Keighley is directing.

Shooting at the studio is "Stop, You're Killing Me," starring Broderick Crawford and Claire Trevor, with Virginia Gibson. It is being filmed in WarnerColor, with Roy Del Ruth directing and Lou Edelman producing.

Completed on schedule in the last few days in spite of the fire were: "Springfield Rifle," starring Gary Cooper, filmed in WarnerColor, with Andre de Toth directing and Lou Edelman producing, and "The Desert Song," starring Kathryn Grayson, Gordon MacRae and Steve Cochran, with Raymond Massey, Allyn McLerie and Dick Wesson. Filmed in Technicolor, Bruce Humberstone directed and Rudi Fehr produced.

Salant a CBS 'V.-P.'

Richard S. Salant has joined the Columbia Broadcasting System as a vice-president and general executive.

Tax Repeal Fight

(*Continued from page* 1)

Nevada, John J. Hunter; Mississippi, T. E. Williams; Tennessee, M. A. Lightman, Jr.; Utah, Ralph L. Trathen; Virginia, Sam Bendheim, Jr.; Vermont, Andrew Tegu; California, Ezra E. Stern; Florida, Carl Floyd; Louisiana, Levere C. Montgomery; Ohio, Leo Jones; Kansas, O. F. Sullivan; North Carolina, Roy L. Smart; Oklahoma, Henry S. Griffing; Oregon, Jack Matlack; Missouri, J. C. Mohrstadt, Tom James, C. E. Cook.

N.Y. Grosses

(*Continued from page* 1)

$45,000. At the Astor, a very good $26,000 is due for the initial stanza of "The Story of Will Rogers." "Don't Bother to Knock" is estimated to hit a neat $35,000 for its first week at the Globe.

The second and final inning of "We're Not Married" at the Roxy, which also features a stage show, is estimated to register a big $78,000. "Dreamboat" opens there Friday.

"Where's Charley?" is doing fine at Radio City Music all, where $120,000 is expected for a fourth week. The Hall's next attraction, "Ivanhoe," will open July 31.

'Robin Hood' Healthy

At the Criterion, "Story of Robin Hood" is due to do a healthy $25,000 for its fourth round. A fairly nice $48,000 is seen for "She's Working Her Way Through College" at the Paramount. The film, which ends its two-week Paramount engagement tomorrow, will be replaced by "Jumping Jacks."

"High Noon" bows in at the Mayfair Thursday, superceding "Has Anybody Seen My Gal," which is forecast to end its three week engagement with a modest $8,000. "Paula" opened to a moderate $10,000 at Loew's State.

At the Victoria, "Walk East on Beacon" is holding up well, with $13,000 forecast for its eighth week. A neat $8,000 is estimated for the 16th week of "Man in the White Suit" at the Sutton. "Encore" at the Normandie is expected to rack up a fine $6,700 for its 16th week.

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

Pioneer TV Film Producer FRANK WISBAR says:

"Our TV film specifications are the most exacting in the field. Pathé Labs always give us what we want."



Frank Wisbar's famous pioneering TV venture is Procter & Gamble's "FIRESIDE THEATRE" which is processed by Pathé. Can we be of service to *your* TV department?

PATHÉ—PROCESSING · SOMETHING TO CROW ABOUT · TRADE MARK

Both New York and Hollywood Have *Complete* Pathé Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
June 8	(June Releases) PAULA Loretta Young Kent Smith D—80 min. (Rev. 5/19/52) BRAVE WARRIOR (Color) Jon Hall OD—73 min. (Rev. 5/19/52) WALK EAST DN BEACON George Murphy Finlay Currie D—98 min. (Rev. 4/25/52) MONTANA TERRITORY (Color) Lon McCallister Wanda Hendrix OD—64 min. (Rev. 6/5/52) THE ROUGH, TOUGH WEST Charles Starrett Smiley Burnette O—54 min. (Rev. 6/24/52)		PAT AND MIKE Spencer Tracy Katharine Hepburn CD—82 min. (Rev. 5/13/52)	AFRICAN TREASURE Bomba D—70 min. (5207) (Rev. 6/16/52)			(June Releases) KANGAROO (Color) Maureen O'Hara Peter Lawford D—84 min. (Rev. 5/19/52) LYDIA BAILEY (Color) Dale Robertson Anne Francis D—89 min. (Rev. 5/29/52) (Re-Releases) LEAVE HER TO HEAVEN (Color) Gene Tierney Cornel Wilde D—110 min. (255) (Rev. 12/20/45) THE RAINS CAME Myrna Loy Tyrone Power D—95 min. (256) (Rev. 9/11/39)	(London Films-Lopert) TALES OF HOFFMANN (Color) Moira Shearer MD—88 or 111 min. (Rev. 4/4/51)	(June Releases) IVORY HUNTER (Color) Anthony Steele Diana Sheridan D—97 min. (221) (Rev. 5/19/52) SCARLET ANGEL (Color) Yvonne De Carlo Rock Hudson D—80½ min. (222) (Rev. 6/2/52) JUST ACROSS THE STREET Ann Sheridan John Lund C—78 min. (223) (Rev. 6/16/52) (Rank) ISLAND RESCUE David Niven Glynis Johns C—87 min. (283) (Rev. 6/30/52)	
June 15		STOLEN FACE Paul Henreid Lizabeth Scott D—71 min. (5109) (Rev. 6/2/52)	SCARAMDUCHE (Color) Stewart Granger Eleanor Parker D—118 min. (Rev. 5/12/52)	GOLD FEVER John Calvert Ralph Morgan OD—63 min. (5220)	(June Releases) THE ATOMIC CITY Gene Barry Lydia Clarke D—84 min. (5120) (Rev. 4/11/52) THE DENVER & RID GRANDE (Color) Edmond O'Brien Dean Jagger D—89 min. (5115) (Rev. 3/31/52)	I DREAM OF JEANIE (Color) Ray Middleton Muriel Lawrence M—90 min. (5106) (Rev. 6/5/52)	(June Releases) CLASH BY NIGHT Barbara Stanwyck Paul Douglas D—105 min. (229) (Rev. 5/14/52) (Re-Releases) KING KONG D—100 min. (269) (Rev. 2/24/33) THE LEOPARD MAN Dennis O'Keefe D—66 min. (270) (Rev. 5/4/43)	(Fanwill Prods.) CONFIDENCE GIRL Tom Conway Hillary Brooke D—81 min. (Rev. 6/6/52)		CARSON CITY (Color) Randolph Scott O—87 min. (123) (Rev. 5/1/52)
June 22			LOVELY TO LOOK AT (Color) Howard Keel Kathryn Grayson MC—101 min. (Rev. 5/27/52)	HERE COME THE MARINES Leo Gorcey CD—66 min. (5212) (Rev. 6/16/52)						3 FOR BEDROOM C (Color) Gloria Swanson James Warren C—74 min. (124) (Rev. 6/5/52)
June 29		THE JUNGLE Rod Cameron Cesar Romero D—74 min. (5112)		WAGONS WEST (Color) Rod Cameron O—70 min. (5203) (Rev. 6/19/52)					(Carol Reed) OUTCAST OF THE ISLANDS Sir Ralph Richardson Robert Morley D—92 min. (Rev. 5/9/52)		THE WINNING TEAM Doris Day Ronald Reagan D—98 min. (125) (Rev. 5/22/52)
July 6	(July Releases) CALIFORNIA CONQUEST (Color) Cornel Wilde Teresa Wright OD—79 min. (Rev. 6/12/52) CRIPPLE CREEK (Color) George Montgomery O—78 min. (Rev. 6/26/52) THE BRIGAND (Color) Anthony Dexter Jody Lawrance D—94 min. (Rev. 6/5/52) STORM OVER TIBET Rex Reason Diana Douglas D—87 min. (Rev. 12/26/51) RED SNOW Guy Madison Ray Mala D—75 min. (Rev. 6/20/52) BARBED WIRE Gene Autry O—61 min. (Rev. 7/14/52) JUNCTION CITY Charles Starrett Smiley Burnette O—54 min. (Rev. 7/3/52)										
July 13		PIRATE SUBMARINE Special Cast D—69 min. (5110)	WASHINGTON STORY Van Johnson Patricia Neal D—82 min. (Rev. 6/27/52)		(July Releases) THE GREATEST SHDW ON EARTH (Color) Betty Hutton James Stewart D—153 min. (5129) (Rev. 1/2/52) ENCDRE Glynis Johns Kay Walsh D—90 min. (5122) (Rev. 4/1/52) JUMPING JACKS Dean Martin Jerry Lewis C—96 min. (5121) (Rev. 6/4/52)	THUNDERING CARAVANS Alan "Rocky" Lane Eddy Waller O—54 min. (5173) OLD OKLAHOMA PLAINS Rex Allen Slim Pickens O—60 min. (5144) WOMAN IN THE WILDERNESS (Color) Ruth Hussey Rod Cameron OD	(July Releases) THE WILD HEART (Color) Jennifer Jones David Farrar D—82 min. (274) (Rev. 5/29/52) (Disney) THE STORY OF ROBIN HOOD (Color) Richard Todd Joan Rice D—84 min. (391) (Rev. 3/18/52)	(Sid Kuller) ACTORS AND SIN Edward G. Robinson Eddie Albert D&C—85 min. (Rev. 5/23/52)	(July Releases) HAS ANYBODY SEEN MY GAL (Color) Piper Laurie C—89 min. (226) (Rev. 6/6/52) FRANCIS GOES TO WEST POINT Donald O'Connor C—81 min (224) (Rev. 6/13/52) SALLY AND SAINT ANNE Ann Blyth Edmund Gwenn C—90 min. (225) (Rev. 6/20/52)	SHE'S WORKING HER WAY THROUGH COLLEGE (Color) Virginia Mayo Ronald Reagan MC—101 min. (Rev. 6/5/52)
July 20			HOLIDAY FOR SINNERS Gig Young Keenan Wynn D—72 min. (Rev. 6/25/52)	DEAD MAN'S TRAIL Johnny Mack Brown O—59 min. (5243)							
July 27				SEA TIGER John Archer Marguerite Chapman D—71 min. (5218)					(Stanley Kramer) HIGH NOON Gary Cooper OD—85 min. (Rev. 4/30/52)		THE STORY OF WILL ROGERS (Color) Jane Wyman Will Rogers, Jr. D—109 min. (129) (Rev. 7/11/52)
Aug. 3	(Aug. Releases) CAPTAIN PIRATE (Color) Louis Hayward D—85 min. LAST TRAIN FROM BOMBAY Jon Hall D (J. Arthur Rank) THE CLOUDED YELLOW Jean Simmons Trevor Howard D—89 min. (Rev. 10/8/51) THE KID FROM BROKEN GUN Charles Starrett Smiley Burnette O	HELLGATE Sterling Hayden Joan Leslie D—87 min. (5113)	YOU FOR ME Peter Lawford Jane Greer D—71 min.		(Aug. Releases) CARRIE Laurence Olivier Jennifer Jones D—118 min. (5123) (Rev. 6/9/52) SON OF PALEFACE (Color) Bob Hope Jane Russell C—95 min. (5124) (Rev. 7/14/52)		(Aug. Releases) THE BIG SKY Kirk Douglas Dewey Martin OD—140 min. (361) (Rev. 7/9/52) ONE MINUTE TO ZERO Robert Mitchum Ann Blyth D—105 min. (301) SUDDEN FEAR Joan Crawford D—110 min. (362)	(Aug. Releases) DREAM BOAT Clifton Webb Ginger Rogers C—83 min. (223) DON'T BOTHER TO KNOCK Richard Widmark Marilyn Monroe D—76 min. (224) (Rev. 7/11/52) LES MISERABLES Michael Rennie Debra Paget D—104 (225) WHAT PRICE GLORY (Color) James Cagney Corinne Calvet CD—111 min. (226)	(David E. Rose) ISLAND OF DESIRE (Color) Linda Darnell Tab Hunter D—103 min.	(Aug. Releases) THE WORLD IN HIS ARMS (Color) Gregory Peck Ann Blyth D—104 min. (227) (Rev. 6/17/52) THE DUEL AT SILVER CREEK (Color) Audie Murphy Stephen McNally OD—77 min (228) (Rev. 7/14/52) LOST IN ALASKA Bud Abbott Lou Costello C—76 min. (229)	
Aug. 10			FEARLESS FAGAN Janet Leigh Carleton Carpenter C—79 min. (Rev. 7/7/52)	YUKON GOLD Kirby Grant D (5221)					(Samuel Fuller) PARK ROW Gene Evans D— 83 min.		
Aug. 17		SECRET PEOPLE Valentina Cortesa Audrey Hepburn D (5119)		MONTANA INCIDENT Whip Wilson O (5253)					(Zoltan Korda-Lopert) CRY THE BELOVED COUNTRY Canada Lee D—105 min. (Rev. 1/24/52)		WHERE'S CHARLEY? (Color) Ray Bolger Allyn McLerie MC—97 min. (130) (Rev. 6/26/52)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 16 NEW YORK, U. S. A., WEDNESDAY, JULY 23, 1952 TEN CENTS

GOV'T SUES TO FORCE SALE OF 16mm. FILMS TO VIDEO

Republic Doubles Production Budget For 1952-53: Yates

Herbert J. Yates, president, is doubling Republic's production budget for 1952-53, allocating a greater sum than he has in the past two years combined, the company reported here yesterday.



Herbert Yates

Yates' action was described as the initiation of "an all-out drive to deliver the greatest array of pictures in the history of the company... at a time when outsiders are looking at the industry with pessimism." Also, Yates was said to be

(*Continued on page 4*)

KMTA Joins Compo's Anti-Tax Campaign

KANSAS CITY, Mo., July 22.—Full support of the Council of Motion Picture Organizations' drive to repeal the 20 per cent admission tax was pledged here today by the board of directors of the Kansas-Missouri Theatre Association.

Meanwhile, a survey of exhibition opinion in the Kansas City area finds many theatremen divided on whether the possible tax cut should be passed onto the public. There was unanimity of opinion, however, on the need of repealing the tax.

'IA' Resolution to Urge Tax Repeal

IATSE New York Projectionists Local No. 306 has prepared for adoption by the "IA" international convention in Minneapolis August 4-8 a resolution calling for repeal of the Federal 20 per cent admission tax, Herman Gelber, the local's president, reported here yesterday.

Japs Remit $6½-Million

Motion Picture Export Association member companies are in process of dividing among themselves $6,500,000 in film earnings which have been unfrozen by the Japanese government.

This was disclosed here yesterday by film export officials, together with the information that Eric A. Johnston, Motion Picture Association of America president, has sent Richard McDonnell to Tokyo to negotiate the unblocking of some $3,000,000 worth of additional frozen yen.

The $3,000,000 in yen is all that is left in frozen earnings in Japan inso-

(*Continued on page 6*)

Bid Amis Request Coast Hearings

HOLLYWOOD, July 22.—Not only the 50 to 60 individual exhibitors talked with so far, but also several Los Angeles exchange managers, have asked William D. Amis investigator for the Senate Small Business Committee, to recommend that that body hold hearings on trade practice abuses here at the earliest practicable time after investigations are completed. Amis, who

(*Continued on page 5*)

Seeks as Well to Amplify Competition to Theatres in Club, Hotel, Other Showings; 12 Companies Named; Says TOA 'Conspired'

WASHINGTON, July 22.—The Justice Department today filed an anti-trust suit against six major producers, their 16mm. distributing subsidiaries and two independent 16mm. distributors on charges of conspiring with exhibitors to restrict the showing of 16mm. films, especially on television.

The Theatre Owners of America was named as a co-conspirator, but not a defendant, in the civil action entered by the Government in the Federal District Court in Los Angeles.

Named as defendants were: 20th Century-Fox, Warner Brothers, RKO Pictures, Republic, Columbia and Universal, Warner Brothers Distributing Corp., Republic Productions, Screen Gems (Columbia), United World Films (Universal), Films, Inc. and Pictorial Films, Inc.

The complaint charges that the defendants and TOA have conspired continuously since 1945, and for some years prior to that time, to prevent the exhibition of 16mm. feature films in competition with established motion picture theatres.

Principal complaint is that they have refused to license television stations to show 16mm. feature films. Virtually all TV stations are equipped to show 16mm. films.

Other restrictions charged by the Government are:

1. Refusing to license the exhibition of 16mm. feature films within a 10-mile radius of any

(*Continued on page 6*)

TV of 'Dems' Fails To Hurt Grosses

As forecast, the televising of the Democratic National Convention has had little or no effect so far on theatre attendance, according to reports yesterday from top circuit executives.

Despite the fact that the opening day of the convention in Chicago proved highly dramatic in many spots, people by the droves deserted their television sets to view motion pictures in air conditioned theatres, it was said. One Eastern circuit executive said the heat is still a factor in beating home television competition.

United Paramount Theatres across the country have "more than held their own during the first days of the Demo-

(*Continued on page 5*)

Coast D. of J. Sees No Trial In 16mm Suit for 8-10 Months

By WILLIAM WEAVER

HOLLYWOOD, July 22.—Attorney James M. McGrath, assistant director of the anti-trust division of the Department of Justice, who at 9:29 this morning filed in Federal Court here action against 12 film companies charged with conspiracy to withhold 16-mm. prints of feature pictures from telecasting and certain other exhibition, in violation of the Sherman Act., told MOTION PICTURE DAILY that the case, assigned to Judge William Byrne, cannot be brought to trial for eight to 10 months. Defendants have 20 days in which to make answer to the suit. Depositions, research and other legalistic preparations will take many months longer, McGrath said.

McGrath could add little to the information contained in the news re-

(*Continued on page 6*)

Grainger, Mandel Named by Howard

The appointment of E. C. Grainger as assistant to William W. Howard, vice-president of RKO Theatres, was announced here yesterday. He will take charge of the circuit's film buying and booking department. At the same time, Howard announced the promotion of Harry Mandel as his assistant. In addition to Mandel's position as national advertising director, he will assume added duties in theatre

(*Continued on page 6*)

What Justice Dept. Complaint Demands:

(1) No restrictions on showing of 16mm. films on television.

(2) No limitations on showing 16mm. films by enterprises competing with regular theatres.

(3) No "arbitrary and excessive" clearances between first 35mm. theatre release of a picture and its release on 16mm.

(4) Licensing of 16mm. films to coin-operated machines in taverns, etc., and for free shows by merchants.

Personal Mention

SAMUEL GOLDWYN is due here from the Coast at the weekend en route to Europe for a month's vacation.

•

WILLIAM M. PIZOR and IRWIN PIZOR of Lippert Productions will leave here today for Europe on the *S.S. United States* for a three-month tour of 14 countries.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subjects and newsreel sales, will leave here Friday for a vacation in Nassau.

•

RUSS STEWART of M-G-M's publicity department, left here yesterday for Camp Pickett, Va., and will return tomorrow.

•

GABRIEL PASCAL, producer, was in Charleston yesterday from Caracas, Venezuela, after a stopoff Monday in Miami.

•

NATE GERSON, Monogram booker for the past 10 years in Cleveland, is now with the Warner booking department.

•

HARRY G. BALLANCE, 20th Century-Fox Southern division manager, and MRS. BALLANCE are vacationing in South America.

•

JOHN S. ALLEN, Southwestern M-G-M sales manager, will leave here today for Dallas.

15 Named to Para. '100 Per Cent' Club

Fifteen members of Paramount Film Distributing Corp. have been appointed to the company's "100 Per Cent Club," which was established 28 years ago for the purpose of recognizing outstanding accomplishment, it was announced here by A. W. Schwalberg, president.

The new members include: Eastern and Southern Division, Abner L. Camp, Charles W. Howell, Lawrence D. Terrell; Mideastern, James E. Brunetti, Robert E. Caskey, Walter B. Corey; Central, James F. Ondracek, Birger O. Ronning, James S. Smith; South Central, Ray J. Carter, Paul E. Rice, Wayne W. Stephenson; Western, Max Facter, James R. French, James R. Ricketts.

Wally Allen Resigns Western Pa. Post

PITTSBURGH, July 22.—Wally Allen, business manager of Allied Theatre Owners of Western Pennsylvania, today resigned, effective immediately. Allen, who has served in that capacity for the past three years, has joined the John Shrager, Inc., Advertising Agency of New York. He will have an office here and in Cleveland.

Film Percentage Income Up, Consumer Spending Down

WASHINGTON, July 22.—The motion picture industry's share of national income increased almost four per cent in 1951, although a more direct reflection of box-office, consumer spending for film entertainment, showed a drop.

These facts highlighted the wealth of statistics presented in the Department of Commerce annual national income survey released here today.

National income of the film industry reached $882,000,000 in 1951, only $1,000,000 less than in 1949 and a full $30,000,000 over 1950.

The actual take at the nation's film theatre box-offices, ignoring various costs and other factors to arrive at an accurate gross picture, is more nearly represented by the figures on consumer spending for film entertainment.

The 1951 figure in this category was $1,166,000,000 in 1951, compared with $1,235,000,000 in 1950 and $1,342,000,000 in 1949, carrying out a slow but steady drop.

During the past few years, the fall in spending for film entertainment was taking place at the same time U.S. consumers were actually spending more for recreation. But this year's figures show that overall recreational spending in 1951 was $11,308,000,000, down slightly from the $11,330,000,000 of 1950.

The film industry paid out $668,000,000 in wages and salaries in 1951, compared to $652,000,000 the year before; $35,000,000 in supplements to salaries in 1951, compared to $30,000,000 in 1950. Unincorporated enterprises in the industry had $43,000,000 of income in 1951, $1,000,000 more than the year before.

Corporate income in the industry before taxes reached $131,000,000 in 1951, $6,000,000 over the year before. But taxes in the same period rose $17,000,000 to $77,000,000 in 1951. Industry income after taxes was $54,000,000 in 1951 down from the $65,000,000 in 1950. Corporate dividend payments fell from $56,000,000 in 1950 to $54,000,000 in 1951. Undistributed corporate income was only $1,000,000 in 1951, compared to $9,000,000 the year before.

Employment in the industry in 1951 was 219,000 "full-time equivalent employees," compared to 224,000 the year before. Actual number of full-time and part-time employes was 243,000 in 1951, against 248,000 the year before. Average annual earnings of these employes in 1951 stood at $3,050, compared to $2,911 the year before. There were 13,000 active proprietors and 232,000 persons engaged in the industry in 1951, compared to 12,000 and 236,000 the year before.

Corporate sales rose to $1,813,000,000 in 1951 from $1,764,000,000 in 1950.

Levins Albany Booker

ATLANTA, July 22.—Milton Levins, head booker of Warner Brothers' Jacksonville branch, has been transferred to the Albany, N. Y. branch as head booker and office manager. Frank Jene, formerly with Warner's Atlanta and New Orleans exchanges, will take Levins' post here.

Youngstein Sparks Drive in Midwest

Max E. Youngstein, vice-president of United Artists, who is serving as captain of the company's "Bill Heineman Sales Drive," continues his first drive sessions with Midwestern exchanges this week, flying from New York for a week of meetings with personnel of the company's Kansas City, St. Louis and Indianapolis branches.

The drive, named in honor of William J. Heineman, UA distribution vice-president, began on June 15 and will extend to December 6.

To Dedicate Legion Hall, A Warner Gift

HOLLYWOOD, July 22. — Woodland Hills will dedicate its new American Legion Town Hall on Sunday night with top stars, civic leaders and Legion officials participating.

A gift of Harry M. Warner, the Town Hall is a completely equipped meeting place and community center.

Ronald Reagan, Randolph Scott, Will Rogers Jr., Gilbert Roland, Virginia Mayo, Michael O'Shea, Danny Thomas, Eddie Bracken, Virginia Gibson, David Brian, Frank Lovejoy, Karl Malden, Patrice Wymore, Phyllis Kirk, Steve Cochran, Paul Picerni and George O'Hanlon will participate in the ceremonies.

Kaye's Danish Tour To Hit Peak Today

High spot of the welcome given to Danny Kaye by the Danes will take place today in Copenhagen when the comedian will put on a special half-hour show over the state radio for the benefit of the Danish Children's Charities, the Samuel Goldwyn office reported here yesterday.

Mrs. June Cochran Dies in Little Rock

LITTLE ROCK, July 22.—Mrs. June Cochran, who had been active in the motion picture business with her husband, died here last night after a six-month illness. She was 37.

Mrs. Cochran was a member of Allied Theatre Owners and the Arkansas Theatre Owners.

Zukor to Award Prize

The award won by Lee Grant at the Cannes Film Festival naming her the best foreign actress of the year for her performance in "Detective Story" will be presented to her today by Adolph Zukor, chairman of the board of Paramount, in his office here.

Newsreel Parade

THE opening of the Democratic convention is a highlight of current newsreels. Other items include another opening, that of the Olympics in Helsinki. Complete contents follow:

MOVIETONE NEWS, No. 60 — Democratic convention opens in Chicago. Norwegian ship afire off Long Island. Olympics open in Helsinki.

NEWS OF THE DAY, No. 294—Democratic convention. Forty-five rescued from ship fire. Truman back in the White House. "GI's" Korean pal finds home at U. S. Olympics.

PARAMOUNT NEWS, No. 97—Olympics. Spanish bullfight. Freighter afire off Long Island. Democratic convention gets underway in Chicago.

TELENEWS DIGEST, No. 30A—Soviet Olympic challengers. Eisenhower relaxes. Mass Jet flight crosses Pacific. Norwegian bark visits New York. Bullfight.

UNIVERSAL NEWS, No. 580 — Democratic convention opening in Chicago. Freighter blaze. Sport flashes: Olympics.

WARNER PATHE NEWS, No. 99—Democratic convention. Forty-five rescued from blazing freighter. Olympics open in Helsinki.

Rinzler Heads JDA Exhibitor Division

Harold J. Rinzler, of the Randforce Amusement Corp., has accepted chairmanship of the exhibitors division of the industry's campaign on behalf of the Joint Defense Appeal, it was announced by Leon Goldberg, of Universal Pictures, and Edward L. Fabian, of Fabian Theatres Corp., co-chairmen of the industry's JDA effort.

The JDA is seeking $5,000,000 to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith. Half this amount must be raised in the Greater New York area.

Reiner Heads Sales Of Television Firm

The appointment of Manny Reiner as vice-president in charge of sales of PSI-TV, Inc., producers and distributers of television film programming, was announced here yesterday by Paul White, president. The appointment is part of an expansion program which includes the recent opening of a West Coast office in Hollywood, White said. Reiner will appoint a divisional manager in Chicago and representatives in key TV markets.

Reiner's resignation as sales manager of Louis G. Cowan, Inc., will become effective at the end of this week. He joined Warner Brothers in 1933, and subsequently was associated with Metro-Goldwyn-Mayer, Monogram, Paramount, the Office of War Information, and David O. Selznick.

Set Md. Allied Picnic

BALTIMORE, July 22.—Allied Maryland's second annual picnic at Bowleys Quarters, Md., is scheduled for Tuesday. The committee in charge includes Robert Gruver, chairman, assisted by Meyer Leventhal, Jack Whittle and Frank Hornig.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

STANLEY KRAMER PRODUCTIONS presents

GARY COOPER

"ONE OF THE BEST WESTERNS EVER MADE!"
—Time Magazine



"HIGH NOON"

STANLEY KRAMER PRODUCTIONS presents GARY COOPER in "HIGH NOON"
with THOMAS MITCHELL · LLOYD BRIDGES · KATY JURADO · GRACE KELLY · OTTO KRUGER
Lon Chaney · Henry Morgan · DIRECTED BY FRED ZINNEMANN · Screen Play by Carl Foreman · Music Composed and Directed by Dimitri Tiomkin · Director of Photography Floyd Crosby, A.S.C · RELEASED THRU UNITED ARTISTS

TOMORROW **NEW YORK — MAYFAIR THEATRE**
LAUNCHES UA's MASS BOOKING CAMPAIGN!
Watch for hundreds of other key engagements coming up!

Another BIG ONE... for those King-Size "AFRICAN QUEEN" grosses... thru **UA**

Await Burstyn Word On Ohio Appeal

No decision has been reached as yet on whether Joseph Burstyn, distributor of "The Ways of Love," will appeal the decision of the Ohio censor board barring the film in that state, Ephraim London, Burstyn's attorney, said here yesterday.

London, who successfully argued "The Miracle" case before the U. S. Supreme Court, said he is awaiting further word from Burstyn. "The Miracle" is part of the triology which makes up "Ways of Love." Burstyn's attorney also said that he had not been informed on what steps the distributor will take to lift the police ban on the film in Chicago.

Classic Pictures Files Suit In Ohio on 'Native Son' Ban

COLUMBUS, O., July 22.—Classic Pictures, Inc., New York, has filed suit in Ohio Supreme Court to compel the Ohio Censor Board to approve "Native Son" for showing in Ohio. The company said the Board refused a certificate for the picture last November 11 on the grounds that it is not of a moral, educational, amusing or harmless character, and contributes to racial misunderstanding.

Republic's Budget

(*Continued from page* 1)

prepared to back up this expenditure with an advertising appropriation of at least $2,500,000 for national and local newspapers, trade papers, magazines, world premieres and star personal appearance tours.

"I have never believed in whistling in the dark and making investments I didn't think would pay off," Yates was quoted as saying. "It is my opinion, after a most exhaustive 'grass roots' study of conditions, that there is great hope for our industry. There have been enough indications in recent weeks from the results achieved by our pictures to convince me that the theatre business, while depleted, is certainly not in the critical state many observers would lead us to believe."

Story, cast and color, Yates declared, are the three factors that are vital to the success of a picture.

The Republic president announced that the following titles are included in the company's production plans for the immediate future: "Jubilee Trail," "Flight Nurse," "The Alamo," "Sea of Lost Ships," "Santa Fe Passage," "The Woman They Almost Lynched," "One for the Road," "The Man from Texas," "Brother Van," "The Golden Tide," "Red Horizon," "Where Are We Going?' and "City That Never Sleeps."

Says Fewer US Films Would Bankrupt British Industry

By PETER BURNUP

LONDON, July 22.—Pointing out that there is agitation for a greater British embargo on American films as renegotiation of the Anglo-American film pact looms on the horizon, Lord Lucas said in a House of Lords debate yesterday that such further restriction would be the best way to bring the British industry to bankrupcy.

Lucas agreed that the British industry must remain subsidized. "I don't think that for as long as we can foresee the industry will attract finance through normal channels," he said. "The National Film Finance Corporation is a necessity for all time. I have no faith that banking circles can discipline the industry as it should be disciplined."

His lordship declared that the industry faces a revolution in the next few years. As he sees it, British production would concentrate largely on making television films, with the majority of theatres offering large-screen television of big sporting events.

The House of Lords debated the film industry on a motion by Lord Archibald, formerly of the J. Arthur Rank Organization, drawing attention to the operations of NFFC. Political meterologists, seeking therein portents of the government's intentions regarding forthcoming discusions regarding the monetary agreement, were disappointed. It seems that the only definite circumstance emerging is the cabinet's determination permanently to integrate in the industry some form or other of the Eady plan.

Opening the debate, Archibald launched into an attack on the £3,000,000 loan by NFFC to British Lion.

He said the industry would always need two props: (1) a quota, and (2) the Eady plan. He felt that the third prop, NFFC, would become unnecessary in a few years. Unless continuance of the Eady plan is announced shortly, he said, a big drop in production planning would be inevitable from March, 1953, onward.

Archibald urged that the government announce that it will make the Eady plan permanent and statutory, and claimed that £3,000,000 annually is not a high price for a stable industry which now produces £40,000,000 annually in entertainment taxes.

Labor peers demanded that it is essential not only to maintain production here but to increase it so that the majority of films screened in Britain be British. They also asked for a tightening up of the definition of British films—which currently permits quota ticket films "when money, scripts, producers, directors and stars all are American."

Lord Drogheda, chairman of the Films Council, rebutted defaulter allegations of unfairness, declaring that the Council could not consider defaults without exhibitor members who are the only people cognizant of the full facts. He regarded the present quota as "about right." He said some defaults were inevitable, but he pointed out that defaults were reduced in 1951 to 771 from 2,300 in the previous year.

Winding up the debate, the Earl of Selkirk, government spokesman in Lords, said discussions of the forthcoming America agreement will take place between now and the end of September. He said the incumbent Conservative government considered the predecessor Labor government wise in having initiated the Eady plan, but that it is for the industry itself to decide whether it should be continued. He said the government would welcome continuation.

148 Committeemen To Fight 20% Tax

Additional exhibitors have notified Col. H. A. Cole and Pat McGee, co-chairmen of the industry's tax repeal campaign, that they will serve on anti-tax campaign committees in their states, it was revealed yesterday by the Council of Motion Picture Organizations. All 48 states, except South Dakota, are now represented in the 148 acceptances received to date.

Newest additions follow: New York, Spyros S. Skouras and Robert Weitman; Virginia, Carlton Duffus; Mississippi, Arthur LeMan; Arizona, George M. Aurelius; New Mexico, Boyd F. Scott; Wisconsin, Ben Marcus; Washington, Will J. Conner; Pennsylvania, Sidney E. Samuelson.

Albany Area Plans Anti-Tax Battle

ALBANY, N. Y., July 22.—The opening gun in the fight of the Albany exchange territory to mobolize support for the Council of Motion Picture Organizations' drive to eliminate the 20 per cent admission tax will be fired at a meeting here in the 20th Century Fox building Friday morning.

Leo Greenfield, Universal-International manager, called the conclave after his appointment as distributor chairman. Greenfield named three exhibitor chairmen. They are Harry Lamont, chairman of the Albany Theatre Owners of America; Saul J. Ullman, Fabian drive-in manager, and Charles A. Smakwitz, Warner zone manager.



National Pre-Selling

THE AUGUST *Woman's Home Companion,* just at hand, reveals the promised two-page spread in which Hedda Hopper tells all about herself under the title, "From Under My Hat." There are cooperative ads featuring Elizabeth Taylor and Piper Laurie. . . . Louella Parsons, in the August *Cosmopolitan,* gives top position to "The Story of Will Rogers" and in conferring this citation, headlines "Like Father, Like Son"—"A picture of deep emotional impact." . . . Neatest trick of the week is the simulated envelope of proofs from the "Movie Memo Photo Shop" at 1540 Broadway, in which "Elizabeth Wilding" encloses "a few extra snapshots" with a note signed "Liz" addressed to movie editors. It exactly duplicates the style of Eastman's package delivery. Each print is backed-up in Elizabeth Taylor's own handwriting.

•

Paramount's promotion for "The Greatest Show on Earth" is the subject of a feature article in *Tide,* the advertising trade magazine, detailing the company's extensive tie-up with the Libbey Glass Co. which the magazine terms "the greatest three-ring film promotion and merchandise tiein in history." The article also outlined 44 other national and 40 local tieins engineered by Paramount's staff. *Tide* quotes Sid Mesibov, Paramount exploitation manager, as saying, "For a movie publicity man to dream up something better than colossal is quite a chore." And Libbey ad manager Carl U. Fauster said, "Of all the promotions ever done by Libbey Glass, "Circus" has been far and away the most successful."

•

Adding to its array of advertising barrages on pictures coming up through the summer months, 20th Century-Fox announces a series of half-page, full-color comic supplement ads on "Les Miserables," aimed at millions of newspaper readers, to begin with the August 17 *issue of* Puck, *hitting* 19 *key cities. There will also be special full-page ads in the August issues of* Seventeen *and* Parents' Magazine. *The editors of* Parents' *will screen the picture for opinion makers and educational groups to spread word-of-mouth advertising values at the local level.*

•

The two largest circulation veterans' periodicals, *American Legion Magazine* and the Veterans of Foreign Wars national magazine are being used in a campaign to advertise RKO Radio's "One Minute to Zero," according to S. Barret McCormick, national director of advertising for the company. Circulation of the two is more than 4,000,000. The VFW magazine gives the picture editorial praise for the authenticity of the material and is sending a bulletin for posting to more than 10,000 posts at the local level. Advertising for the picture will reach a total readership of 45,000,000, beginning with *Time* for July 14 and becoming heavy in August. In addition *American Weekly* and *This Week* will be used in line with local playdates.

WALTER BROOKS

'Dems' Fail

(Continued from page 1)

cratic conclave, a UPT spokesman declared. Similar sentiments were expressed by Loews, RKO Theatres and Shea Enterprises.

The possibility that convention competition may prove tougher when a highly dramatic conflict, or count develops was not ruled out, however. The probability of that happening at peak theatre hours was another factor to consider, some circuit executives pointed out.

In the main, circuit executives felt that on the basis of initial days' results the Democratic convention most likely will be as negligible in its affect on the box-office as the recent Republican convention.

CHICAGO, July 22.—Theatre attendance here for the first day of the Democratic convention paralleled the experience of the opening of the Republican conclave, with business better than normal as intense heat drove pedestrians off the streets to seek refuge in air-conditioned theatres.

As the heat wave stretched out to record length, local exhibitors found their business considerably improved over the pre-Fourth of July period and many were doing better than they had in July of last year.

CHICAGO, July 22.—Leading figures attending the Democratic National Convention here, along with more than 1,000 local exhibitors and others, were the guests of Bob Hope and Jane Russell last night at a special screening of Paramount's "Son of Paleface" at the Esquire Theatre.

Among the celebrities present were presidential candidate Richard Russell, Pearl Mesta, William Randolph Hearst, Jr., Cornelius Vanderbilt, Jr., Frank Coniff, Inez Robb, Joan Bennett, Happy Chandler, Irving Kupcinet and Gertrude Niesen.

Set A Budget for 'IA' Convention

MINNEAPOLIS, July 22.—The local arrangements committee for the 41st IATSE biennial convention, which will be held at the Hotel Nicollet here the week of August 4, will operate with a budget of $20,000, while the International itself will spend additional sums for auditorium space, hotel accommodations, banquets and other expenses. Some 500 delegates are scheduled to attend.

The week preceding the convention will be devoted to meetings of the International's executive board. Richard F. Walsh, IATSE president, and the entire staff at New York headquarters will leave there Thursday for the board conferences which will open here Monday. "IA" vice-presidents from all parts of the country also will arrive for the board parleys.

William (Bill) Donnelly, financial secretary and business agent of Minneapolis Stage Employes Local No. 13, is chairman of the local arrangements committee. Other host locals include Projectionists Local No. 219, Theatrical Wardrobe Attendants Local No. 781, Film Exchange Employes Local No. B-31, Exchange Employes Local No. F-31, and Theatre Employes Local No. B-32.

Amis Request

(Continued from page 1)

will leave for Washington Thursday or Friday, today described the local situation as the "worst trade relationship I ever saw in any industry."

Amis said many exhibitors have told him they feel they are not being properly represented in arbitration discussions now in progress in the East, some even stating their intention of withdrawing from Theatre Owners of America membership. It was a Southern California Theatre Owners Association complaint to the SSBC that resulted in Amis' coming here to investigate conditions.

Amis spent the morning with a San Diego exhibitor delegation headed by Bert I. Jones, who told him they have had to maintain a buyer in Los Angeles permanently for protection.

The delegation cited instances, Amis said, in which declining grosses and rising costs, unrelieved by revisions in rentals, have forced closings, although San Diego, due to the activity of military installations there, have had fewer shutdowns, proportionately than most California areas.

TV Censorship in Mexico

MEXICO CITY, July 22.—Pictures are being censored here for TV by Miguel A. Pereyra, tele-communications director of the Ministry of Communications and Public Works, controller of radio and video. The censoring is to eliminate pictures unsuitable for minors. However, pictures that may be regarded as unsuitable for children but which are passed for adults may be telecast after 9:30 P.M.

Speculate Over US, UK Pact Confabs

LONDON, July 22. — With news of the French government cutting film imports, and Winston Churchill warning the country of further economic measures, industry executives are concerned over their effect on the coming Anglo-U. S. motion picture agreement talks.

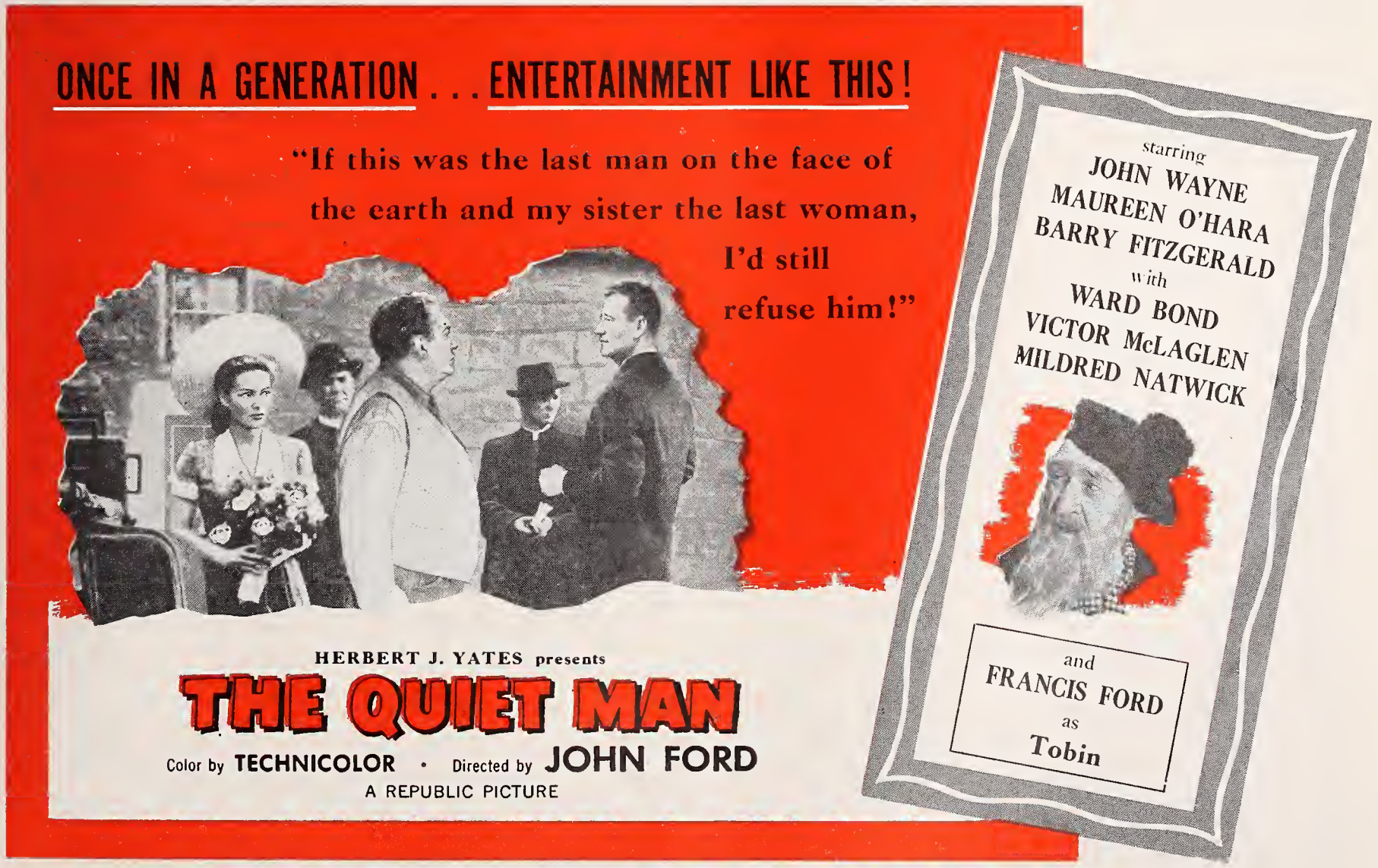
Announcing a two-day debate on the economic situation before the House of Commons adjourns for the summer, Churchill added: "Grave and far-reaching matters affecting every branch of our national life, both domestic and defensive, will have to be brought into a new survey and presentation of our present position."

As long ago as last January Chancellor of the Exchequer Richard Butler said consideration was being given to the possibility of reducing dollar payments to American film distributors. Since then Butler has indicated that there may be further import cuts.

Expected Next Week

The government statement and two-day debate are expected next week. Parliament adjourns for the summer recess on August 2, until October.

The first year of the film remittance agreement will end September 30 but no date has yet been fixed for the reopening of the talks. Both parties feel it advisable to defer negotiations until some time in August and it is understood that the Motion Picture Association of America is anxious to conclude the talks with the French government before embarking on the British confabs.



Gov't Suit

(*Continued from page 1*)

established theatre.

2. Limiting the conditions for licensing 16mm feature films to drive-ins, churches, schools, clubs and hotels.

3. Imposing arbitrary and excessive clearances between the first regular theatre release of a feature motion picture and its release on 16mm. film.

4. Refusing to license the exhibition of 16mm. feature films at free merchants' shows, taverns, or in coin-operated machines and refusing to license roadshow men (defined as itinerant exhibitors of motion pictures who make a profit from showing motion pictures to the general public for admission charges).

5. Reserving individually and jointly the right to approve or disapprove each location for the exhibition of 16mm. feature films produced or distributed by the defendants, before or after the licensing of the particular location, coupled with the right to arbitrarily abrogate any license granted pursuant to a given location approval.

6. Granting or withholding licensing to exhibit 16mm. feature films in conformity with lists of locatons "approved" or "disapproved" by the defendants.

In addition, the complaint alleges that the defendants "have maintained an intricate system to police and enforce, and with the assistance of Theatre Owners of America, Inc., have policed and enforced, the license restrictions imposed upon exhibitors of 16mm. feature films, and have blacklisted or boycotted exhibitors who disregard such restrictions."

Chief effect of this alleged conspiracy and combination in restraint of trade has been to suppress the telecasting of the "finer feature films," the complaint stated.

In addition, competition in the distribution and exhibition of feature films has been "unreasonably restrained"; exhibitors and potential exhibitors of 16mm. feature films have been blocked from significant portions of the U. S. market; and persons living in theatreless towns, hospitals or other institutions have been prevented from seeing any but outdated feature films, the complaint charged.

The Government asked the court to enjoin the defendants from entering into any agreemets protecting theatre owners from competition from exhibitions of 16mm. feature films except that reasonable clearance periods may be granted between runs of a particular feature film on 35mm. film in a theatre and exhibitions, including telecasts, of the same film on 16mm. film, when such exhibitions on 16mm. film are shown to the general public in an area that makes them substantially competitive with the theatre.

The court was also requested to order the defendants to grant unrestricted leases and licenses for the exhibition, including telecasting, of those of the feature films they control which the court feels necessary to "dissipate fully the consequences of the aforesaid illegal combination and conspiracy."

Victor H. Kramer, chief of the General Litigation Section of the Antitrust Division, pointed out that, although from the standpoint of mass appeal and audience, television would benefit most from successful completion of the suit, the effects of the alleged conspiracy have been severe on theatreless towns and other users of 16mm. feature films.

The complaint itself stated that the actual or potential market for such films includes: armed forces, veterans' hospitals and various other government agencies, Red Cross, USO, theatreless towns, hotels, clubs, camps, roadshow men, drive-in theatres, merchants' free shows, coin-operated machines, and private homes; schools, churches and charitable organizations; hospitals, sanatoria, homes of the aged or disabled and convents, and ships, trains and planes.

Furthermore, said the complaint, "There is a large demand for 16mm. feature films by the telecasting industry for purposes of television programs, since a large majority of telecasting stations in this country are equipped with apparatus for the telecasting of 16mm. films and not of 35mm. films."

The case was prepared by attorneys George H. Schueller and Leonard R. Posner, under Kramer's direction, with William C. Dixon, special assistant to the Attorney General, handling the Los Angeles end of the action.

Commenting on the case, Attorney General James P. McGranery stated: "This suit is filed as part of the continuing program of the Anti-trust Division to prevent businessmen and others from combining to place restrictions upon what members of the general public may see on their television sets."

Newell A. Clapp, Acting Assistant Attorney General in charge of the Antitrust Division, said: "Since World War II, 16mm. films have gained great significance for education and entertainment, especially for telecasting by television stations. They are less costly than standard 35mm. films and do not require expensive equipment or special safety precautions. According to the complaint, defendants have imposed arbitrary and unreasonable conditions upon the exhibitions of 16mm. feature films in hospitals, schools, churches and USO centers, and have prevented the use of these films on television. This suit seeks to prevent defendants from continuing their restrictive system of distributing these films."

Reviews

"Sudden Fear"

(Kaufman Productions-RKO Radio)

A HIGH-POWERED MELODRAMA of love and evil design serves as the vehicle for Joan Crawford's latest screen appearance. Considerable cleverness and ingenuity went into the fashioning of the story and it beats upon the emotions relentlessly. Showmen can be sure it is the type of melodrama that will bring to the theatre those patrons who go only when the product is strong.

The persuasive performance of Miss Crawford as a successful playwright who falls in love with, and marries Jack Palance, a scheming actor, is fully matched by his characterization. He masters completely a role that ranges from the urbane to the monstrous. Gloria Grahame rounds out the romantic triangle as a girl friend of Palance who maps out with him an intricate plan to kill Miss Crawford so that he would inherit her fortune.

It is with sudden and heart-tearing fear that Miss Crawford learns from a dictaphone about Palance's relations with Miss Grahame and their ruthless conspiracy. Terror changes her from a loving wife to a retribution-bent creature.

Action and development in the screenplay by Lenore Coffee and Robert Smith is emphasized by pounding music and soundtrack devices. At times the screenplay resorts to obvious artifice in the interest of tension and excitement.

Miss Crawford devises a plan of counterattack whereby she would kill Palance and have the circumstantial evidence point to Miss Grahame as the murderess. At the last moment she realizes the senselessness of her plans and backs out. But by this time Palance turns upon her in full murderous pursuit to make a nerve-tingling climax. He pursues her violently in an automobile through twisting, desolate streets. The ending is ironic. Miss Grahame happens on the street, and thinking her to be Miss Crawford Palance runs her down in a hysterical rage and is himself killed in the accident.

Based on the story of the same name by Edna Sherry, it was produced by Joseph Kaufman and directed by David Miller.

Running time, 110 minutes. General audience classification. For August release.

MANDEL HERBSTMAN

"You for Me"

(Metro-Goldwyn-Mayer)

A LOT OF HUMOROUS COMPLICATIONS of a formula nature are churned up in "You for Me." The picture moves along breezily and is pleasant to behold provided one is not too concerned with credulity.

Peter Lawford plays a wealthy young philanderer who is rushed to a hospital with buckshot wounds in an embarrassing place, the result of a hunting mishap. At the hospital there is introduced Gig Young, a surgeon, and Jane Greer, a nurse. Thus the foundation is set for the romantic triangle that ensues rather carefreely.

Lawford annually makes a heavy financial contribution to the support of the hospital and when he feels that he received indelicate treatment from Miss Greer, he proceeds to get her fired. When later he learns to know Miss Greer better he forthwith has her reinstated.

Presently Lawford decides to withdraw his contribution to the hospital in the light of the financial demands which his wife, who he is about to divorce, is making on him. And so at this point in the screenplay by William Roberts, Miss Greer finds herself in an unusual role, that of sweetening Lawford into continuing his contributions to the hospital. Since Miss Greer's boy friend, Young, is behind this strategy, a lot of embarrassing moments ensue.

All the frothy humor inherent in the situation is brought out under Don Weis' direction. As an added element of drama, there is an angle about Miss Greer's sister who gives birth to a baby who has a respiratory ailment, thus necessitating quick, emergency action.

The story ends as it begins, in a jocular vein. Lawford proves very noble and paves the way for Miss Greer to marry Young. Henry Berman produced.

Running time, 71 minutes. General audience classification. For August release.

M. HERBSTMAN

8-10 Months

(*Continued from page 1*)

lease issued in the East and in the brief filed with the court, due to the fact that the Government's case was prepared entirely in the East and merely sent here for filing. McGrath said he believed this was done to avert delay due to congested court calendars in the East. Although the offices of all but one defendant company are headquartered in New York, McGrath said companies were servable either there or here.

Asked if he had information as to the inception of the suit, and whether agitation for it might have been started by television interests, McGrath said he was completely uninformed but that it is invariable Justice Department policy to check thoroughly into all such matters, independently, before launching action.

Neither could McGrath explain why Paramount and Loew's were not among the defendants, again referring the question to Washington.

Japan Remits

(*Continued from page 1*)

far as American distributors are concerned.

Of the amount unfrozen, $5,100,000 represents the yen that piled up to the credit of the companies during the 10-year operation in Japan of the MPEA. The other $1,400,000 is the remittance of "curent earnings," for the period from Jan. 1, 1952, to March 31, 1952. Since the first of this year, when MPEA discontinued operations in Japan, the distributors have been operating independently there.

Negotiations for the unfreezing of the $6,500,000 were conducted many months without fanfare. Since the MPEA began operations in Japan, the American companies spent large sums for operating costs and out-of-pocket expenses and for construction of exchange offices and other buildings.

Howard Names Two

(*Continued from page 1*)

operations. Both assignments are effective August 4.

Grainger was in distribution as Eastern sales manager for Fox Films for several years and from 1936 to 1951 was operating head of Shea Theatres.

Matty Polon and Robert Sherman will continue respectively to handle the out-of-town and in-town film departments.

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 16 NEW YORK, U. S. A., WEDNESDAY, JULY 23, 1952 TEN CENTS

GOV'T SUES TO FORCE SALE OF 16mm. FILMS TO VIDEO

Republic Doubles Production Budget For 1952-53: Yates

Herbert J. Yates, president, is doubling Republic's production budget for 1952-53, allocating a greater sum than he has in the past two years combined, the company reported here yesterday.



Herbert Yates

Yates' action was described as the initiation of "an all-out drive to deliver the greatest array of pictures in the history of the company... at a time when outsiders are looking at the industry with pessimism." Also, Yates was said to be

(Continued on page 4)

NEWS FLASHES

Kansas City, July 22.--The board of directors of the Kansas-Missouri Theatre Association has pledged its full support to the COMPO drive to repeal the 20 per cent admission tax. Theatremen are, however, divided on whether the possible tax cut should be passed on to the public, it is said.

•

A resolution calling for repeal of the Federal 20 per cent admission tax has been prepared for adoption at the IATSE international convention in Minneapolis August 4-8 by New York Projectionists Local No. 306, Herman Gelber, the local's president reports.

Japs Remit $6½-Million

Motion Picture Export Association member companies are in process of dividing among themselves $6,500,000 in film earnings which have been unfrozen by the Japanese government.

This was disclosed here yesterday by film export officials, together with the information that Eric A. Johnston, Motion Picture Association of America president, has sent Richard McDonnell to Tokyo to negotiate the unblocking of some $3,000,000 worth of additional frozen yen.

The $3,000,000 in yen is all that is left in frozen earnings in Japan inso-

(Continued on page 6)

Bid Amis Request Coast Hearings

HOLLYWOOD, July 22.—Not only the 50 to 60 individual exhibitors talked with so far, but also several Los Angeles exchange managers, have asked William D. Amis investigator for the Senate Small Business Committee, to recommend that that body hold hearings on trade practice abuses here at the earliest practicable time after investigations are completed. Amis, who

(Continued on page 5)

Seeks as Well to Amplify Competition to Theatres in Club, Hotel, Other Showings; 12 Companies Named; Says TOA 'Conspired'

WASHINGTON, July 22.—The Justice Department today filed an anti-trust suit against six major producers, their 16mm. distributing subsidiaries and two independent 16mm. distributors on charges of conspiring with exhibitors to restrict the showing of 16mm. films, especially on television.

The Theatre Owners of America was named as a co-conspirator, but not a defendant, in the civil action entered by the Government in the Federal District Court in Los Angeles.

Named as defendants were: 20th Century-Fox, Warner Brothers, RKO Pictures, Republic, Columbia and Universal, Warner Brothers Distributing Corp., Republic Productions, Screen Gems (Columbia), United World Films (Universal), Films, Inc. and Pictorial Films, Inc.

The complaint charges that the defendants and TOA have conspired continuously since 1945, and for some years prior to that time, to prevent the exhibition of 16mm. feature films in competition with established motion picture theatres.

Principal complaint is that they have refused to license television stations to show 16mm. feature films. Virtually all TV stations are equipped to show 16mm. films.

Other restrictions charged by the Government are:

1. Refusing to license the exhibition of 16mm. feature films within a 10-mile radius of any

(Continued on page 6)

TV of 'Dems' Fails To Hurt Grosses

As forecast, the televising of the Democratic National Convention has had little or no effect so far on theatre attendance, according to reports yesterday from top circuit executives.

Despite the fact that the opening day of the convention in Chicago proved highly dramatic in many spots, people by the droves deserted their television sets to view motion pictures in air conditioned theatres, it was said. One Eastern circuit executive said the heat is still a factor in beating home television competition.

United Paramount Theatres across the country have "more than held their own during the first days of the Demo-

(Continued on page 5)

Coast D. of J. Sees No Trial In 16mm Suit for 8-10 Months

By WILLIAM WEAVER

HOLLYWOOD, July 22.—Attorney James M. McGrath, assistant director of the anti-trust division of the Department of Justice, who at 9:29 this morning filed in Federal Court here action against 12 film companies charged with conspiracy to withhold 16-mm. prints of feature pictures from telecasting and certain other exhibition, in violation of the Sherman Act., told MOTION PICTURE DAILY that the case, assigned to Judge William Byrne, cannot be brought to trial for eight to 10 months. Defendants have 20 days in which to make answer to the suit. Depositions, research and other legalistic preparations will take many months longer, McGrath said.

McGrath could add little to the information contained in the news re-

(Continued on page 6)

Grainger, Mandel Named by Howard

The appointment of E. C. Grainger as assistant to William W. Howard, vice-president of RKO Theatres, was announced here yesterday. He will take charge of the circuit's film buying and booking department. At the same time, Howard announced the promotion of Harry Mandel as his assistant. In addition to Mandel's position as national advertising director, he will assume added duties in theatre

(Continued on page 6)

What Justice Dept. Complaint Demands:

(1) No restrictions on showing of 16mm. films on television.

(2) No limitations on showing 16mm. films by enterprises competing with regular theatres.

(3) No "arbitrary and excessive" clearances between first 35mm. theatre release of a picture and its release on 16mm.

(4) Licensing of 16mm. films to coin-operated machines in taverns, etc., and for free shows by merchants.

Personal Mention

SAMUEL GOLDWYN is due here from the Coast at the weekend en route to Europe for a month's vacation.

•

WILLIAM M. PIZOR and IRWIN PIZOR of Lippert Productions will leave here today for Europe on the *S.S. United States* for a three-month tour of 14 countries.

•

WILLIAM B. ZOELLNER, head of M-G-M's short subjects and newsreel sales, will leave here Friday for a vacation in Nassau.

•

RUSS STEWART of M-G-M's publicity department, left here yesterday for Camp Pickett, Va., and will return tomorrow.

•

GABRIEL PASCAL, producer, was in Charleston yesterday from Caracas, Venezuela, after a stopoff Monday in Miami.

•

NATE GERSON, Monogram booker for the past 10 years in Cleveland, is now with the Warner booking department.

•

HARRY G. BALLANCE, 20th Century-Fox Southern division manager, and MRS. BALLANCE are vacationing in South America.

•

JOHN S. ALLEN, Southwestern M-G-M sales manager, will leave here today for Dallas.

15 Named to Para. '100 Per Cent' Club

Fifteen members of Paramount Film Distributing Corp. have been appointed to the company's "100 Per Cent Club," which was established 28 years ago for the purpose of recognizing outstanding accomplishment, it was announced here by A. W. Schwalberg, president.

The new members include: Eastern and Southern Division, Abner L. Camp, Charles W. Howell, Lawrence D. Terrell; Mideastern, James E. Brunetti, Robert E. Caskey, Walter B. Corey; Central, James F. Ondracek, Birger O. Ronning, James S. Smith; South Central, Ray J. Carter, Paul E. Rice, Wayne W. Stephenson; Western, Max Facter, James R. French, James R. Ricketts.

Wally Allen Resigns Western Pa. Post

PITTSBURGH, July 22.—Wally Allen, business manager of Allied Theatre Owners of Western Pennsylvania, today resigned, effective immediately. Allen, who has served in that capacity for the past three years, has joined the John Shrager, Inc., Advertising Agency of New York. He will have an office here and in Cleveland.

Film Percentage Income Up, Consumer Spending Down

WASHINGTON, July 22.—The motion picture industry's share of national income increased almost four per cent in 1951, although a more direct reflection of box-office, consumer spending for film entertainment, showed a drop.

These facts highlighted the wealth of statistics presented in the Department of Commerce annual national income survey released here today.

National income of the film industry reached $882,000,000 in 1951, only $1,000,000 less than in 1949 and a full $30,000,000 over 1950.

The actual take at the nation's film theatre box-offices, ignoring various costs and other factors to arrive at an accurate gross picture, is more nearly represented by the figures on consumer spending for film entertainment.

The 1951 figure in this category was $1,166,000,000 in 1951, compared with $1,235,000,000 in 1950 and $1,342,000,000 in 1949, carrying out a slow but steady drop.

During the past few years, the fall in spending for film entertainment was taking place at the same time U.S. consumers were actually spending more for recreation. But this year's figures show that overall recreational spending in 1951 was $11,308,000,000, down slightly from the $11,330,000,000 of 1950.

The film industry paid out $668,000,000 in wages and salaries in 1951, compared to $652,000,000 the year before; $35,000,000 in supplements to salaries in 1951, compared to $30,000,000 in 1950. Unincorporated enterprises in the industry had $43,000,000 of income in 1951, $1,000,000 more than the year before.

Corporate income in the industry before taxes reached $131,000,000 in 1951, $6,000,000 over the year before. But taxes in the same period rose $17,000,000 to $77,000,000 in 1951. Industry income after taxes was $54,000,000 in 1951 down from the $65,000,000 in 1950. Corporate dividend payments fell from $56,000,000 in 1950 to $54,000,000 in 1951. Undistributed corporate income was only $1,000,000 in 1951, compared to $9,000,000 the year before.

Employment in the industry in 1951 was 219,000 "full-time equivalent employees," compared to 224,000 the year before. Actual number of full-time and part-time employes was 243,000 in 1951, against 248,000 the year before. Average annual earnings of these employes in 1951 stood at $3,050, compared to $2,911 the year before. There were 13,000 active proprietors and 232,000 persons engaged in the industry in 1951, compared to 12,000 and 236,000 the year before.

Corporate sales rose to $1,813,000,000 in 1951 from $1,764,000,000 in 1950.

Levins Albany Booker

ATLANTA, July 22.—Milton Levins, head booker of Warner Brothers' Jacksonville branch, has been transferred to the Albany, N. Y. branch as head booker and office manager. Frank Jene, formerly with Warner's Atlanta and New Orleans exchanges, will take Levins' post here.

Youngstein Sparks Drive in Midwest

Max E. Youngstein, vice-president of United Artists, who is serving as captain of the company's "Bill Heineman Sales Drive," continues his first drive sessions with Midwestern exchanges this week, flying from New York for a week of meetings with personnel of the company's Kansas City, St. Louis and Indianapolis branches.

The drive, named in honor of William J. Heineman, UA distribution vice-president, began on June 15 and will extend to December 6.

To Dedicate Legion Hall, A Warner Gift

HOLLYWOOD, July 22. — Woodland Hills will dedicate its new American Legion Town Hall on Sunday night with top stars, civic leaders and Legion officials participating.

A gift of Harry M. Warner, the Town Hall is a completely equipped meeting place and community center.

Ronald Reagan, Randolph Scott, Will Rogers Jr., Gilbert Roland, Virginia Mayo, Michael O'Shea, Danny Thomas, Eddie Bracken, Virginia Gibson, David Brian, Frank Lovejoy, Karl Malden, Patrice Wymore, Phyllis Kirk, Steve Cochran, Paul Picerni and George O'Hanlon will participate in the ceremonies.

Kaye's Danish Tour To Hit Peak Today

High spot of the welcome given to Danny Kaye by the Danes will take place today in Copenhagen when the comedian will put on a special half-hour show over the state radio for the benefit of the Danish Children's Charities, the Samuel Goldwyn office reported here yesterday.

Mrs. June Cochran Dies in Little Rock

LITTLE ROCK, July 22.—Mrs. June Cochran, who had been active in the motion picture business with her husband, died here last night after a six-month illness. She was 37.

Mrs. Cochran was a member of Allied Theatre Owners and the Arkansas Theatre Owners.

Zukor to Award Prize

The award won by Lee Grant at the Cannes Film Festival naming her the best foreign actress of the year for her performance in "Detective Story" will be presented to her today by Adolph Zukor, chairman of the board of Paramount, in his office here.

Newsreel Parade

THE opening of the Democratic convention is a highlight of current newsreels. Other items include another opening, that of the Olympics in Helsinki. Complete contents follow:

MOVIETONE NEWS, No. 60 — Democratic convention opens in Chicago. Norwegian ship afire off Long Island. Olympics open in Helsinki.

NEWS OF THE DAY, No. 294—Democratic convention. Forty-five rescued from ship fire. Truman back in the White House. "GI's" Korean pal finds home at U. S. Olympics.

PARAMOUNT NEWS, No. 97—Olympics. Spanish bullfight. Freighter afire off Long Island. Democratic convention gets underway in Chicago.

TELENEWS DIGEST, No. 30A—Soviet Olympic challengers. Eisenhower relaxes. Mass Jet flight crosses Pacific. Norwegian bark visits New York. Bullfight.

UNIVERSAL NEWS, No. 580 — Democratic convention opening in Chicago. Freighter blaze. Sport flashes: Olympics.

WARNER PATHE NEWS, No. 99—Democratic convention. Forty-five rescued from blazing freighter. Olympics open in Helsinki.

Rinzler Heads JDA Exhibitor Division

Harold J. Rinzler, of the Randforce Amusement Corp., has accepted chairmanship of the exhibitors division of the industry's campaign on behalf of the Joint Defense Appeal, it was announced by Leon Goldberg, of Universal Pictures, and Edward L. Fabian, of Fabian Theatres Corp., co-chairmen of the industry's JDA effort.

The JDA is seeking $5,000,000 to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith. Half this amount must be raised in the Greater New York area.

Reiner Heads Sales Of Television Firm

The appointment of Manny Reiner as vice-president in charge of sales of PSI-TV, Inc., producers and distributers of television film programming, was announced here yesterday by Paul White, president. The appointment is part of an expansion program which includes the recent opening of a West Coast office in Hollywood, White said. Reiner will appoint a divisional manager in Chicago and representatives in key TV markets.

Reiner's resignation as sales manager of Louis G. Cowan, Inc., will become effective at the end of this week. He joined Warner Brothers in 1933, and subsequently was associated with Metro-Goldwyn-Mayer, Monogram, Paramount, the Office of War Information, and David O. Selznick.

Set Md. Allied Picnic

BALTIMORE, July 22.—Allied Maryland's second annual picnic at Bowleys Quarters, Md., is scheduled for Tuesday. The committee in charge includes Robert Gruver, chairman, assisted by Meyer Leventhal, Jack Whittle and Frank Hornig.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

STANLEY KRAMER PRODUCTIONS presents

GARY COOPER

"ONE OF THE BEST WESTERNS EVER MADE!"
—Time Magazine



"HIGH NOON"

STANLEY KRAMER PRODUCTIONS presents GARY COOPER in "HIGH NOON"
with THOMAS MITCHELL · LLOYD BRIDGES · KATY JURADO · GRACE KELLY · OTTO KRUGER
Lon Chaney · Henry Morgan · DIRECTED BY FRED ZINNEMANN · Screen Play by Carl Foreman · Music Composed and Directed by Dimitri Tiomkin · Director of Photography Floyd Crosby, A.S.C · RELEASED THRU UNITED ARTISTS

TOMORROW **NEW YORK — MAYFAIR THEATRE**
LAUNCHES UA's MASS BOOKING CAMPAIGN!
Watch for hundreds of other key engagements coming up!

Another BIG ONE... for those King-Size "AFRICAN QUEEN" grosses... thru UA

Await Burstyn Word On Ohio Appeal

No decision has been reached as yet on whether Joseph Burstyn, distributor of "The Ways of Love," will appeal the decision of the Ohio censor board barring the film in that state, Ephraim London, Burstyn's attorney, said here yesterday.

London, who successfully argued "The Miracle" case before the U. S. Supreme Court, said he is awaiting further word from Burstyn. "The Miracle" is part of the triology which makes up "Ways of Love." Burstyn's attorney also said that he had not been informed on what steps the distributor will take to lift the police ban on the film in Chicago.

Classic Pictures Files Suit In Ohio on 'Native Son' Ban

COLUMBUS, O., July 22.—Classic Pictures, Inc., New York, has filed suit in Ohio Supreme Court to compel the Ohio Censor Board to approve "Native Son" for showing in Ohio. The company said the Board refused a certificate for the picture last November 11 on the grounds that it is not of a moral, educational, amusing or harmless character, and contributes to racial misunderstanding.

Republic's Budget

(*Continued from page* 1)

prepared to back up this expenditure with an advertising appropriation of at least $2,500,000 for national and local newspapers, trade papers, magazines, world premieres and star personal appearance tours.

"I have never believed in whistling in the dark and making investments I didn't think would pay off," Yates was quoted as saying. "It is my opinion, after a most exhaustive 'grass roots' study of conditions, that there is great hope for our industry. There have been enough indications in recent weeks from the results achieved by our pictures to convince me that the theatre business, while depleted, is certainly not in the critical state many observers would lead us to believe."

Story, cast and color, Yates declared, are the three factors that are vital to the success of a picture.

The Republic president announced that the following titles are included in the company's production plans for the immediate future: "Jubilee Trail," "Flight Nurse," "The Alamo," "Sea of Lost Ships," "Santa Fe Passage," "The Woman They Almost Lynched," "One for the Road," "The Man from Texas," "Brother Van," "The Golden Tide," "Red Horizon," "Where Are We Going?' and "City That Never Sleeps."

Says Fewer US Films Would Bankrupt British Industry

By PETER BURNUP

LONDON, July 22.—Pointing out that there is agitation for a greater British embargo on American films as renegotiation of the Anglo-American film pact looms on the horizon, Lord Lucas said in a House of Lords debate yesterday that such further restriction would be the best way to bring the British industry to bankrupcy.

Lucas agreed that the British industry must remain subsidized. "I don't think that for as long as we can foresee the industry will attract finance through normal channels," he said. "The National Film Finance Corporation is a necessity for all time. I have no faith that banking circles can discipline the industry as it should be disciplined."

His lordship declared that the industry faces a revolution in the next few years. As he sees it, British production would concentrate largely on making television films, with the majority of theatres offering large-screen television of big sporting events.

The House of Lords debated the film industry on a motion by Lord Archibald, formerly of the J. Arthur Rank Organization, drawing attention to the operations of NFFC. Political meterologists, seeking therein portents of the government's intentions regarding forthcoming discusions regarding the monetary agreement, were disappointed. It seems that the only definite circumstance emerging is the cabinet's determination permanently to integrate in the industry some form or other of the Eady plan.

Opening the debate, Archibald launched into an attack on the £3,000,000 loan by NFFC to British Lion.

He said the industry would always need two props: (1) a quota, and (2) the Eady plan. He felt that the third prop, NFFC, would become unnecessary in a few years. Unless continuance of the Eady plan is announced shortly, he said, a big drop in production planning would be inevitable from March, 1953, onward.

Archibald urged that the government announce that it will make the Eady plan permanent and statutory, and claimed that £3,000,000 annually is not a high price for a stable industry which now produces £40,000,000 annually in entertainment taxes.

Labor peers demanded that it is essential not only to maintain production here but to increase it so that the majority of films screened in Britain be British. They also asked for a tightening up of the definition of British films—which currently permits quota ticket films "when money, scripts, producers, directors and stars all are American."

Lord Drogheda, chairman of the Films Council, rebutted defaulter allegations of unfairness, declaring that the Council could not consider defaults without exhibitor members who are the only people cognizant of the full facts. He regarded the present quota as "about right." He said some defaults were inevitable, but he pointed out that defaults were reduced in 1951 to 771 from 2,300 in the previous year.

Winding up the debate, the Earl of Selkirk, government spokesman in Lords, said discussions of the forthcoming America agreement will take place between now and the end of September. He said the incumbent Conservative government considered the predecessor Labor government wise in having initiated the Eady plan, but that it is for the industry itself to decide whether it should be continued. He said the government would welcome continuation.

148 Committeemen To Fight 20% Tax

Additional exhibitors have notified Col. H. A. Cole and Pat McGee, co-chairmen of the industry's tax repeal campaign, that they will serve on anti-tax campaign committees in their states, it was revealed yesterday by the Council of Motion Picture Organizations. All 48 states, except South Dakota, are now represented in the 148 acceptances received to date.

Newest additions follow: New York, Spyros S. Skouras and Robert Weitman; Virginia, Carlton Duffus; Mississippi, Arthur LeMan; Arizona, George M. Aurelius; New Mexico, Boyd F. Scott; Wisconsin, Ben Marcus; Washington, Will J. Conner; Pennsylvania, Sidney E. Samuelson.

Albany Area Plans Anti-Tax Battle

ALBANY, N. Y., July 22.—The opening gun in the fight of the Albany exchange territory to mobolize support for the Council of Motion Picture Organizations' drive to eliminate the 20 per cent admission tax will be fired at a meeting here in the 20th Century Fox building Friday morning.

Leo Greenfield, Universal-International manager, called the conclave after his appointment as distributor chairman. Greenfield named three exhibitor chairmen. They are Harry Lamont, chairman of the Albany Theatre Owners of America; Saul J. Ullman, Fabian drive-in manager, and Charles A. Smakwitz, Warner zone manager.



National Pre-Selling

THE AUGUST *Woman's Home Companion,* just at hand, reveals the promised two-page spread in which Hedda Hopper tells all about herself under the title, "From Under My Hat." There are cooperative ads featuring Elizabeth Taylor and Piper Laurie. . . . Louella Parsons, in the August *Cosmopolitan,* gives top position to "The Story of Will Rogers" and in conferring this citation, headlines "Like Father, Like Son"—"A picture of deep emotional impact." . . . Neatest trick of the week is the simulated envelope of proofs from the "Movie Memo Photo Shop" at 1540 Broadway, in which "Elizabeth Wilding" encloses "a few extra snapshots" with a note signed "Liz" addressed to movie editors. It exactly duplicates the style of Eastman's package delivery. Each print is backed-up in Elizabeth Taylor's own handwriting.

•

Paramount's promotion for "The Greatest Show on Earth" is the subject of a feature article in *Tide,* the advertising trade magazine, detailing the company's extensive tie-up with the Libbey Glass Co. which the magazine terms "the greatest three-ring film promotion and merchandise tiein in history." The article also outlined 44 other national and 40 local tieins engineered by Paramount's staff. *Tide* quotes Sid Mesibov, Paramount exploitation manager, as saying, "For a movie publicity man to dream up something better than colossal is quite a chore." And Libbey ad manager Carl U. Fauster said, "Of all the promotions ever done by Libbey Glass, "Circus" has been far and away the most successful."

•

Adding to its array of advertising barrages on pictures coming up through the summer months, 20th Century-Fox announces a series of half-page, full-color comic supplement ads on "Les Miserables," aimed at millions of newspaper readers, to begin with the August 17 *issue of* Puck, *hitting* 19 *key cities. There will also be special full-page ads in the August issues of* Seventeen *and* Parents' Magazine. *The editors of* Parents' *will screen the picture for opinion makers and educational groups to spread word-of-mouth advertising values at the local level.*

•

The two largest circulation veterans' periodicals, *American Legion Magazine* and the Veterans of Foreign Wars national magazine are being used in a campaign to advertise RKO Radio's "One Minute to Zero," according to S. Barret McCormick, national director of advertising for the company. Circulation of the two is more than 4,000,000. The VFW magazine gives the picture editorial praise for the authenticity of the material and is sending a bulletin for posting to more than 10,000 posts at the local level. Advertising for the picture will reach a total readership of 45,000,000, beginning with *Time* for July 14 and becoming heavy in August. In addition *American Weekly* and *This Week* will be used in line with local playdates.

WALTER BROOKS

'Dems' Fail

(Continued from page 1)

cratic conclave, a UPT spokesman declared. Similar sentiments were expressed by Loews, RKO Theatres and Shea Enterprises.

The possibility that convention competition may prove tougher when a highly dramatic conflict, or count develops was not ruled out, however. The probability of that happening at peak theatre hours was another factor to consider, some circuit executives pointed out.

In the main, circuit executives felt that on the basis of initial days' results the Democratic convention most likely will be as negligible in its affect on the box-office as the recent Republican convention.

CHICAGO, July 22.—Theatre attendance here for the first day of the Democratic convention paralleled the experience of the opening of the Republican conclave, with business better than normal as intense heat drove pedestrians off the streets to seek refuge in air-conditioned theatres.

As the heat wave stretched out to record length, local exhibitors found their business considerably improved over the pre-Fourth of July period and many were doing better than they had in July of last year.

CHICAGO, July 22.—Leading figures attending the Democratic National Convention here, along with more than 1,000 local exhibitors and others, were the guests of Bob Hope and Jane Russell last night at a special screening of Paramount's "Son of Paleface" at the Esquire Theatre.

Among the celebrities present were presidential candidate Richard Russell, Pearl Mesta, William Randolph Hearst, Jr., Cornelius Vanderbilt, Jr., Frank Coniff, Inez Robb, Joan Bennett, Happy Chandler, Irving Kupcinet and Gertrude Niesen.

Set A Budget for 'IA' Convention

MINNEAPOLIS, July 22.—The local arrangements committee for the 41st IATSE biennial convention, which will be held at the Hotel Nicollet here the week of August 4, will operate with a budget of $20,000, while the International itself will spend additional sums for auditorium space, hotel accommodations, banquets and other expenses. Some 500 delegates are scheduled to attend.

The week preceding the convention will be devoted to meetings of the International's executive board. Richard F. Walsh, IATSE president, and the entire staff at New York headquarters will leave there Thursday for the board conferences which will open here Monday. "IA" vice-presidents from all parts of the country also will arrive for the board parleys.

William (Bill) Donnelly, financial secretary and business agent of Minneapolis Stage Employes Local No. 13, is chairman of the local arrangements committee. Other host locals include Projectionists Local No. 219, Theatrical Wardrobe Attendants Local No. 781, Film Exchange Employes Local No. B-31, Exchange Employes Local No. F-31, and Theatre Employes Local No. B-32.

Amis Request

(Continued from page 1)

will leave for Washington Thursday or Friday, today described the local situation as the "worst trade relationship I ever saw in any industry."

Amis said many exhibitors have told him they feel they are not being properly represented in arbitration discussions now in progress in the East, some even stating their intention of withdrawing from Theatre Owners of America membership. It was a Southern California Theatre Owners Association complaint to the SSBC that resulted in Amis' coming here to investigate conditions.

Amis spent the morning with a San Diego exhibitor delegation headed by Bert I. Jones, who told him they have had to maintain a buyer in Los Angeles permanently for protection.

The delegation cited instances, Amis said, in which declining grosses and rising costs, unrelieved by revisions in rentals, have forced closings, although San Diego, due to the activity of military installations there, have had fewer shutdowns, proportionately than most California areas.

TV Censorship in Mexico

MEXICO CITY, July 22.—Pictures are being censored here for TV by Miguel A. Pereyra, tele-communications director of the Ministry of Communications and Public Works, controller of radio and video. The censoring is to eliminate pictures unsuitable for minors. However, pictures that may be regarded as unsuitable for children but which are passed for adults may be telecast after 9:30 P.M.

Speculate Over US, UK Pact Confabs

LONDON, July 22. — With news of the French government cutting film imports, and Winston Churchill warning the country of further economic measures, industry executives are concerned over their effect on the coming Anglo-U. S. motion picture agreement talks.

Announcing a two-day debate on the economic situation before the House of Commons adjourns for the summer, Churchill added: "Grave and far-reaching matters affecting every branch of our national life, both domestic and defensive, will have to be brought into a new survey and presentation of our present position."

As long ago as last January Chancellor of the Exchequer Richard Butler said consideration was being given to the possibility of reducing dollar payments to American film distributors. Since then Butler has indicated that there may be further import cuts.

Expected Next Week

The government statement and two-day debate are expected next week. Parliament adjourns for the summer recess on August 2, until October.

The first year of the film remittance agreement will end September 30 but no date has yet been fixed for the reopening of the talks. Both parties feel it advisable to defer negotiations until some time in August and it is understood that the Motion Picture Association of America is anxious to conclude the talks with the French government before embarking on the British confabs.



Gov't Suit

(Continued from page 1)

established theatre.

2. Limiting the conditions for licensing 16mm feature films to drive-ins, churches, schools, clubs and hotels.

3. Imposing arbitrary and excessive clearances between the first regular theatre release of a feature motion picture and its release on 16mm. film.

4. Refusing to license the exhibition of 16mm. feature films at free merchants' shows, taverns, or in coin-operated machines and refusing to license roadshow men (defined as itinerant exhibitors of motion pictures who make a profit from showing motion pictures to the general public for admission charges).

5. Reserving individually and jointly the right to approve or disapprove each location for the exhibition of 16mm. feature films produced or distributed by the defendants, before or after the licensing of the particular location, coupled with the right to arbitrarily abrogate any license granted pursuant to a given location approval.

6. Granting or withholding licensing to exhibit 16mm. feature films in conformity with lists of locatons "approved"' or "disapproved" by the defendants.

In addition, the complaint alleges that the defendants "have maintained an intricate system to police and enforce, and with the assistance of Theatre Owners of America, Inc., have policed and enforced, the license restrictions imposed upon exhibitors of 16mm. feature films, and have blacklisted or boycotted exhibitors who disregard such restrictions."

Chief effect of this alleged conspiracy and combination in restraint of trade has been to suppress the telecasting of the "finer feature films," the complaint stated.

In addition, competition in the distribution and exhibition of feature films has been "unreasonably restrained"; exhibitors and potential exhibitors of 16mm. feature films have been blocked from significant portions of the U. S. market; and persons living in theatreless towns, hospitals or other institutions have been prevented from seeing any but outdated feature films, the complaint charged.

The Government asked the court to enjoin the defendants from entering into any agreemets protecting theatre owners from competition from exhibitions of 16mm. feature films except that reasonable clearance periods may be granted between runs of a particular feature film on 35mm. film in a theatre and exhibitions, including telecasts, of the same film on 16mm. film, when such exhibitions on 16mm. film are shown to the general public in an area that makes them substantially competitive with the theatre.

The court was also requested to order the defendants to grant unrestricted leases and licenses for the exhibition, including telecasting, of those of the feature films they control which the court feels necessary to "dissipate fully the consequences of the aforesaid illegal combination and conspiracy."

Victor H. Kramer, chief of the General Litigation Section of the Antitrust Division, pointed out that, although from the standpoint of mass appeal and audience, television would benefit most from successful completion of the suit, the effects of the alleged conspiracy have been severe on theatreless towns and other users of 16mm. feature films.

The complaint itself stated that the actual or potential market for such films includes: armed forces, veterans' hospitals and various other government agencies, Red Cross, USO, theatreless towns, hotels, clubs, camps, roadshow men, drive-in theatres, merchants' free shows, coin-operated machines, and private homes; schools, churches and charitable organizations; hospitals, sanatoria, homes of the aged or disabled and convents, and ships, trains and planes.

Furthermore, said the complaint, "There is a large demand for 16mm. feature films by the telecasting industry for purposes of television programs, since a large majority of telecasting stations in this country are equipped with apparatus for the telecasting of 16mm. films and not of 35mm. films."

The case was prepared by attorneys George H. Schueller and Leonard R. Posner, under Kramer's direction, with William C. Dixon, special assistant to the Attorney General, handling the Los Angeles end of the action.

Commenting on the case, Attorney General James P. McGranery stated: "This suit is filed as part of the continuing program of the Anti-trust Division to prevent businessmen and others from combining to place restrictions upon what members of the general public may see on their television sets."

Newell A. Clapp, Acting Assistant Attorney General in charge of the Antitrust Division, said: "Since World War II, 16mm. films have gained great significance for education and entertainment, especially for telecasting by television stations. They are less costly than standard 35mm. films and do not require expensive equipment or special safety precautions. According to the complaint, defendants have imposed arbitrary and unreasonable conditions upon the exhibitions of 16mm. feature films in hospitals, schools, churches and USO centers, and have prevented the use of these films on television. This suit seeks to prevent defendants from continuing their restrictive system of distributing these films."

Reviews

"Sudden Fear"

(Kaufman Productions-RKO Radio)

A HIGH-POWERED MELODRAMA of love and evil design serves as the vehicle for Joan Crawford's latest screen appearance. Considerable cleverness and ingenuity went into the fashioning of the story and it beats upon the emotions relentlessly. Showmen can be sure it is the type of melodrama that will bring to the theatre those patrons who go only when the product is strong.

The persuasive performance of Miss Crawford as a successful playwright who falls in love with, and marries Jack Palance, a scheming actor, is fully matched by his characterization. He masters completely a role that ranges from the urbane to the monstrous. Gloria Grahame rounds out the romantic triangle as a girl friend of Palance who maps out with him an intricate plan to kill Miss Crawford so that he would inherit her fortune.

It is with sudden and heart-tearing fear that Miss Crawford learns from a dictaphone about Palance's relations with Miss Grahame and their ruthless conspiracy. Terror changes her from a loving wife to a retribution-bent creature.

Action and development in the screenplay by Lenore Coffee and Robert Smith is emphasized by pounding music and soundtrack devices. At times the screenplay resorts to obvious artifice in the interest of tension and excitement.

Miss Crawford devises a plan of counterattack whereby she would kill Palance and have the circumstantial evidence point to Miss Grahame as the murderess. At the last moment she realizes the senselessness of her plans and backs out. But by this time Palance turns upon her in full murderous pursuit to make a nerve-tingling climax. He pursues her violently in an automobile through twisting, desolate streets. The ending is ironic. Miss Grahame happens on the street, and thinking her to be Miss Crawford Palance runs her down in a hysterical rage and is himself killed in the accident.

Based on the story of the same name by Edna Sherry, it was produced by Joseph Kaufman and directed by David Miller.

Running time, 110 minutes. General audience classification. For August release.

MANDEL HERBSTMAN

"You for Me"

(Metro-Goldwyn-Mayer)

A LOT OF HUMOROUS COMPLICATIONS of a formula nature are churned up in "You for Me." The picture moves along breezily and is pleasant to behold provided one is not too concerned with credulity.

Peter Lawford plays a wealthy young philanderer who is rushed to a hospital with buckshot wounds in an embarrassing place, the result of a hunting mishap. At the hospital there is introduced Gig Young, a surgeon, and Jane Greer, a nurse. Thus the foundation is set for the romantic triangle that ensues rather carefreely.

Lawford annually makes a heavy financial contribution to the support of the hospital and when he feels that he received indelicate treatment from Miss Greer, he proceeds to get her fired. When later he learns to know Miss Greer better he forthwith has her reinstated.

Presently Lawford decides to withdraw his contribution to the hospital in the light of the financial demands which his wife, who he is about to divorce, is making on him. And so at this point in the screenplay by William Roberts, Miss Greer finds herself in an unusual role, that of sweetening Lawford into continuing his contributions to the hospital. Since Miss Greer's boy friend, Young, is behind this strategy, a lot of embarrassing moments ensue.

All the frothy humor inherent in the situation is brought out under Don Weis' direction. As an added element of drama, there is an angle about Miss Greer's sister who gives birth to a baby who has a respiratory ailment, thus necessitating quick, emergency action.

The story ends as it begins, in a jocular vein. Lawford proves very noble and paves the way for Miss Greer to marry Young. Henry Berman produced.

Running time, 71 minutes. General audience classification. For August release.

M. HERBSTMAN

8-10 Months

(Continued from page 1)

lease issued in the East and in the brief filed with the court, due to the fact that the Government's case was prepared entirely in the East and merely sent here for filing. McGrath said he believed this was done to avert delay due to congested court calendars in the East. Although the offices of all but one defendant company are headquartered in New York, McGrath said companies were servable either there or here.

Asked if he had information as to the inception of the suit, and whether agitation for it might have been started by television interests, McGrath said he was completely uninformed but that it is invariable Justice Department policy to check thoroughly into all such matters, independently, before launching action.

Neither could McGrath explain why Paramount and Loew's were not among the defendants, again referring the question to Washington.

Japan Remits

(Continued from page 1)

far as American distributors are concerned.

Of the amount unfrozen, $5,100,000 represents the yen that piled up to the credit of the companies during the 10-year operation in Japan of the MPEA. The other $1,400,000 is the remittance of "curent earnings," for the period from Jan. 1, 1952, to March 31, 1952. Since the first of this year, when MPEA discontinued operations in Japan, the distributors have been operating independently there.

Negotiations for the unfreezing of the $6,500,000 were conducted many months without fanfare. Since the MPEA began operations in Japan, the American companies spent large sums for operating costs and out-of-pocket expenses and for construction of exchange offices and other buildings.

Howard Names Two

(Continued from page 1)

operations. Both assignments are effective August 4.

Grainger was in distribution as Eastern sales manager for Fox Films for several years and from 1936 to 1951 was operating head of Shea Theatres.

Matty Polon and Robert Sherman will continue respectively to handle the out-of-town and in-town film departments.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 17 NEW YORK, U.S.A., THURSDAY, JULY 24, 1952 TEN CENTS

Arbitration Talks Resume Here on Aug. 4

Committee of 10 to Pick Up with Bidding Issue

August 4 has been set for the resumption of meetings between the five representatives from exhibition and the five from distribution who make up the Industry Arbitration Conference's Continuations Committee. The new conferences looking to the establishment of an industry system of arbitration will be held at the Hotel Astor here.

The distributor delegation initiated the move for the Committee's second series of meetings, having been authorized to do so last Monday at a meeting here of Motion Picture Association of America member companies' sales managers and counsel and Eric A. Johnston, MPAA president.

The distributors reportedly took the step after having resolved the differences which existed among them con-

(*Continued on page 5*)

See No New Decca Buys of 'U' Stock

Decca Records has no present intention of increasing its holdings in Universal Pictures, it was disclosed here yesterday in a prospectus to Decca stockholders in connection with the company's offer to sell 258,883 shares of additional capital stock in Decca.

Prospective buyers of Decca stock were apprised that the company now holds 406,175 shares of Universal common and warrants to purchase 37,500 shares, acquired at a total cost of $7,037,672. The election of Milton R. Rackmill, Decca president, to the presidency of Universal was also noted.

Hersholt Renamed Head of Coast Fund

Hollywood, July 23. — The Motion Picture Relief Fund has reelected Jean Hersholt to the presidency for the 16th consecutive term. Other encumbents also were reelected.

Indiana Allied to Initiate Action Against Gov't Suit

FRANKLIN, Ind., July 23.—An emergency meeting of the board of directors of Allied Theatre Owners of Indiana has been called by president Trueman T. Rembusch for Tuesday to initiate action "looking toward correction of the underhanded and misleading attempt of the television monopoly through the United States Department of Justice to force motion picture producers to make available their films at a pittance to free TV."

Several directors of the Indiana group have been in touch with Rembusch and have suggested that a complaint be lodged with the House Small Business Committee, pointing out to that Committee that if the Department of Justice is successful in its anti-trust action against motion picture producers "thousands of small and large

(*Continued on page 4*)

Hamm CTA Head Again

SAN FRANCISCO, July 23.—L. S. Hamm, president of Westside Theatres and head of the law firm which bears his name, has been reelected president of the California Theatres Association for the third consecutive year.

Other officers reelected for a second term by the directors were Graham Kislingbury, district manager of North Coast Theatres, secretary; Ben Levin of General Theatrical, first vice-president; Boyd Sparrow, manager of Loew's Warfield, San Francisco, treasurer. Abe Blumenfeld of Blumenfeld Theatres was elected second vice-president.

Mrs. Hulda McGinn was reappointed public relations representative and Charles M. Thall was reappointed office manager.

Mrs. McGinn was recently named West Coast liaison for the motion picture division of the General Federation of Women's Clubs.

Gov't Charges Are Unfounded: Yates

HOLLYWOOD, July 23. — The first formal comment on the Government's suit to force film companies to sell 16mm. prints to television came today from Republic president Herbert J. Yates.

"We do not know of, and have never been part to any conspiracy to refusal to service pictures to television stations," he said.

"Republic," he continued, "has made

(*Continued on page 4*)

The Hands of Esau

TO PERSONS VERSED in the American tradition of government, which is based on respect for both individual rights and property rights, the new so-called "anti-trust" action brought by the prosecuting arm of the federal administration is a development of shocking import.

This action in which numerous of the industry's producing and distributing companies, together with one of the principal exhibitor associations, are made defendants is a piece of blatant and transparent injustice. Its political coloring is luminous.

The action is claimed to be based on the existence of an illegal conspiracy of the owners of copyrighted motion picture film under which, jointly with exhibitors, these owners have refused—believe it or not!—to make their films available for exhibition to "free merchant's shows, taverns, coin-operated machines and roadshowmen."

The fact that any such exhibitions involve the giving away of shows to which the established theatres charge an admission price has not deterred the Justice Department in this madcap adventure. The fact that any such exhibitions are designed to be merely come-ons in the sale to gullible members of a com-

(*Continued on page 6*)

US Trust Suit 'Outrages' Industry Here

Gov't Could Turn Up No Evidence Against Allied

The motion picture industry, "stunned and outraged" by the Government's anti-trust suit charging restrictions against the showing of 16mm. films on television and in other markets, wondered yesterday if the Department of Justice was attempting to lure it into economic disaster.

While attorneys for the individual defendants chose to reserve comment in their names until they had been served with the complaints—probably by today or tomorrow — their reaction to press reports of the suit was a mixture of amazement and anger that it was filed.

Meanwhile, the answer to why Theatre Owners of America was singled out as a co-conspirator turned up in Washington. Justice Depart-

(*Continued on page 4*)

Hold Armed Forces Needs Were Met

Particular outrage was expressed here yesterday by many top distribution executives against the government's inferred charge in its 16mm. suit that the six major producer defendants have not fully met the film needs of the armed services, veterans' hospitals, the Red Cross and the USO.

Such a charge in the suit, filed in Los Angeles by the Department of Justice on Tuesday, could only stem

(*Continued on page 4*)

Set Theatre TV Hearings Oct. 20

WASHINGTON, July 23. — Hearings on theatre television will begin on October 20, as requested by Motion Picture Association of America and National Exhibitors Theatre Television Committee, the Federal Communications Commission decided today.

MPAA and NETTC had petitioned the Commission for an October starting date, arguing that if FCC granted

(*Continued on page 5*)

Personal Mention

ERIC A. JOHNSTON, Motion Picture Association of America president, was in Chicago yesterday from New York en route to Spokane and Hollywood. He is due back in the East in mid-August.

•

KARL E. FASICK, director of advertising for Loew's Boston theatres, has been elected president of the newly formed Maryland Alumni Club of New England.

•

GRAHAM CRABTREE, formerly Crawley Films of Canada art director, is now on a one-year assignment to establish a new film system in Thailand as a project of the UNESCO.

•

JOHN W. JOHNSON, manager of the Hilans Theatre in Avon Park, Fla., has returned to his home in Canton, N. C., to recuperate after a third operation.

•

STEVE LEVITZ, production manager of the Big Three, M-G-M music subsidiary, has become a grandfather, his daughter, MRS. MARILYN SCHULER, having given birth to a daughter.

•

JAMES MYERS, Monogram-Allied Artists San Francisco manager, has returned to his office following surgery.

•

GEORGE MURPHY will be a guest speaker at the American Legion Department of Texas convention in Dallas, August 8-9.

•

BARNEY TARANTAL, partner in the Burnside Theatre, East Hartford, Conn., has resumed his duties, following recuperation from illness.

•

JAN WAKELEE is M. L. SIMON'S new secretary and assistant at M-G-M's editorial office of *The Distributor*, company sales publication.

•

RICHARD F. WALSH, IATSE international president, will leave here today for Minneapolis.

•

CHARLES DIETZ, M-G-M field press representative in Detroit, is due here on August 11 for a vacation.

•

RAYMOND MASSEY and MRS. MASSEY will sail from here today for Europe aboard the *S.S. Mauretania*.

•

NAT WOLF, formerly Warner Brothers Ohio zone manager, is back in Cleveland from Texas.

•

AL RACKIN, publicity director for ROY ROGERS, is in New York from the Coast.

•

HAL ROACH, producer, will leave Hollywood today for New York.

Homer Curran, 67

SAN FRANCISCO, July 23.—Homer Curran, founder of Curran and Geary Theatres here, died at his Beverly Hills home July 17 at the age of 67.

154 Showmen Now on Anti-Tax Committee

Bringing the total acceptances to 154, six more exhibitors sent word yesterday to Col. H. A. Cole and Pat McGee, co-chairmen of the industry's Council of Motion Picture Organizations' campaign to repeal the admission tax, that they would serve on campaign committees in their states.

Latest additions are: L. F. Gran, Wisconsin; Sam Rosen, New York; Arthur H. Lockwood and Frank C. Lydon, Massachusetts; Lee W. Newbury, New Jersey; Frank Vennett, Vermont.

Way Paved for Vote On Ann Arbor Tax

DETROIT, July 23.—The controversial 10 per cent amusement tax proposed by Ann Arbor officials may legally be placed before the voters in the August 5 primary election, Circuit Judge Archie D. McDonald has ruled.

This decision rejected the claim of Butterfield Theatres, Inc., that the August 5 tax vote was essentially the same measure that had been defeated April 7, when the city had asked general authority to levy excise taxes, including an amusement tax.

The theatre firm had filed suit against the city of Ann Arbor, asking an injunction to prevent the question from appearing on the ballot.

Butterfield had cited a state law prohibiting a municipality from submitting the same proposition on the ballot within two years of its defeat at the polls.

Dallas Services for 'Mike' Rice, Lawyer

DALLAS, July 23.—Funeral services were held here yesterday for Liston McLeod (Mike) Rice, 61, general counsel and a director of Rowley United Theatres, Inc., who was killed on Monday when his car was hit by a train.

Charter member and director of the Dallas Variety Club, and director of Gonzales Warm Springs Foundation, Rice was also an active member of the Texas Council of Motion Picture Organizations speakers bureau.

Survivors include his widow, his mother, his son, a sister and three brothers.

Martin at Canadian Fete

TORONTO, July 23.—Tony Martin will be the headline attraction at the Canadian National Exhibition, August 26-September 6. Jack Arthur, producer loaned by Famous Players to handle the show, revealed that Martin's contract called for 14 performances and guaranteed $30,000.

Field Meetings to Be Held Tomorrow On CompoFinances

Organization of the Council of Motion Picture Organization's finance drive in every exchange area in the country will get under way tomorrow when company branch managers and exhibitor drive committee members will meet in 32 exchange centers.

The meetings will be the first of a series which will culminate during the week of August 11-18 in the canvassing of all theatres for the payment of COMPO dues.

At tomorrow's meetings, which will be presided over by distribution and exhibition co-chairmen in each exchange city, the purposes of the drive will be explained and a list of theatres made available for each exchange territory.

Subsequent meetings will be held July 28 and August 4 when details for the solicitation of COMPO dues from exhibitors will be completed.

"Trueman Rembusch, speaking for the COMPO finance committee, expressed gratification that the deadline for the drive launching was accepted unanimously by the area committees," said a COMPO statement.

"'This is convincing evidence,' he said, 'that all branches of the industry are aware of the grave industry problems and are determined to meet them'."

Coast Production Steady; 36 in Work

HOLLYWOOD, July 23.—The production index showed a drop of only two points, for a total of 36 pictures in work. Three new films were started and five were completed.

Started were: "My Mother and Mr. McChesney," "Steak for Connie," and "The Girl Who Had Everything," all Metro-Goldwyn-Mayer.

Completed were: "The Velvet Cage" (Wisberg-Pollexfen Productions) and "Ruby Gentry" (Bernhard-Vidor), 20th Fox; "Naked Spur," Metro-Goldwyn-Mayer; "A Man's Country," Universal-International; "The Desert Song," Warner Brothers.

3 Technical Sessions Set for RTMA Meet

WASHINGTON, July 23.—Three technical sessions on television, including ultra high frequencies and color television, will feature the 1952 radio fall meeting which is sponsored annually by the Radio-Television Manufacturers Association's engineering department, it was disclosed here by Virgil M. Graham, associate director of the department.

This year's meeting is scheduled to be held on October 20-22.

Michael Siegel, 45

CHICAGO, July 23.—Michael Siegel, 45, a partner in the Paulina, Royal, Banner, and Wicker Park theatres, passed away here Monday.

Loew's, UATC Win 30-Day Extension

The Justice Department has granted Loew's another month's extension for the divorcement of its joint interests with United Artists Theatres. Seven theatres are held jointly by the two companies.

The new extension brings the deadline for Loew's from yesterday to August 23 to file a plan for termination of joint interests, or until August 30 to actually start proceedings.

Rackmil Meets with Universal Heads

Milton R. Rackmil, newly-elected president of Universal Pictures, met executives and department heads of the company at an informal luncheon here yesterday at the Laurent Restaurant. He was introduced by N. J. Blumberg, chairman of the board. Alfred E. Daff, executive vice-president, presided.

Among others who attended were Leon Goldberg, David A. Lipton, John J. O'Connor, Adolph Schimel, Maurice A. Bergman, James M. Franey, Charles J. Feldman, Americo Aboaf, Ray Moon, F. J. A. McCarthy, Foster M. Blake, P. T. Dana, James Jordan, Irving Sochin, David A. Levy, Ben Cohn, Harold Rubin, Ray Miles, Anthony Petti, Tom Mead, Ben Lorber, Cy Landau, C. J. Malafronte, Saul Friedberg, Richard Davis, Philip Gerard, Jeff Livingston, Henry A. Linet, Robert Ungerfeld, Milton Livingston, Morris Alin, Felix Sommer, Fortunat, Baronat, Joseph Mazer and Irving Weiss.

Directors Ratify Pact with IMPPA

HOLLYWOOD, July 23.—Screen Directors' Guild president George Sidney reports the Guild membership's ratification of a new wage contract with the Independent Motion Picture Producers' Association. The new pact establishes $550 weekly for three-and-a-half weeks as a minimum for the lowest classification (Westerns budgeted under $55,000), with other classifications increased proportionately.

Fox Midwest Gets Tax Adjustments

KANSAS CITY, July 23.—The Jackson County board of equalization has granted three of 11 requests by Fox Midwest Theatres for adjustment of the county assessor's valuations of theatre properties for tax purposes.

The assessor's figures on the Orpheum and the Esquire were reduced by $85,000. The Madrid, neighborhood theatre closed several years, was adjusted from $73,540 down to $60,000.

K. C. Unit to Aid Boys

KANSAS CITY, July 23.—The expenses of 52 boys for their attendance at a YMCA boys' camp will be paid by the Motion Picture Association of Greater Kansas City this summer.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



"She's Working Her Way Through College"

COLOR BY TECHNICOLOR

is rah, rah, rocking the ticket machines! Mr. Showman, Mr. Film Buyer, Mr. Booker, give it plenty of time--- give it big-time treatment! It's doing 'Moonlight Bay' business everywhere!

'Ray for Gay Garters Gertie--she's making everything Rosy!



STARRING **VIRGINIA MAYO** ☆ **RONALD REAGAN** ☆ **GENE NELSON**

DON DeFORE · PHYLLIS THAXTER · PATRICE WYMORE · WITH ROLAND WINTERS · RAYMOND GREENLEAF

GINGER CROWLEY · NORMAN BARTOLD · THE BLACKBURN TWINS · Screen Play by PETER MILNE · Produced by WILLIAM JACOBS · Directed by BRUCE HUMBERSTONE

Musical Numbers Staged and Directed by LeRoy Prinz • Musical Direction Ray Heindorf



Warner Bros.

Yates

(Continued from page 1)

available, through Hollywood Television Service, a wholly-owned subsidiary, its pictures for television for the past 12 months. We now have 75 contracts with television stations, and we are serving approximately 40 markets out of the existing 63.

"We are making every effort to sell to the other 23. These 40 markets serve approximately 85 per cent of the present potential television audience. We cannot understand our being included in such purported conspiracy. No representative of the Department of Justice has visited Republic or made any effort to learn the facts from us in this matter."

Southern California Theatre Owners Association officers withheld formal comment pending their regular meeting next Monday, when the matter is expected to come up.

Off-the-record comment throughout the trade here varied somewhat, depending on individual interests, but was in substantial agreement that the Department of Justice did not initiate an investigation of this long-standing, marginal phase of industry operation without prompting by one or another individual or concern powerful in the television field.

George Schaefer, business agent of IATSE Projectionists Local No. 150, on being asked whether union operators would protest use of 16mm. prints in TV stations and by itinerent tent-show outfits, etc., said: "Sixteen or thirty-five—TV stations or theatre—all projection comes under our jurisdiction."

Indiana Allied

(Continued from page 1)

theatres would be ruined." They say experience has shown that stars regularly appearing on free TV cannot be sold successfully at theatre box-offices. The Indiana exhibitors ask, "How can justice and anti-trust laws of this country be served properly if an action is taken that builds up one industry, television, and destroys another, motion picture exhibitions?"

It will also be suggested to the Indiana Allied board of directors that the resources of the Indiana organization be offered to production to intercede in its behalf in the anti-trust case filed by the Department of Justice.

There is no doubt that a protest will be lodged by the Indiana Allied group with Attorney General McGranery protesting the Department of Justice action, and that follow-ups will be made to Senators Capehart and Jenner and the Indiana representatives. "It is the private feeling of exhibition in this traditionally Republican state that the Justice Department's action smacks of politics between television and the present Democratic Administration," said Rembusch.

Polio Closes Four Theatres in Ohio

CLEVELAND, July 23.—Polio has closed the Russell Theatre, Millersburg; Idol, Lodi; Duncan, Killbuck, and Ohio at Conneaut. Although no epidemic has been officially declared, theatre owners in areas where the disease is spreading feel it in the public interest to close.

ANSWER TO YOUR TECHNICAL PROBLEMS...



The Altec Service Man

The Altec Service Man and the organization behind him

ALTEC SERVICE CORPORATION

161 Sixth Avenue, New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

Trust Suit

(Continued from page 1)

ment officials there said they had "evidence" to support the naming of TOA but had none against Allied States Association. TOA was not included in the complaint as a defendant, however.

Neither were Paramount and Loew's included among the defendants, and for the same reason—"no evidence." Named as defendants were 20th Century-Fox, Warner Brothers, RKO Pictures, Republic, Columbia, Universal, Warner Brothers Distributing Corp., Republic Productions, Screen Gems, United World Films, Films, Inc., and Pictorial Films, Inc.

It was pointed out in the industry here that Paramount and Loew's did not operate 16mm. departments in the U. S. because they apparently did not regard the commodity as sufficiently profitable. On the other hand those of the defendants whose principle business is to service theatres with product also carried on 16mm. sales because they could find therein some measure of profit. Now, it was observed, the Department of Justice seems to be desirous of dictating to the defendant companies as to how they shall function and as to who their customers shall be.

Would Die Quickly

The nature of motion pictures is such that if television were supplied with film on equal terms with theatres the theatre business as the industry now knows it would die a quick death, some industry observers agreed. And if the producers are given only television and clubs and hotels to supply with film, the production industry will die quickly too since video advertisers cannot afford to pay enough for the product to keep producers going, it was stated.

The national TV market for a "top" feature film is only $25,000 currently, it was pointed out. On the other hand, theatre exhibition of a picture costing $1,000,000 can earn this cost and substantial profits for exhibitors and distributor.

Herman M. Levy, TOA general counsel, who was in New York yesterday, refused comment on the suit pending receipt of the government's complaint. He conferred on the action by telephone with Mitchell Wolfson, TOA president, in Miami.

Army, Navy Needs

(Continued from page 1)

from ignorance of the past and current practices of the industry, one distribution official contended.

It was pointed out that under current practices virtually all companies offer their films for sale to Army Post theatres, for instance, at the time of their general release, or even before general release. Although these films are on 35mm., 16mm. prints of the same films for showing to the Armed Services abroad are made and shipped as soon as possible, it was pointed out.

Added indignation was expressed by distribution executives when they recalled the industry's role during the war. They called attention to the fact that 43,000 prints of feature pictures and 33,000 prints of short subjects, were given away by the industry, without cost to the American taxpayer. These films, in addition to talent donated by stars, were used to entertain American Armed Forces throughout the world, it was pointed out.

TV and Radio

—with Pinky Herman

THE 150-YEAR-OLD SAGA of "DuPont Story" will be dramatized in a special NBTelecast Tuesday, July 29, 8:00 to 8.45 P.M. The film, featuring Sigrid Curie, Eduard Franz, Tom Neal and Donald Woods, traces the history of this fabulous American family from 1802, when E. T. duPont first landed on the banks of the Brandywine River near Wilmington, Del., to the present. . . . Art Linkletter's new TV edition of "House Party," CBStarts September 1 with a half-hour format across the board, co-sponsored by Lever Bros., Green Giant, Pillsbury Mills and Kellogg's. . . . Announcer Michael Fitzmaurice and former WMGM staffer Lucille Kennedy will sing an "I Do-et" on August 8 and spend a month honeymooning at Mike's 125-acre farm in Vermont. . . .

•

That's an amazing interim rating that "Walk A Mile" has earned after but several weeks summer-replacing the "Bob Hawk Show." Program features Win Eliot as emcee with Bob Quigley, gatherer of material, guests and writer, the same team which was responsible for the six-year popularity of Borden's "County Fair" series. . . . Lack of space cut off the last line of the item we wrote in Tuesday's pillar concerning the new Sauter-Finnegan Band . . . the line reads, 'look for this orchestra to hit the heights before the snow flies.' . . . Al Garry has just scripted a half-hour audience-participation panel show, "On the Spot," which shows lots of promise, especially if the femcee were Maggi McNellis. . . . Bill Harrington starts a new deejay series Monday at WNEW. There's a twist. Bill sings better and has more real talent than half of those whose platters he'll plug—and we mean PLUG. He's that kind of a sweet character. . . .

•

Charles Wick Co. will handle national distribution for Leon Fromkess' new filmed adventure series, "Ramar of the Jungle," starring Jon Hall. . . . "Stop the Music," which bowed off TV some time ago will likewise fade from the radio scene on August 10. . . . *Eric Severeid, currently in Chicago to cover the Democonvention for CBS, spied a side-walk soapbox orator on Michigan Boulevard Monday. Ever on the alert for news, Eric stopped and, believe it or not, the speaker was demanding the immediate founding of a Salvation Navy. If this scribbler thought that the Salvation Army needed a Naval division or that such an organization could serve one-fifth as well as the great Salvation Army, we'd be FOR it. . . . We hear that although the "Colgate Comedy Hour" will go on again in the fall, the tremendous cost will prevent its renewal* in 1953. . . .

•

LOTSA DOTS . . . Bob Hope, who travelled over a million miles entertaining servicemen and hospitalized vets, will receive the Al Jolson Award Aug. 4 which each year will be awarded by the Vets of Foreign Wars to showfolk. . . . Jan Murray returns for another guestint on NBC's "All-Star Revue" Aug. 2.

Arbitration

(*Continued from page* 1)

cerning the status competitive bidding should hold in any system of arbitration that is agreed upon.

It was indicated that the exhibitor delegates were unanimous on the issue in question and that "some" of the distributor representatives agreed with them. The issue was said to be whether bidding should not be included among arbitrable matters (the exhibitors' position), or whether it should (the position taken by a number of the film companies).

Better Prospects

The new meetings face better prospects of success than did all previous exhibitor-distributor conferences on arbitration, it was reported by one representative of distribution, and this was interpreted to mean that the distributors have arrived at a unanimous viewpoint on bidding that coincides with that of exhibition.

Scheduled to be on hand when the meetings open August 4 are the following: From exhibition, Abram F. Myers, Wilbur Snaper, Herman M. Levy, S. H. Fabian, Emanuel Frisch; from distribution, Robert Perkins, Adolph Schimel, Al Lichtman, Abe Montague, William F. Rodgers. Previous meetings were attended also by Ralph Hetzel, Jr., vice-president of the MPAA, and Henderson M. Richey, secretary of the Arbitration Conference.

The Continuations Committee adjourned abruptly on July 2 after four days of meetings marked by little progress. The group had been set up by the Arbitration Conference proper when the latter's delegates agreed after several days of meetings in June that such a committee could more effectively complete the analysis which was being made of the blueprint for a system.

Review

"Les Miserables"

(20th Century-Fox)

VICTOR HUGO'S immortal "Les Miserables" is again brought to the screen in this 20th Century-Fox production. It is obvious that a lot of tender care went into the recreation of this famous tale of social injustice, for the backgrounds appear to be authentic and the atmosphere convincing.

The cast is a competent one. Michael Rennie plays Jean Valjean who is sentenced to 10 years on a convict galley for the theft of a loaf of bread, while Robert Newton portrays police officer Javert who hounds the latter with inflexible persistence. Others in the cast are Debra Paget, a young girl whom Rennie subsequently adopts, Sylvia Sidney, her dissolute mother, and Cameron Mitchell, young revolutionist lover of Miss Paget.

Naturally the picture has strong popular appeal in the light of the story's literary reputation, its slashing action and the forceful, dramatic elements inherent in it. However, in terms of modern screen technique, there are times when the narrative seems touched with outmoded qualities.

The screenplay by Richard Murphy sticks pretty much to the outline of the original, with all the stormy chapters in Valjean's life portrayed, including his release from prison and his subsequent failure to report to the police. Valjean goes on to become a successful and loved citizen until his past, in the form of Javert, catches up with him. The consequences are pregnant with excitement, culminating in the famous flight through the sewers and the eventual suicide of Javert.

Fred Kohlmar as producer and Lewis Milestone as director combined their talents to make a highly interesting film. Running time, 104 minutes. General audience classification. For August release. MANDEL HERBSTMAN

Reception for Geesink

Joop Geesink, Holland producer of "Kermasse Fantastique" and head of Dollywood Studios in Amsterdam, will be the guest at a reception here today given by Transfilms, Inc.

Chaplin Files Suit

A $3,000,000 suit was filed by Charles Chaplin here yesterday against National Broadcasting and columnist-radio commentator Hy Gardner in New York Federal Court. The suit, in addition to seeking damages, also asks the court to enjoin the defendants from using a tape recorded conversation between Gardner and Chaplin's butler over the air. It was charged that the conversation pertaining to Chaplin was defamatory.

TV Hearings

(*Continued from page* 1)

at least eight days of hearings in that month direct testimony on engineering and accounting phases of the hearings could be gotten out of the way.

The last previous postponement of the hearings had brought the scheduled opening of the theatre television hearings to January 12, 1953.

The FCC order yesterday set October 20 as an opening date for hearing direct testimony only, and only on engineering and accounting phases. FCC further provided that these preliminary hearings could continue for as long as necessary to clear up direct testimony on the two phases, following which, the hearings would adjourn until January 12, the previously scheduled opening date, at which time all other designated matters and all cross-examination could be presented.

Move to Dissolve Ufa

Alleging as its purpose the creation of "an independent film industry on a democratic basis" in Germany, the West German Bundestag, or lower house, has passed a bill to dissolve Ufa, the former Reich-owned property of the Nazi film monopoly, according to reports here from Bonn. Allied High Commission approval is needed.

$25,000 for 'Kong'

BOSTON, July 23.—RKO Theatres here reports the Boston Theatre, now showing "King Kong," closed its first week with a gross of approximately $25,000.



It's *seventeen's*

August PICTURE OF THE MONTH

It's slated for big teen business
It's Universal-International's

The
WORLD IN HIS ARMS

starring
GREGORY PECK
ANN BLYTH

color by Technicolor

It's a great film for the greatest film-goers of all... 2½ million teen girls who take their "see-it" signals from SEVENTEEN!



The Hands of Esau

(Continued from page 1)

munity of merchandise and services, which usually are of low and tawdry quality, is also ignored.

Then there is that essential element of the complaint which has about it an odor of both mine-run politics and something that is politics at its very worst. This is the portion which asserts that as result of the alleged conspiracy of industry units, "the telecasting of the finer feature films to television audiences in the United States has been suppressed."

ALL OF this adds up, obviously, to such a sorry mess that its perpetrators needed some kind of a gimmick to make it even half-way palatable to the American public. This gimmick was hit upon in the scheme of tying up the whole complaint in a package labeled "Sixteen Millemeter Films." The Justice Department does not attack, at least not at this point, the right of the owners of thirty-five millemeter prints to refuse to license them to television, barrooms, juke box joints and the like. Its precious sense of justice has not yet seen fit to demand that producers of theatrical films cut both their own throats and that of their customers at one fell swoop.

Instead it just centers its complaint on the gimmick which some genius in the department must have discovered; namely, the sixteen millemeter film.

In its ignorance, or in its malice, the governmental agency has chosen to ignore the simple physical fact that a 16mm. print of a motion picture is nothing more or less than a narrower gauge print of the subject which usually, but not invariably, is made in the film width of 35mm. In justice and equity the producer of a film has exactly the same rights with respect to a 16mm. print of the subject he owns as he has in the case of a 35mm. print. A 16mm. print of a motion picture is capable of being just as destructive to the business of an established theatre, if run in random competition, as a 35mm. print.

The introduction of the 16mm. gimmick in this unhappy adventure is a perfect example of a red herring—an obvious attempt to divert and confuse a public which believes in fair play and common justice.

In this new adventure of the Department of Justice in which it is attempting to throw up for grabs the rights of the organized industry the voice of Jacob is heard. But a close look discloses the hands of Esau.

Act in Showings Of 'Free Movies'

DETROIT, July 23.—Action has been started here against the showing of "free movies" in the Northern Michigan resort area. Joseph Deebs, U. S. District Attorney in Grand Rapids, has referred the matter to Harry Sunball, special agent in charge of the U. S. Internal Revenue Bureau in Detroit.

Exhibitors have complained of unscrupulous "free movie" operators who "pass the hat" to people attending the shows, stating that donations will help keep the "free movies" in operation. The U. S. is losing a substantial amount of tax revenue since these operators do not keep records of collections for income tax and do not collect Federal admission taxes, it was said.

Allied Theatres of Michigan started the movement to fight and correct the situation.

Smith with Demby, Broun

Hunter W. Smith has joined Demby, Broun and Co., Inc., TV and motion picture producers, as sales coordinator.

Transfer US Media Setup on Aug. 15

The transfer of the Federal Government's Information Media Guarantee Program from the Mutual Security Agency to the State Department will be completed on August 15, Gilbert Simon, who is in charge of the program, reported here.

Simon explained that the program, which guarantees American film producers revenue on pictures sent to Europe for the ideological war with Soviet Russia, was transferred to State on July 1 under a Presidential order signed June 15. However, he added, the program was re-delegated meanwhile to MSA for administrative purposes pending the completion of transfer details.

By August 1, Simon said, the program will have $500,000 to cover distribution of films in Yugoslavia principally. The industry's contract with that country will terminate on that date and will be subject to renewal. A maximum of $10,000,000 was allocated to the program, which also covers distribution of books, magazines, etc., at the beginning of this year.

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 17 NEW YORK, U.S.A., THURSDAY, JULY 24, 1952 TEN CENTS

Arbitration Talks Resume Here on Aug. 4

Committee of 10 to Pick Up with Bidding Issue

August 4 has been set for the resumption of meetings between the five representatives from exhibition and the five from distribution who make up the Industry Arbitration Conference's Continuations Committee. The new conferences looking to the establishment of an industry system of arbitration will be held at the Hotel Astor here.

The distributor delegation initiated the move for the Committee's second series of meetings, having been authorized to do so last Monday at a meeting here of Motion Picture Association of America member companies' sales managers and counsel and Eric A. Johnston, MPAA president.

The distributors reportedly took the step. after having resolved the differences which existed among them con-

(*Continued on page 5*)

NEWS FLASHES

Decca Records disclosed here yesterday, in a prospectus to Decca stockholders in connection with the company's offer to sell 258,383 shares of additional capital stock in the company, that it has no present intention of increasing its holdings in Universal Pictures. The prospectus also stated that there are no present plans to merge the two companies, although it acknowledged that such a step was contemplated in the past.

•

HOLLYWOOD, July 23.--Jean Hersholt was re-elected president of the Motion Picture Relief Fund for the 16th consecutive term. All incumbents were re-elected.

Indiana Allied to Initiate Action Against Gov't Suit

FRANKLIN, Ind., July 23.—An emergency meeting of the board of directors of Allied Theatre Owners of Indiana has been called by president Trueman T. Rembusch for Tuesday to initiate action "looking toward correction of the underhanded and misleading attempt of the television monopoly through the United States Department of Justice to force motion picture producers to make available their films at a pittance to free TV."

Several directors of the Indiana group have been in touch with Rembusch and have suggested that a complaint be lodged with the House Small Business Committee, pointing out to that Committee that if the Department of Justice is successful in its anti-trust action against motion picture producers "thousands of small and large

(*Continued on page 4*)

Hamm CTA Head Again

SAN FRANCISCO, July 23.—L. S. Hamm, president of Westside Theatres and head of the law firm which bears his name, has been reelected president of the California Theatres Association for the third consecutive year.

Other officers reelected for a second term bv the directors were Graham Kislingbury, district manager of North Coast Theatres, secretary; Ben Levin of General Theatrical, first vice-president; Boyd Sparrow, manager of Loew's Warfield, San Francisco, treasurer. Abe Blumenfeld of Blumenfeld Theatres was elected second vice-president.

Mrs. Hulda McGinn was reappointed public relations representative and Charles M. Thall was reappointed office manager.

Mrs. McGinn was recently named West Coast liaison for the motion picture division of the General Federation of Women's Clubs.

Gov't Charges Are Unfounded: Yates

HOLLYWOOD, July 23. — The first formal comment on the Government's suit to force film companies to sell 16mm. prints to television came today from Republic president Herbert J. Yates.

"We do not know of, and have never been part to any conspiracy to refusal to service pictures to television stations," he said.

"Republic," he continued, "has made

(*Continued on page 4*)

The Hands of Esau

TO PERSONS VERSED in the American tradition of government, which is based on respect for both individual rights and property rights, the new so-called "anti-trust" action brought by the prosecuting arm of the federal administration is a development of shocking import.

This action in which numerous of the industry's producing and distributing companies, together with one of the principal exhibitor associations, are made defendants is a piece of blatant and transparent injustice. Its political coloring is luminous.

The action is claimed to be based on the existence of an illegal conspiracy of the owners of copyrighted motion picture film under which, jointly with exhibitors, these owners have refused—believe it or not!—to make their films available for exhibition to "free merchant's shows, taverns, coin-operated machines and roadshowmen."

The fact that any such exhibitions involve the giving away of shows to which the established theatres charge an admission price has not deterred the Justice Department in this madcap adventure. The fact that any such exhibitions are designed to be merely come-ons in the sale to gullible members of a com-

(*Continued on page 6*)

US Trust Suit 'Outrages' Industry Here

Gov't Could Turn Up No Evidence Against Allied

The motion picture industry, "stunned and outraged" by the Government's anti-trust suit charging restrictions against the showing of 16mm. films on television and in other markets, wondered yesterday if the Department of Justice was attempting to lure it into economic disaster.

While attorneys for the individual defendants chose to reserve comment in their names until they had been served with the complaints—probably by today or tomorrow — their reaction to press reports of the suit was a mixture of amazement and anger that it was filed.

Meanwhile, the answer to why Theatre Owners of America was singled out as a co-conspirator turned up in Washington. Justice Depart-

(*Continued on page 4*)

Hold Armed Forces Needs Were Met

Particular outrage was expressed here yesterday by many top distribution executives against the government's inferred charge in its 16mm. suit that the six major producer defendants have not fully met the film needs of the armed services, veterans' hospitals, the Red Cross and the USO.

Such a charge in the suit, filed in Los Angeles by the Department of Justice on Tuesday, could only stem

(*Continued on page 4*)

Set Theatre TV Hearings Oct. 20

WASHINGTON, July 23.—Hearings on theatre television will begin on October 20, as requested by Motion Picture Association of America and National Exhibitors Theatre Television Committee, the Federal Communications Commission decided today.

MPAA and NETTC had petitioned the Commission for an October starting date, arguing that if FCC granted

(*Continued on page 5*)

Personal Mention

ERIC A. JOHNSTON, Motion Picture Association of America president, was in Chicago yesterday from New York en route to Spokane and Hollywood. He is due back in the East in mid-August.

•

KARL E. FASICK, director of advertising for Loew's Boston theatres, has been elected president of the newly formed Maryland Alumni Club of New England.

•

GRAHAM CRABTREE, formerly Crawley Films of Canada art director, is now on a one-year assignment to establish a new film system in Thailand as a project of the UNESCO.

•

JOHN W. JOHNSON, manager of the Hilans Theatre in Avon Park, Fla., has returned to his home in Canton, N. C., to recuperate after a third operation.

•

STEVE LEVITZ, production manager of the Big Three, M-G-M music subsidiary, has become a grandfather, his daughter, MRS. MARILYN SCHULER, having given birth to a daughter.

•

JAMES MYERS, Monogram-Allied Artists San Francisco manager, has returned to his office following surgery.

•

GEORGE MURPHY will be a guest speaker at the American Legion Department of Texas convention in Dallas, August 8-9.

•

BARNEY TARANTAL, partner in the Burnside Theatre, East Hartford, Conn., has resumed his duties, following recuperation from illness.

•

JAN WAKELEE is M. L. SIMON's new secretary and assistant at M-G-M's editorial office of *The Distributor*, company sales publication.

•

RICHARD F. WALSH, IATSE international president, will leave here today for Minneapolis.

•

CHARLES DIETZ, M-G-M field press representative in Detroit, is due here on August 11 for a vacation.

•

RAYMOND MASSEY and MRS. MASSEY will sail from here today for Europe aboard the *S.S. Mauretania*.

•

NAT WOLF, formerly Warner Brothers Ohio zone manager, is back in Cleveland from Texas.

•

AL RACKIN, publicity director for ROY ROGERS, is in New York from the Coast.

•

HAL ROACH, producer, will leave Hollywood today for New York.

Homer Curran, 67

SAN FRANCISCO, July 23.—Homer Curran, founder of Curran and Geary Theatres here, died at his Beverly Hills home July 17 at the age of 67.

154 Showmen Now on Anti-Tax Committee

Bringing the total acceptances to 154, six more exhibitors sent word yesterday to Col. H. A. Cole and Pat McGee, co-chairmen of the industry's Council of Motion Picture Organizations' campaign to repeal the admission tax, that they would serve on campaign committees in their states.

Latest additions are: L. F. Gran, Wisconsin; Sam Rosen, New York; Arthur H. Lockwood and Frank C. Lydon, Massachusetts; Lee W. Newbury, New Jersey; Frank Vennett, Vermont.

Way Paved for Vote On Ann Arbor Tax

DETROIT, July 23.—The controversial 10 per cent amusement tax proposed by Ann Arbor officials may legally be placed before the voters in the August 5 primary election, Circuit Judge Archie D. McDonald has ruled.

This decision rejected the claim of Butterfield Theatres, Inc., that the August 5 tax vote was essentially the same measure that had been defcated April 7, when the city had asked general authority to levy excise taxes, including an amusement tax.

The theatre firm had filed suit against the city of Ann Arbor, asking an injunction to prevent the question from appearing on the ballot.

Butterfield had cited a state law prohibiting a municipality from submitting the same proposition on the ballot within two years of its defeat at the polls.

Dallas Services for 'Mike' Rice, Lawyer

DALLAS, July 23.—Funeral services were held here yesterday for Liston McLeod (Mike) Rice, 61, general counsel and a director of Rowley United Theatres, Inc., who was killed on Monday when his car was hit by a train.

Charter member and director of the Dallas Variety Club, and director of Gonzales Warm Springs Foundation, Rice was also an active member of the Texas Council of Motion Picture Organizations speakers bureau.

Survivors include his widow, his mother, his son, a sister and three brothers.

Martin at Canadian Fete

TORONTO, July 23.—Tony Martin will be the headline attraction at the Canadian National Exhibition, August 26-September 6. Jack Arthur, producer loaned by Famous Players to handle the show, revealed that Martin's contract called for 14 performances and guaranteed $30,000.

Field Meetings to Be Held Tomorrow On Compo Finances

Organization of the Council of Motion Picture Organization's finance drive in every exchange area in the country will get under way tomorrow when company branch managers and exhibitor drive committee members will meet in 32 exchange centers.

The meetings will be the first of a series which will culminate during the week of August 11-18 in the canvassing of all theatres for the payment of COMPO dues.

At tomorrow's meetings, which will be presided over by distribution and exhibition co-chairmen in each exchange city, the purposes of the drive will be explained and a list of theatres made available for each exchange territory.

Subsequent meetings will be held July 28 and August 4 when details for the solicitation of COMPO dues from exhibitors will be completed.

"Trueman Rembusch, speaking for the COMPO finance committee, expressed gratification that the deadline for the drive launching was accepted unanimously by the area committees," said a COMPO statement.

"'This is convincing evidence,' he said, 'that all branches of the industry are aware of the grave industry problems and are determined to meet them'."

Coast Production Steady; 36 in Work

HOLLYWOOD, July 23.—The production index showed a drop of only two points, for a total of 36 pictures in work. Three new films were started and five were completed.

Started were: "My Mother and Mr. McChesney," "Steak for Connie," and "The Girl Who Had Everything," all Metro-Goldwyn-Mayer.

Completed were: "The Velvet Cage" (Wisberg-Pollexfen Productions) and "Ruby Gentry" (Bernhard-Vidor), 20th Fox; "Naked Spur," Metro-Goldwyn-Mayer; "A Man's Country," Universal-International; "The Desert Song," Warner Brothers.

3 Technical Sessions Set for RTMA Meet

WASHINGTON, July 23.—Three technical sessions on television, including ultra high frequencies and color television, will feature the 1952 radio fall meeting which is sponsored annually by the Radio-Television Manufacturers Association's engineering department, it was disclosed here by Virgil M. Graham, associate director of the department.

This year's meeting is scheduled to be held on October 20-22.

Michael Siegel, 45

CHICAGO, July 23.—Michael Siegel, 45, a partner in the Paulina, Royal, Banner, and Wicker Park theatres, passed away here Monday.

Loew's, UATC Win 30-Day Extension

The Justice Department has granted Loew's another month's extension for the divorcement of its joint interests with United Artists Theatres. Seven theatres are held jointly by the two companies.

The new extension brings the deadline for Loew's from yesterday to August 23 to file a plan for termination of joint interests, or until August 30 to actually start proceedings.

Rackmil Meets with Universal Heads

Milton R. Rackmil, newly-elected president of Universal Pictures, met executives and department heads of the company at an informal luncheon here yesterday at the Laurent Restaurant. He was introduced by N. J. Blumberg, chairman of the board. Alfred E. Daff, executive vice-president, presided.

Among others who attended were Leon Goldberg, David A. Lipton, John J. O'Connor, Adolph Schimel, Maurice A. Bergman, James M. Franey, Charles J. Feldman, Americo Aboaf, Ray Moon, F. J. A. McCarthy, Foster M. Blake, P. T. Dana, James Jordan, Irving Sochin, David A. Levy, Ben Cohn, Harold Rubin, Ray Miles, Anthony Petti, Tom Mead, Ben Lorber, Cy Landau, C. J. Malafronte, Saul Friedberg, Richard Davis, Philip Gerard, Jeff Livingston, Henry A. Linet, Robert Ungerfeld, Milton Livingston, Morris Alin, Felix Sommer, Fortunat, Baronat, Joseph Mazer and Irving Weiss.

Directors Ratify Pact with IMPPA

HOLLYWOOD, July 23.—Screen Directors' Guild president George Sidney reports the Guild membership's ratification of a new wage contract with the Independent Motion Picture Producers' Association. The new pact establishes $550 weekly for three-and-a-half weeks as a minimum for the lowest classification (Westerns budgeted under $55,000), with other classifications increased proportionately.

Fox Midwest Gets Tax Adjustments

KANSAS CITY, July 23.—The Jackson County board of equalization has granted three of 11 requests by Fox Midwest Theatres for adjustment of the county assessor's valuations of theatre properties for tax purposes.

The assessor's figures on the Orpheum and the Esquire were reduced by $85,000. The Madrid, neighborhood theatre closed several years, was adjusted from $73,540 down to $60,000.

K. C. Unit to Aid Boys

KANSAS CITY, July 23.—The expenses of 52 boys for their attendance at a YMCA boys' camp will be paid by the Motion Picture Association of Greater Kansas City this summer.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



"She's Working Her Way Through College"

COLOR BY TECHNICOLOR

is rah, rah, rocking the ticket machines! Mr. Showman, Mr. Film Buyer, Mr. Booker, give it plenty of time--- give it big-time treatment! It's doing 'Moonlight Bay' business everywhere!

'Ray for Gay Garters Gertie--she's making everything Rosy!



STARRING **VIRGINIA MAYO** ☆ **RONALD REAGAN** ☆ **GENE NELSON**

DON DeFORE · PHYLLIS THAXTER · PATRICE WYMORE · WITH ROLAND WINTERS · RAYMOND GREENLEAF

GINGER CROWLEY · NORMAN BARTOLD · THE BLACKBURN TWINS · Screen Play by PETER MILNE · Produced by WILLIAM JACOBS · Directed by BRUCE HUMBERSTONE

Musical Numbers Staged and Directed by Le Roy Prinz · Musical Direction Ray Heindorf

BEN KALMENSON DRIVE

Warner Bros.

Yates

(Continued from page 1)

available, through Hollywood Television Service, a wholly-owned subsidiary, its pictures for television for the past 12 months. We now have 75 contracts with television stations, and we are serving approximately 40 markets out of the existing 63.

"We are making every effort to sell to the other 23. These 40 markets serve approximately 85 per cent of the present potential television audience. We cannot understand our being included in such purported conspiracy. No representative of the Department of Justice has visited Republic or made any effort to learn the facts from us in this matter."

Southern California Theatre Owners Association officers withheld formal comment pending their regular meeting next Monday, when the matter is expected to come up.

Off-the-record comment throughout the trade here varied somewhat, depending on individual interests, but was in substantial agreement that the Department of Justice did not initiate an investigation of this long-standing, marginal phase of industry operation without prompting by one or another individual or concern powerful in the television field.

George Schaefer, business agent of IATSE Projectionists Local No. 150, on being asked whether union operators would protest use of 16mm. prints in TV stations and by itinerent tent-show outfits, etc., said: "Sixteen or thirty-five—TV stations or theatre—all projection comes under our jurisdiction."

Indiana Allied

(Continued from page 1)

theatres would be ruined." They say experience has shown that stars regularly appearing on free TV cannot be sold successfully at theatre box-offices. The Indiana exhibitors ask, "How can justice and anti-trust laws of this country be served properly if an action is taken that builds up one industry, television, and destroys another, motion picture exhibitions?"

It will also be suggested to the Indiana Allied board of directors that the resources of the Indiana organization be offered to production to intercede in its behalf in the anti-trust case filed by the Department of Justice.

There is no doubt that a protest will be lodged by the Indiana Allied group with Attorney General McGranery protesting the Department of Justice action, and that follow-ups will be made to Senators Capehart and Jenner and the Indiana representatives. "It is the private feeling of exhibition in this traditionally Republican state that the Justice Department's action smacks of politics between television and the present Democratic Administration," said Rembusch.

Polio Closes Four Theatres in Ohio

CLEVELAND, July 23.—Polio has closed the Russell Theatre, Millersburg; Idol, Lodi; Duncan, Killbuck, and Ohio at Conneaut. Although no epidemic has been officially declared, theatre owners in areas where the disease is spreading feel it in the public interest to close.

Trust Suit

(Continued from page 1)

ment officials there said they had "evidence" to support the naming of TOA but had none against Allied States Association. TOA was not included in the complaint as a defendant, however.

Neither were Paramount and Loew's included among the defendants, and for the same reason—"no evidence." Named as defendants were 20th Century-Fox, Warner Brothers, RKO Pictures, Republic, Columbia, Universal, Warner Brothers Distributing Corp., Republic Productions, Screen Gems, United World Films, Films, Inc., and Pictorial Films, Inc.

It was pointed out in the industry here that Paramount and Loew's did not operate 16mm. departments in the U. S. because they apparently did not regard the commodity as sufficiently profitable. On the other hand those of the defendants whose principle business is to service theatres with product also carried on 16mm. sales because they could find therein some measure of profit. Now, it was observed, the Department of Justice seems to be desirous of dictating to the defendant companies as to how they shall function and as to who their customers shall be.

Would Die Quickly

The nature of motion pictures is such that if television were supplied with film on equal terms with theatres the theatre business as the industry now knows it would die a quick death, some industry observers agreed. And if the producers are given only television and clubs and hotels to supply with film, the production industry will die quickly too since video advertisers cannot afford to pay enough for the product to keep producers going, it was stated.

The national TV market for a "top" feature film is only $25,000 currently, it was pointed out. On the other hand, theatre exhibition of a picture costing $1,000,000 can earn this cost and substantial profits for exhibitors and distributor.

Herman M. Levy, TOA general counsel, who was in New York yesterday, refused comment on the suit pending receipt of the government's complaint. He conferred on the action by telephone with Mitchell Wolfson, TOA president, in Miami.

Army, Navy Needs

(Continued from page 1)

from ignorance of the past and current practices of the industry, one distribution official contended.

It was pointed out that under current practices virtually all companies offer their films for sale to Army Post theatres, for instance, at the time of their general release, or even before general release. Although these films are on 35mm., 16mm. prints of the same films for showing to the Armed Services abroad are made and shipped as soon as possible, it was pointed out.

Added indignation was expressed by distribution executives when they recalled the industry's role during the war. They called attention to the fact that 43,000 prints of feature pictures and 33,000 prints of short subjects, were given away by the industry, without cost to the American taxpayer. These films, in addition to talent donated by stars, were used to entertain American Armed Forces throughout the world, it was pointed out.

ANSWER TO YOUR TECHNICAL PROBLEMS...



The Altec Service Man

The Altec Service Man and the organization behind him

ALTEC SERVICE CORPORATION

161 Sixth Avenue, New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT

TV and Radio

—with Pinky Herman

THE 150-YEAR-OLD SAGA of "DuPont Story" will be dramatized in a special NBTelecast Tuesday, July 29, 8:00 to 8.45 P.M. The film, featuring Sigrid Curie, Eduard Franz, Tom Neal and Donald Woods, traces the history of this fabulous American family from 1802, when E. T. duPont first landed on the banks of the Brandywine River near Wilmington, Del., to the present. . . . Art Linkletter's new TV edition of "House Party," CBStarts September 1 with a half-hour format across the board, co-sponsored by Lever Bros., Green Giant, Pillsbury Mills and Kellogg's. . . . Announcer Michael Fitzmaurice and former WMGM staffer Lucille Kennedy will sing an "I Do-et" on August 8 and spend a month honeymooning at Mike's 125-acre farm in Vermont. . . .

•

That's an amazing interim rating that "Walk A Mile" has earned after but several weeks summer-replacing the "Bob Hawk Show." Program features Win Eliot as emcee with Bob Quigley, gatherer of material, guests and writer, the same team which was responsible for the six-year popularity of Borden's "County Fair" series. . . . Lack of space cut off the last line of the item we wrote in Tuesday's pillar concerning the new Sauter-Finnegan Band . . . the line reads, 'look for this orchestra to hit the heights before the snow flies.' . . . Al Garry has just scripted a half-hour audience-participation panel show, "On the Spot," which shows lots of promise, especially if the femcee were Maggi McNellis. . . . Bill Harrington starts a new deejay series Monday at WNEW. There's a twist. Bill sings better and has more real talent than half of those whose platters he'll plug—and we mean PLUG. He's that kind of a sweet character. . . .

•

Charles Wick Co. will handle national distribution for Leon Fromkess' new filmed adventure series, "Ramar of the Jungle," starring Jon Hall. . . . "Stop the Music," which bowed off TV some time ago will likewise fade from the radio scene on August 10. . . . *Eric Severeid, currently in Chicago to cover the Democonvention for CBS, spied a side-walk soapbox orator on Michigan Boulevard Monday. Ever on the alert for news, Eric stopped and, believe it or not, the speaker was demanding the immediate founding of a Salvation Navy. If this scribbler thought that the Salvation Army needed a Naval division or that such an organization could serve one-fifth as well as the great Salvation Army, we'd be FOR it. . . . We hear that although the "Colgate Comedy Hour" will go on again in the fall, the tremendous cost will prevent its renewal* in 1953. . . .

•

LOTSA DOTS . . . Bob Hope, who travelled over a million miles entertaining servicemen and hospitalized vets, will receive the Al Jolson Award Aug. 4 which each year will be awarded by the Vets of Foreign Wars to showfolk. . . . Jan Murray returns for another guestint on NBC's "All-Star Revue" Aug. 2.

Arbitration

(Continued from page 1)

cerning the status competitive bidding should hold in any system of arbitration that is agreed upon.

It was indicated that the exhibitor delegates were unanimous on the issue in question and that "some" of the distributor representatives agreed with them. The issue was said to be whether bidding should not be included among arbitrable matters (the exhibitors' position), or whether it should (the position taken by a number of the film companies).

Better Prospects

The new meetings face better prospects of success than did all previous exhibitor-distributor conferences on arbitration, it was reported by one representative of distribution, and this was interpreted to mean that the distributors have arrived at a unanimous viewpoint on bidding that coincides with that of exhibition.

Scheduled to be on hand when the meetings open August 4 are the following: From exhibition, Abram F. Myers, Wilbur Snaper, Herman M. Levy, S. H. Fabian, Emanuel Frisch; from distribution, Robert Perkins, Adolph Schimel, Al Lichtman, Abe Montague, William F. Rodgers. Previous meetings were attended also by Ralph Hetzel, Jr., vice-president of the MPAA, and Henderson M. Richey, secretary of the Arbitration Conference.

The Continuations Committee adjourned abruptly on July 2 after four days of meetings marked by little progress. The group had been set up by the Arbitration Conference proper when the latter's delegates agreed after several days of meetings in June that such a committee could more effectively complete the analysis which was being made of the blueprint for a system.

Review

"Les Miserables"

(20th Century-Fox)

VICTOR HUGO'S immortal "Les Miserables" is again brought to the screen in this 20th Century-Fox production. It is obvious that a lot of tender care went into the recreation of this famous tale of social injustice, for the backgrounds appear to be authentic and the atmosphere convincing.

The cast is a competent one. Michael Rennie plays Jean Valjean who is sentenced to 10 years on a convict galley for the theft of a loaf of bread, while Robert Newton portrays police officer Javert who hounds the latter with inflexible persistence. Others in the cast are Debra Paget, a young girl whom Rennie subsequently adopts, Sylvia Sidney, her dissolute mother, and Cameron Mitchell, young revolutionist lover of Miss Paget.

Naturally the picture has strong popular appeal in the light of the story's literary reputation, its slashing action and the forceful, dramatic elements inherent in it. However, in terms of modern screen technique, there are times when the narrative seems touched with outmoded qualities.

The screenplay by Richard Murphy sticks pretty much to the outline of the original, with all the stormy chapters in Valjean's life portrayed, including his release from prison and his subsequent failure to report to the police. Valjean goes on to become a successful and loved citizen until his past, in the form of Javert, catches up with him. The consequences are pregnant with excitement, culminating in the famous flight through the sewers and the eventual suicide of Javert.

Fred Kohlmar as producer and Lewis Milestone as director combined their talents to make a highly interesting film. Running time, 104 minutes. General audience classification. For August release. MANDEL HERBSTMAN

Reception for Geesink

Joop Geesink, Holland producer of "Kermasse Fantastique" and head of Dollywood Studios in Amsterdam, will be the guest at a reception here today given by Transfilms, Inc.

Chaplin Files Suit

A $3,000,000 suit was filed by Charles Chaplin here yesterday against National Broadcasting and columnist-radio commentator Hy Gardner in New York Federal Court. The suit, in addition to seeking damages, also asks the court to enjoin the defendants from using a tape recorded conversation between Gardner and Chaplin's butler over the air. It was charged that the conversation pertaining to Chaplin was defamatory.

TV Hearings

(Continued from page 1)

at least eight days of hearings in that month direct testimony on engineering and accounting phases of the hearings could be gotten out of the way.

The last previous postponement of the hearings had brought the scheduled opening of the theatre television hearings to January 12, 1953.

The FCC order yesterday set October 20 as an opening date for hearing direct testimony only, and only on engineering and accounting phases. FCC further provided that these preliminary hearings could continue for as long as necessary to clear up direct testimony on the two phases, following which, the hearings would adjourn until January 12, the previously scheduled opening date, at which time all other designated matters and all cross-examination could be presented.

Move to Dissolve Ufa

Alleging as its purpose the creation of "an independent film industry on a democratic basis" in Germany, the West German Bundestag, or lower house, has passed a bill to dissolve Ufa, the former Reich-owned property of the Nazi film monopoly, according to reports here from Bonn. Allied High Commission approval is needed.

$25,000 for 'Kong'

BOSTON, July 23.—RKO Theatres here reports the Boston Theatre, now showing "King Kong," closed its first week with a gross of approximately $25,000.



It's *seventeen's*

August PICTURE OF THE MONTH

It's slated for big teen business
It's Universal-International's

The
WORLD IN HIS ARMS

starring

GREGORY PECK

ANN BLYTH

color by Technicolor

It's a great film for the greatest film-goers of all... 2½ million teen girls who take their "see-it" signals from SEVENTEEN!



The Hands of Esau

(Continued from page 1)

munity of merchandise and services, which usually are of low and tawdry quality, is also ignored.

Then there is that essential element of the complaint which has about it an odor of both mine-run politics and something that is politics at its very worst. This is the portion which asserts that as result of the alleged conspiracy of industry units, "the telecasting of the finer feature films to television audiences in the United States has been suppressed."

ALL OF this adds up, obviously, to such a sorry mess that its perpetrators needed some kind of a gimmick to make it even half-way palatable to the American public. This gimmick was hit upon in the scheme of tying up the whole complaint in a package labeled "Sixteen Millemeter Films." The Justice Department does not attack, at least not at this point, the right of the owners of thirty-five millemeter prints to refuse to license them to television, barrooms, juke box joints and the like. Its precious sense of justice has not yet seen fit to demand that producers of theatrical films cut both their own throats and that of their customers at one fell swoop.

Instead it just centers its complaint on the gimmick which some genius in the department must have discovered; namely, the sixteen millemeter film.

In its ignorance, or in its malice, the governmental agency has chosen to ignore the simple physical fact that a 16mm. print of a motion picture is nothing more or less than a narrower gauge print of the subject which usually, but not invariably, is made in the film width of 35mm. In justice and equity the producer of a film has exactly the same rights with respect to a 16mm. print of the subject he owns as he has in the case of a 35mm. print. A 16mm. print of a motion picture is capable of being just as destructive to the business of an established theatre, if run in random competition, as a 35mm. print.

The introduction of the 16mm. gimmick in this unhappy adventure is a perfect example of a red herring—an obvious attempt to divert and confuse a public which believes in fair play and common justice.

In this new adventure of the Department of Justice in which it is attempting to throw up for grabs the rights of the organized industry the voice of Jacob is heard. But a close look discloses the hands of Esau.

Act in Showings Of 'Free Movies'

DETROIT, July 23.—Action has been started here against the showing of "free movies" in the Northern Michigan resort area. Joseph Deebs, U. S. District Attorney in Grand Rapids, has referred the matter to Harry Sunball, special agent in charge of the U. S. Internal Revenue Bureau in Detroit.

Exhibitors have complained of unscrupulous "free movie" operators who "pass the hat" to people attending the shows, stating that donations will help keep the "free movies" in operation. The U. S. is losing a substantial amount of tax revenue since these operators do not keep records of collections for income tax and do not collect Federal admission taxes, it was said.

Allied Theatres of Michigan started the movement to fight and correct the situation.

Smith with Demby, Broun

Hunter W. Smith has joined Demby, Broun and Co., Inc., TV and motion picture producers, as sales coordinator.

Transfer US Media Setup on Aug. 15

The transfer of the Federal Government's Information Media Guarantee Program from the Mutual Security Agency to the State Department will be completed on August 15, Gilbert Simon, who is in charge of the program, reported here.

Simon explained that the program, which guarantees American film producers revenue on pictures sent to Europe for the ideological war with Soviet Russia, was transferred to State on July 1 under a Presidential order signed June 15. However, he added, the program was re-delegated meanwhile to MSA for administrative purposes pending the completion of transfer details.

By August 1, Simon said, the program will have $500,000 to cover distribution of films in Yugoslavia principally. The industry's contract with that country will terminate on that date and will be subject to renewal. A maximum of $10,000,000 was allocated to the program, which also covers distribution of books, magazines, etc., at the beginning of this year.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 18 NEW YORK, U. S. A., FRIDAY, JULY 25, 1952 TEN CENTS

Plea on Taxes To Democrats Not Heeded

Platform Does Not Call For Review of 20% Tax

The Democratic Party has failed to include a plank in its platform calling for a review of the 20 per cent Federal admission tax as requested by Harry Brandt, president of the Independent Theatre Owners Association of New York.

The tax plank adopted at the Democratic National Convention in Chicago made no mention of Federal excise taxes. The plank, under the heading of taxes, however, stated in part, "We believe in fair and equitable taxation. . . . As rapidly as defense requirements permit we favor reducing taxes. . . . But we will not imperil our nation's security by making reckless promises to reduce taxes."

Brandt's plea was addressed to Senator Herbert H. Lehman and Representative Emanuel Celler, both of

(*Continued on page 4*)

All States Now in Anti-tax Campaign

All states are now represented in the list of committees set up to conduct the admission tax repeal campaign, it was announced here yesterday by the Council of Motion Picture organizations.

South Dakota, the last state to be heard from, fell into line yesterday when John Bertelero of the Black Hills Amusement Co., Rapid City, wired Col. H. A. Cole and Pat McGee, co-chairmen of the campaign committee that he would serve.

Bertelero's acceptance was one of

(*Continued on page 4*)

Mexican Industry Faces Strike Tieup

Mexico City, July 24.—A general strike in the production branch of the industry looms for July 31. The movement is headed by the technical and manual workers sections of the Picture Production Workers Union who demand a 75 per cent wage increase, 10 more days vacation with pay yearly for members with more than 16 years service and more free medical attention and medicines. The demand is

(*Continued on page 4*)

'Unfair' 16mm. Competition Scored by TOA In Report

The 16mm. committee of the Theatre Owners of America, reported to the organiation's convention in New York last September that there were certain parts of the country "where the problem of unfair competition from 16mm. film continues to grow, and, in some instances, is entirely out of control."

This was brought out yesterday following the filing of the Department of Justice suit naming TOA a co-conspirator in the anti-trust action against 12 distributors of 16mm. product because it had "evidence" against the exhibitor organization.

The TOA committee report continued: "A few of the distributors have exercised some supervision and control. Much more supervision and control, however, by all companies are

(*Continued on page 2*)

'Jacks' Sets Para. Record of $16,900

The biggest non-holiday opening day gross in the 25-year history of the New York Paramount was racked up by "Jumping Jacks" on Wednesday, Robert Weitman, vice-president of UPT, disclosed here yesterday.

The opening day gross hit a big $16,900. Regular admission prices were charged. Business on the second day, yesterday, was described as brisk.

Cinecolor Issue To Raise $452,350

Hollywood, July 24.—Applications for subscription rights have been sent to 3,200 holders of Cinecolor common stock, it was disclosed here by Karl Herzog, president of the corporation. Herzog said that the rights which expire August 12, 1952 entitle the stockholders to subscribe for a total of $452,350 of five-year five per cent subordinated sinking fund debentures, due May 1, 1957, with stock purchase warrants attached giving the holders options to buy 452,350 shares of common stock at $1 per share any time before May 1, 1955. The debenture subscription rights, stated Her-

(*Continued on page 4*)

$750,000 Suit Filed By Lincoln Exhibitor

Lincoln, Neb., July 24.—Clarence D. Frazier, operator of the suburban Joyo Theatre, filed suit for $750,000 damages against nine distributors in Federal District Court here today charging other exhibitors had been favored in violation of the Sherman Anti-trust Act

He estimated actual loss at $250,000 and stated that he couldn't compete with downtown theatres because of third or fourth run position.

Named in the suit were 20th Century-Fox, Loew's, Warner Brothers, Columbia, Universal, United Artists, Paramount Film Distributing Corp., Paramount Pictures and RKO Pictures.

Silverstone Will Head East, Aaron The West for 20th

Top-level national 20th Century-Fox sales supervision, presently in the joint hands of Arthur Silverstone and Edwin W. Aaron, as assistant general sales managers, has been divided, with Silverstone directly responsible for all operational phases of the East and Aaron responsible for the West, effective on Monday. The division, announced by Al Lichtman, director of distribution, was made "in order to strengthen and provide closer supervision," according to a company statement. Originally, the field was supervised on the same East-West basis.

W. C. Gehring will retain the title and duties of executive assistant general sales manager.

Under the new sales structure,

(*Continued on page 4*)

Roach Will Resume Feature Production

Hollywood, July 24.—Hal Roach soon will resume the production of feature pictures for theatres, in addition to continuing his television activities, the producer said today on leaving for New York.

Roach said, "Our three years experience in producing pictures for television can be used in the production of features for theatrical distribution. We can make pictures at greatly reduced costs without lessening their quality in any way." Declaring he will make "A" pictures with "A" stars, he said, "It is contemplated that participation will be offered stars, and it should be particularly attractive to

(*Continued on page 4*)

Report Gov't Probed 16mm. 8 Months Ago

Examination of Contract Excluded Any for Video

Defendants in the government's anti-trust suit to force the sales of 16mm. films to television and other outlets in competition to theatres yesterday arrived at the conclusion that the action stemmed from an extensive examination of distributor 16mm. contracts conducted last fall by the Department of Justice.

The investigation, unattended by publicity, gave no hint to the companies that the government was interested in the extent to which pictures were sold for telecasting. In fact, according to one sales executive, the investigators made no inquiry whatever into 16mm., TV contracts.

That TV was "overlooked" in the Justice Department investigation was

(*Continued on page 2*)

ITOA Joins Fight Against 16mm. Suit

The Independent Theatre Owners Association of New York yesterday informed U. S. Attorney-General James P. McGranery that it will do everything in its power to defeat the purpose of the Department of Justice's anti-trust suit against major company distributors to force the sale of 16mm. films to TV and other outlets in competition to regular theatres

In a telegram to McGranery, Harry

(*Continued on page 2*)

Heat Wave Assists Baltimore Business

Baltimore, July 24.—The record-breaking heat wave helped business here, as it did elsewhere, according to first-run theatre managers. Owen Schnapf, Loew's Century manager, said "business took a spurt" when people bought tickets to escape the heat. Rodney Collier, Stanley manager, said matinee business definitely profited by the torrid wave. J. Lawrence Schanberger, Keith owner, had similar comment.

Personal Mention

WILLIAM ZIMMERMAN, assistant to ROBERT MOCHRIE, RKO Radio distribution vice-president, will leave here Sunday for Hollywood.

•

C. W. WADE, Alabama exhibitor, and JOHN LAWRENCE, head of Lawrence Amusement Co., Nashville, and his wife have returned home from a West Coast trip.

•

MAJOR J. A. RIGBY, director of travel film distribution for the National Film Board of Canada, has retired after 35 years in government service.

•

MRS. EDWARD L. SCHIFF, daughter of MAURICE GRAD, Columbia's short subjects sales manager, gave birth to a son at St. Albans Hospital.

•

MRS. FRED R. GREENWAY, wife of Loew's Poli Palace, Hartford, manager, has been discharged from Mt. Sinai Hospital in that city.

•

DAVID A. LIPTON, Universal vice-president in charge of advertising-publicity, left here last night for the Coast.

•

JOHN SPRINGER of the RKO Radio Eastern publicity staff has gone to Fort Lee, Virginia from New York.

•

LEOPOLD FRIEDMAN, Loew's vice-president, arrived in London yesterday by plane from New York.

•

HOWARD STRICKLING, M-G-M studio publicity head, will return here Monday from Canada.

•

DOUGLAS FAIRBANKS arrived here yesterday by plane from London.

RKO to Distribute Lesser's 'Red Sea'

"Under the Red Sea," a Sol Lesser production, will be distributed by RKO Pictures, Ned E. Depinet, RKO Pictures president, disclosed yesterday.

Tentative release of the film has been set for September, with a definite date to be determined by Depinet upon his return to New York from Hollywood.

'Fabiola' Titles Completed

Herman G. Weinberg has completed the English titles for the original Italian version of "Fabiola", which Jules Levey is presenting in the U. S. The original version runs 20 reels. Weinberg has also done the titles for the new Jean Cocteau film, "The Strange Ones", which will have a premiere at the Paris Theatre on Monday.

'Miserables' at Rivoli

Twentieth Century-Fox's production of "Les Miserables" will reopen the Rivoli Theatre here on Thursday, August 14.

Myers, O'Donnell, Cole Hit Government's 16mm. Action

Abram F. Myers, Allied general counsel, in Washington, and Robert J. O'Donnell and Col. H. A. Cole, Texas Council of Motion Picture Organizations leaders, in Dallas, have blasted the Department of Justice's anti-trust suit to force the sale of 16mm. films to TV and other outlets in competition to theatres.

O'Donnell, in a telegram to Attorney-General James McGranery, assailed the suit as "the most preposterous, vicious, insidious, and rank discriminatory action ever instigated against free enterprise."

A special meeting in Dallas among leaders of distribution and exhibition in the Texas territory to plan further action in behalf of the defendant film companies has been scheduled by O'Donnell for the first of next week.

"What have we done to deserve a movement of this kind?" Cole asked McGranery in a wire. "It is tough enough on our industry, just now fighting for survival from decreasing box-office, increasing expenses of operation and a 20 per cent gross admission tax, without having our government take sides against us, moving to show for free the only stock we have on our shelves."

"Shocked and indignant" over the suit, Myers had this also to say: "Unless the defendant companies make a spirited defense to the action and take steps to neutralize the influence of the TV representatives in Washington, exhibitors will certainly take to the warpath and exhaust all remedies available, including appeals to committees of Congress. Eighteen thousand theatres are not going to be destroyed at the whim of any bureaucrat."

Film Commission at Vatican Established

The Holy See has established a Pontifical Commission for Motion Pictures for the study of film problems which are related to faith and morals, according to word from Vatican City, where the Commission will have headquarters.

The organization will follow the idealogical and practical trends of film production and further the execution of directives issued by the Supreme Ecclesiastical Authority, according to the announcement. It also was stated that it will work in close contact with the National Catholic Film Centres and with the International Catholic Office of the Cinema, exchanging information, collaborating with them and fostering their activity.

Coast Services for M. E. Hoffman Today

HOLLYWOOD, July 24.—Funeral services will be held in Hollywood Cemetery Chapel for Milton Ely Hoffman, 72, pioneer film executive, who died Monday night at the Motion Picture Country Home, after a two-year illness.

Entering the industry in 1916, he had been assistant RKO Radio location department head for 10 years preceding his final illness. His widow survives.

Gov't Probed 16mm.

(*Continued from page* 1)

testified to on Wednesday by Herbert J. Yates, Republic president, who, as the first to issue formal comment on the suit, declared that "No representative of the Department of Justice has visited Republic or made any effort to learn the facts from us in this matter." Yates' statement assailing the suit made no reference to government complaints concerning the sale of 16 mm. product to other outlets. He cited the large number of TV film contracts held by Republic and the fact that the company was serving 40 TV markets.

The defendants were more or less certain that the charges relating to television were inspired by teleision interests.

The defendants were served with the complaints Wednesday and yesterday on the Coast. The civil action was filed Tuesday in Federal District Court in Los Angeles.

Meanwhile, the government's citation of the Theatre Owners of America as a co-conspirator, although not as a defendant, caused industry observers to recall that the report of the organization's 16mm. committee, headed by Walter Morris of Knoxville, Tenn., informed the annual TOA convention in New York last September that "The evil resulting from the unfair use of 16mm. is attacking the entire 35mm. industry."

'Unfair' 16mm.

(*Continued from page* 1)

needed and we hope that this coming year we will accomplish that progress.

"The evils resulting from the unfair use of 16mm. is attacking the entire 35mm. industry. In one particular area, during certain times of the year, there are as many as 5,000 persons a night furnished with free motion picture entertainment in hotels. Every one of these hotels is within easy walking distance of 35mm. theatres and those theatres, for the most part, are showing pictures under percentage terms. It is therefore obvious that the continued use of 16mm. prints in the area in question is adversely affecting the revenue not only of the exhibitors, but of distributors as well.

"We hope," the report concluded, "that the immediate future will approach the bringing to an end of the licensing of 16mm. film in unfair competition with 35mm. film. Exhibitors must be vigilant in reporting offenses, through documented reports, to the TOA 16mm. committee. These will be processed immediately and followed through to a conclusion with the respective offending companies."

Joins Fight

(*Continued from page* 1)

Brandt, ITOA president, described the purpose of the suit as destruction of a free market and the motion picture industry.

Brandt's wire stated: "The civil anti-trust suit instituted in Los Angeles against major film companies to compel them to sell their theatrical films to television is, in our opinion, ill-advised and contrary to the American principle of free enterprise because the televised showing of a theatrical feature film on television destroys its commercial value for theatrical exhibition—the normal market for which the film was originally produced.

"This suit furnishes tangible evidence of the misleading attitude that has been so ingeniously generated in important governmental circles and in the public mind

"Self-seeking forces are continually arousing the public to believe that it is being duped by subtly disseminating the false idea that anything and everything capable of being transmitted over the airwaves should fall within the public domain without regard to property rights.

"These interests are constantly appealing to the selfish instincts of many people to see or get valuable properties gratis in order to attain their own selfish ends.

"It is our firm conviction that the Department of Justice has been unwittingly hoodwinked into serving as a front for these interests. . . ."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY BOLGER in
"WHERE'S CHARLEY?"
Color by TECHNICOLOR
A WARNER BROS. PICTURE
plus SPECTACULAR STAGE PRESENTATION

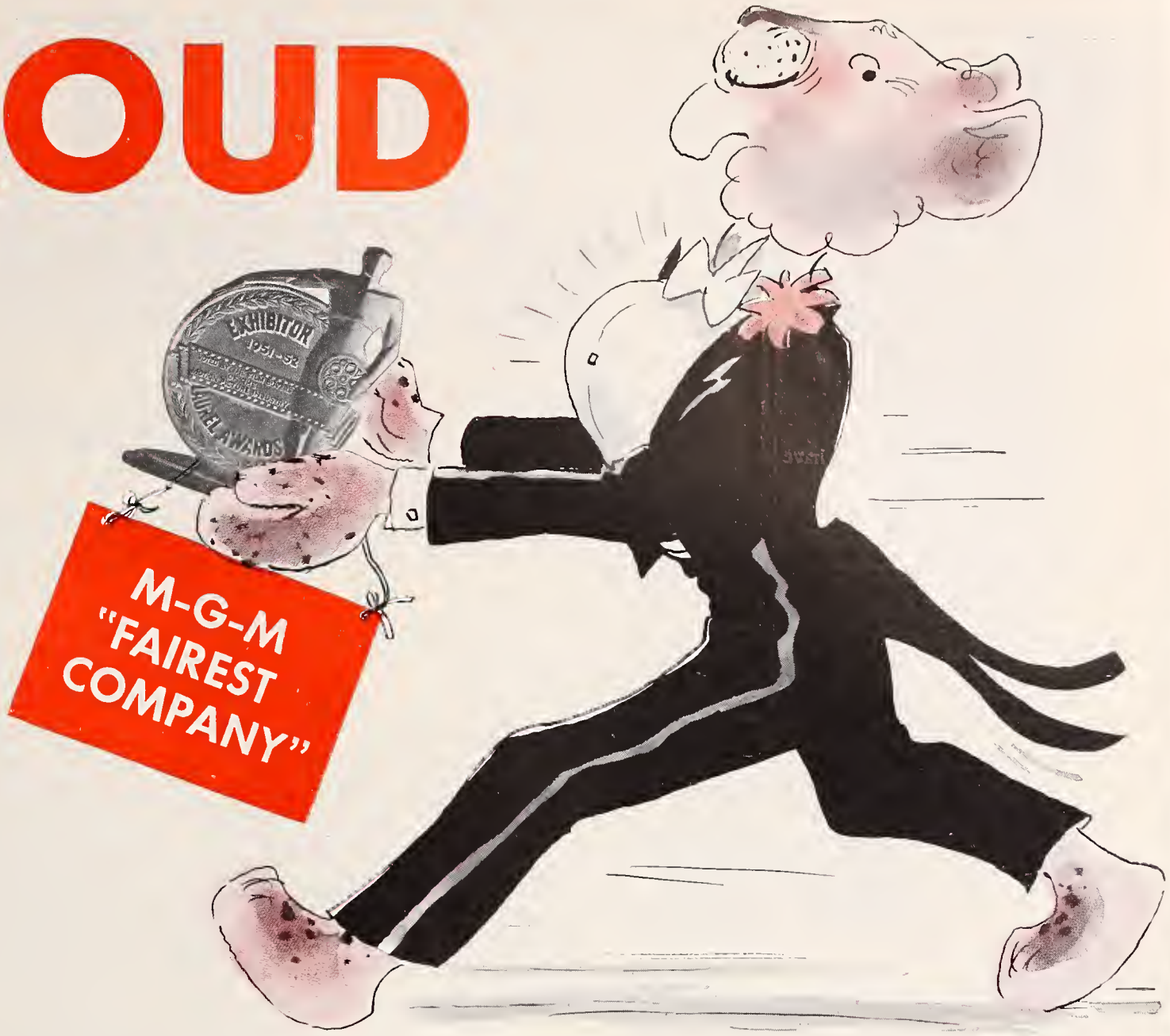
DEAN MARTIN and JERRY LEWIS
in HAL WALLIS' Jumping Jacks
in person DON CORNELL
TRUDY RICHARDS MICKEY DEEMS
FOUR EVANS
ELLIOT LAWRENCE and His Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Walt Disney's Story of
ROBIN HOOD
Color by TECHNICOLOR
—and—
Walt Disney's WATER BIRDS
A True Life Adventure
Walt Disney's "LITTLE HOUSE"
Technicolor Cartoon
Print by Technicolor—Distributed by RKO
COOL CRITERION B'WAY & 45th St.

NEED SPECIAL TRAILERS QUICK?
QUICK SERVICE
FREE COPY SERVICE
BEST ART-WORK
YOU'LL GET IT FROM FILMACK
SEND-US YOUR ORDER
ALL-AROUND KNOW-HOW
FINEST QUALITY
TRY US AND SEE
CHICAGO, 1327 S. Wabash Av - NEW YORK, 630 9th Av.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President, Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

PROUD



BECAUSE:

For the 4th year in a row M-G-M wins the Laurel Award of Exhibitor Magazine, voted "The Company that gives you the fairest treatment."

BECAUSE:

In 92 Theatre-Trade-Shows-with-audiences, "IVANHOE" is rated by exhibitors as the greatest box-office property of our time, exceeding even "Quo Vadis."

BECAUSE:

"THE MERRY WIDOW" has been rated at Trade Shows as the new M-G-Musical delight, launching the Fall Season of Technicolor singing successes including "BECAUSE YOU'RE MINE," "EVERYTHING I HAVE IS YOURS" and "MILLION DOLLAR MERMAID."

BECAUSE:

Again in June's Box Office Champs of M. P. Herald and in Variety's box-office survey *(reprinted in Time Magazine)* M-G-M leads with two winners, "PAT AND MIKE" and "SKIRTS AHOY!"

BECAUSE:

"LOVELY TO LOOK AT," the spectacular Technicolor hit, maintains M-G-Musical leadership at the box-office, a happy entertainment for summertime crowds.

BECAUSE:

The exhibitors of the nation who vote M-G-M "Fairest Company" with "Best Product" are saying:

MAKE MINE METRO!

Plea on Taxes

(*Continued from page* 1)

New York. Congressman Celler took up the plea in an address before the platform committee in which he urged a revision of excise taxes. The platform committee, however, apparently failed to heed Congressman Celler's admonition.

In the Republican Party platform the issue of Federal excise taxes, per se, is also neglected. Under the heading of "Taxation and Monetary Policy," the Republican Party platform says in part: "The wanton extravagance and inflationary policies of the Administration in power have cut the value of the dollar in half and imposed the most confiscatory taxes in our history."

Silverstone, Aaron

(*Continued from page* 1)

Chicago switches from Eastern to Western supervision.

The 18 branches of the Eastern division to be supervised by Silverstone include New York, Albany, Buffalo, Boston, New Haven, Philadelphia, Pittsburgh, Washington, Cincinnati, Cleveland, Detroit, Indianapolis, and the six Canadian offices.

The 20 Western offices to be under the direction of Aaron are Chicago, Des Moines, Kansas City, Milwaukee, Minneapolis, Omaha, St. Louis, Atlanta, Charlotte, Dallas, Jacksonville, Memphis, New Orleans, Oklahoma City, Denver, Los Angeles, Portland, Salt Lake City, San Francisco and Seattle.

Cut-Rate Transportation Promotion Benefits Kansas City Box-Offices

Kansas City, July 24.—All first-runs here, the Paramount, Midland, RKO Missouri and Fox Midwest first-runs have included in their display advertisements notice of a new weekend street car and bus fare privilege by which five persons pay only five cents per ride when one of the five holds a weekly permit card. The card costs $1.25 and the holder pays a nickel a ride by showing it.

With an eye toward a box-office business promotion, first-run managers Burkhardt of the Midland, Joffee of Fox Midwest's Tower and Lyon of Paramount worked with the transit company to secure the new privilege. The regular fare without a permit card is 20 cents.

From Saturday at 2:00 P.M. to Sunday midnight, five persons with one permit card pay a total of 50 cents to and from their destination, such as to theatres.

The weekend special family fare with the permit card provides that a person holding a card may take one adult and up to three minors at five cents each—not four adults in addition to himself. Fares for children under 12 continue to be five cents.

Exhibitors say patronage has definitely increased, with many parties of four and five over the wekend because of the transportation saving. The theatres run trailers telling of the special fares.

Anti-Tax Campaign

(*Continued from page* 1)

four received yesterday, making the national total of acceptances 158. The other additions, are M. C. Cooper, Ed Kraus and O. K. Engen, all of North Dakota.

Roach Will Resume

(*Continued from page* 1)

them since low production costs, without sacrificing quality, virtually insure profits."

Lindner Named UA India Representative

Terry M. Lindner has been appointed United Artists' special representative in India by Arnold M. Picker, vice-president in charge of foreign distribution.

Lindner, who will serve as home office liaison with Western India Theatres, Ltd., UA distributor in the territory, goes to UA after 11 years with Columbia's foreign organization. Accompanied by Keith Goldsmith, UA supervisor in the Far East, he arrived in Bombay a few days ago.

Cinecolor

(*Continued from page* 1)

zog, are on the basis of a right to buy 50 cents of debentures for each share held on July 21, 1952, the day the registration statement was declared effective by the Securities and Exchange Commission. The offering is being underwritten by the Donner Corp. of Philadelphia, a stockholder of Cinecolor.

Herzog pointed out that since the debentures will be subordinated to bank loans, the company is in effect raising $452,000 of equity capital, which will improve its current position. He also pointed out that if and when the stock purchase warrants are exercised, the corporation will receive an additional $452,000 of permanent capital.

Mexican Industry

(*Continued from page* 1)

upon the Churubusco-Azteca, San Angel Inn, Tepeyac and Cinematografica Latinoamericana studios. A conference has been called for Monday in an attempt to avert a strike.

The players and all other locals of the union will strike in sympathy if the 1,500 technical and manual workers walk out.

The union also threatens a strike against producers in behalf of the 1,500 extras who belong to it. They demand a $5.78 daily minimum wage. the present minimum is $2.31. The extras also want higher pay, of an unspecified amount, for clothes worn in pictures.

PARAMOUNT TRADE SHOWS

Monday, July 28, 1952

• • •

BING CROSBY · JANE WYMAN

ETHEL BARRYMORE in

"JUST FOR YOU"

Color by TECHNICOLOR

Produced by PAT DUGGAN

Directed by ELLIOTT NUGENT

Screenplay by ROBERT CARSON

Based on "FAMOUS" by Stephen Vincent Benét

Songs—

Music by HARRY WARREN · Lyrics by LEO ROBIN

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	3:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N.W.	10:30 A.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	10 A.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigan Avenue	11 A.M.
CINCINNATI	FOX SCREENING ROOM, 1638 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 Eost 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	10:30 A.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	3:30 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	10:30 A.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	10:30 A.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Flarida Thea. Bldg.	2:30 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte Street	1 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	11 A.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Secand Street	2:30 P.M.
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	3:30 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	8 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	10:30 A.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	3 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	11 A.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	1:30 P.M.
OMAHA	PARAMOUNT PROJ. ROOM, 1704 Dovenport Street	2:45 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	11 A.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevard of Allies	11 A.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	10 A.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 Eost 1st Sauth Street	3 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	11 A.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	10:30 A.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	8 P.M.

HOW BIG IS "IVANHOE"?

The Honors Begin!





Christian Herald Award!

It is not too early to predict that M-G-M's "IVANHOE" will receive more awards and honors than any picture in years. Week after week its fame spreads. The World Premiere breaks a 23-year record. The trade press raves. A popularity poll puts it ahead of "Quo Vadis." National magazines and columnists applaud it. And now the Awards begin as word-of-mouth sweeps the nation!



Parents' Magazine Medal!

NEVER A SHOW LIKE "IVANHOE"

See First Ruling on 'Native Son' Case

COLUMBUS, O., July 24.—The validity of Ohio censors banning "Native Son" may be decided before that of the uncensored newsreel case for which Martin G. Smith, co-owner of the Westwood Theatre, Toledo, has been cited by the censor board.

The newsreel case is now before the Toledo Municipal Court, while Classic Pictures of New York, distributor of "Native Son," has taken its case direct to the Ohio Supreme Court.

Meanwhile, Joseph Burstyn in New York has indicated that he would appeal the Ohio banning of "Ways of Love" by the censors shortly.

ACLU to Appeal Chicago Ban on 'The Miracle'

CHICAGO, July 24.—The American Civil Liberties Union here is preparing to appeal the recent banning of "The Miracle" by the Chicago police censor board.

Grattan Plans 39 Operettas for TV

Production has been started in Rome on a series of 39 musical operettas for home television, being filmed for the D. M. Grattan Co. of New York, Dixon Stewart, vice-president of TV production for Gratton, disclosed here.

First of the hour-long operettas will be available for American screenings in October. The series is being filmed with all English-speaking players.

Review

"Captain Pirate"

(Columbia Pictures)

SUFFICIENT SWORDPLAY, hand-to-hand scuffling and sea battles are contained in this film to please action fans. The color by Technicolor adds to the entertainment of the picture, which is based upon Rafael Sabatini's novel, "Captain Blood Returns."

The plot situation, however, is rather contrived and runs along formula lines. Those who like their film-fare simple, yet action-packed and colorful, should be the logical patrons for "Captain Pirate."

The setting of the film is in the year 1690, when Captain Blood, played by Louis Hayward, has retired to a plantation in the West Indies following his pardon for his daring feats of piracy against Spanish ships. Hayward is about to marry the beautiful Dona Isabela de Sotomayor, played by Patricia Medina, when trouble besets him.

Hayward is falsely accused of resuming his acts of piracy and imprisoned. His confinement ends when his former cohorts rescue him and all join under the banner of the Jolly Roger to find the real culprit. The action-laden scenes which ensue lead to the disclosure of the leader of the nefarious band, Captain Hilary Evans, played by John Sutton.

And, to be sure, the fair lady, Patricia Medina, is rescued from the clutches of Sutton. The fade-out is the impending marriage of the principals.

Harry Joe Brown produced, while Ralph Murphy directed, from the screenplay by Robert Libott, Frank Burt and John Meredyth Lucas. Others in the cast include Charles Irwin, George Givot, Rex Evans and Ted de Corsia.

Running time, 85 minutes. General audience classification. For August release.

MURRAY HOROWITZ

Convert B'way House For Cinerama Show

The Broadway Theatre here, a legitimate house, is now being converted for a Cinerama demonstration, slated for about Sept. 15.

First Public showing of the panoramic three-dimensional system will utilize a film produced by Thomas-Todd Productions, edited under the supervision of Merian C. Cooper. Production cost is estimated at $750,000.

JDA Meeting at UA Home Office Today

The second in a series of home office personnel meetings in the Industry's Joint Defense Appeal drive will be held at United Artists today, it was disclosed by Harry Kalmine, chairman of the JDA drive home office division.

Chairman of the meeting will be Max E. Youngstein, UA vice-president.

Says Fans' Interest In Films Increases

HOLLYWOOD, July 24.—Public interest in pictures, as reflected in newsstand sales of fan magazines, has increased rather than declined in comparison with previous periods, Irving Manheimer, chairman of the executive committee of MacFadden Publications and president of MacFadden Publications International, declared here before returning to New York.

During his stay here, Manheimer visited with heads of all major studios and reported to them that what the film-going public wants most is new faces on the screen. He said, "Magazine publishers have an immediate and accurate index to the public's interest in this respect because they can see the newsstand sales fluctuate from month to month in accordance with the emphasis on new players."

Manheimer stated that he will return to Hollywood at frequent intervals to maintain a close liaison with studio heads on the relation of films and fan magazines to the public.

Kiefer Is Malco Partner in Memphis

MEMPHIS, July 24. — Joe Kiefer, purchasing agent of Malco Theatres, and a veteran of 17 years with Malco interests, has been named manager of the Princess at Memphis on a partnership basis, M. A. Lightman, Jr., assistant to M. A. Lightman, Sr., president of the circuit, announced.

Kiefer will continue as purchasing agent.

ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!

"Will ye listen and not be interruptin' the marriage broker! A tongue like an adder ye have . . . I've a mind to tell Sean Thornton he's well off without ye!"



starring
JOHN WAYNE
MAUREEN O'HARA
BARRY FITZGERALD
with
WARD BOND
VICTOR McLAGLEN
MILDRED NATWICK
FRANCIS FORD



and
ARTHUR SHIELDS
as
Mr. Playfair

HERBERT J. YATES presents
THE QUIET MAN
Color by TECHNICOLOR • Directed by JOHN FORD
A REPUBLIC PICTURE

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 19 NEW YORK, U.S.A., MONDAY, JULY 28, 1952 TEN CENTS

Grosses Were Benefitted By 'Dems' Too

Attendance Normal Or Better in Many Places

National political conventions on home television, especially in the midst of hot weather, aids attendance in theatres in many areas and in most other sections has no effect on the box-office. Those are the conclusions of circuit executives here—conclusions bolstered by reports from the field—following the week-long activities of the Democratic National Convention in Chicago.

United Paramount Theatres, which is currently collating statistical material on the effects of both the Republican and Democratic conventions, reported that business during the political conclaves was just as good or perhaps even better than usual. Similar experiences were reported by Loew's, RKO Theatres, Warners, and others.

Among the few areas in the country

(*Continued on page 6*)

Meetings Held to Raise Compo Funds

Exhibition and distribution personnel met Friday in each of the 33 exchange territories to organize locally to enlist full support for the Council of Motion Picture Organizations' fund-raising campaign.

COMPO headquarters here cited as typical the activities and appointments made at the Indianapolis exchange meeting encompassing distribution and exhibition in Indiana and part of Kentucky.

With Foster Gauker, M-G-M

(*Continued on page 2*)

Warner Calls for Faith in America

Los Angeles, July 27.—"Communism must be stopped, can be stopped, and will be stopped if all of us have faith in America," Harry W. Warner, Warner Brothers president, said here today at the dedication of the new American Legion Town Hall in Woodland Hills which he donated.

Religious leaders, civic dignitaries,

(*Continued on page 7*)

Aid of Local Merchants Sought to Halt Free Shows

Detroit, July 27.—More than 40 Northern Michigan exhibitors held a meeting at Traverse City, in connection with the showings of "free movies" which have been plaguing independent exhibitors in the resort areas in Michigan, and a move was launched to obtain the aid of local merchants to halt the practice.

Among those present were Ed Stuckey, of Butterfield Theaters; Carl Waters, United World Films, Chicago; Clive Waxman, Waxman Circuit, Grand Rapids; Carl Buermele, General Theater Service, Detroit, and Ernest Conlon, executive secretary of Allied of Michigan. The meeting was held under the direction of L. O. Griffin of Manton and Lake City, Michigan.

Exhibitors planned to appeal to the civic mindedness of merchants in their respective towns stressing the importance of permanent motion picture houses to the town. Merchants will be asked to ignore operators who request donations to be able to show "free movies." In return the owners

(*Continued on page 7*)

Theatre, Home TV Talk With IBC On Walcott Match

Three-way negotiations which will decide whether the forthcoming world heavyweight title bout goes to theatre television or home TV are currently underway, it was learned here at the weekend.

Theatre Network Television and two major networks initiated talks with the International Boxing Club long before the usual time for such discus-

(*Continued on page 6*)

Refinancing for UK Technicolor

London, July 27. — British Technicolor, subsidiary of Technicolor of the U.S., is undergoing a refinancing operation.

Present capital totals £520,000, of which 50.31 per cent is held directly or indirectly by Technicolor, Inc. The remainder is British-owned, with the Prudential Assurance holding 106,000 shares, J. Arthur Rank's Odeon Group,

(*Continued on page 2*)

Einfeld Back From Merchandising Trip

Concluding a six week tour of Europe, during which he set in motion merchandising plans for pictures to reach the Continent later this year, Charles Einfeld, 20th Century-Fox vice-president, will return to New York today aboard the *S. S. Liberte.*

The trip, to Italy, Germany, Holland, Switzerland and France, was marked by a series of conferences be-

(*Continued on page 6*)

"What Price Glory"

[*Twentieth Century-Fox*]

HAD HOLLYWOOD, during its prevailing tendency to remake some of the financially successful pictures of yore, overlooked "What Price Glory," a singular mistake would have been made. Any exhibitor with an eye for gilt-edged product will agree with this after he witnesses the performance of James Cagney and Dan Dailey in 20th Century-Fox's swaggering, boisterous, hilarious recreation of the blistering feud on which the now immortal Captain Flagg and Sergeant Quirt rode through the horror and mire of the first World War.

When the original picture of this title, starring Edmund Lowe and Victor McLaglen, made its appearance in the late twenties, the filmgoing population was thoroughly convulsed over the cross-fire of wisecracks and dirty looks that mingled with flying shrapnel to make the silent screen sizzle. And box-office revenue soared in consequence.

A like performance, in terms of both audience enjoyment and earning prowess, is promised by the new "What Price Glory," which tells the same tale in the same setting, but with the added advantages of color by Technicolor and, of course, sound. This version of the Maxwell Anderson-Laurence Stallings play bids fair to topple many a theatre's existing record for grosses.

Produced by Sol C. Siegel and directed by John Ford from Phoebe and

(*Continued on page 6*)

Industry May Ask Solons to Fight US Suit

Say Congressmen Would See 'Injustice' of It

The belief was more or less widespread in the industry here at the weekend that the defendants in the government's 16mm. anti-trust suit would attempt to persuade Congressmen and perhaps Secretary of Commerce Charles Sawyer, and other Federal officials, of the "injustice" of the action before answers to it are filed in U. S. District Court in Los Angeles.

It was expected that the Federal officials would be contacted personally. Confidence was expressed that it probably would not be too difficult to convince them that the suit would ruin the industry and hence was unjust. It was hoped that these officials then might intercede with the Justice Department on the industry's behalf.

Meanwhile, attorneys for most of

(*Continued on page 7*)

Certain of A.T. & T. Reply on Cost Data

Washington, July 27.—Spokesmen for the Motion Picture Association of America and the National Exhibitors Theatre Television Committee have expressed complete confidence that the American Telephone & Telegraph Co. would supply requested cost figures on a projected theatre television Washington-New York network in time for the FCC hearings, beginning October 20.

Favor Passing Tax Cut to the Public

Detroit, July 27.—A meeting at which more than 95 per cent of Michigan exhibitors were represented was held in the offices of Cooperative Theaters of Michigan regarding the 20 per cent Federal admission tax, and the general sentiment was that Michigan exhibitors would heartily endorse any program to fight the tax providing patrons would enjoy the reduction.

Personal Mention

BARNEY BALABAN, Paramount president, will return here from Europe today with his wife aboard the *S. S. Liberte.*

•

CHARLES GOLDSMITH has arrived in London from New York to take up his appointment as assistant managing-director of M-G-M there.

•

MAX E. YOUNGSTEIN, United Artists vice-president, has returned to New York from a week's trip to St. Louis, Kansas City and Indianapolis.

•

CHARLES ROSMARIN, RKO Radio manager in Argentina, and PABLO CAVALLO, circuit owner in Argentina, have left here for Buenos Aires.

•

JOSEPH MCCONVILLE, president of Columbia Pictures International, and his wife, will arrive here today from Europe aboard the *S. S. Queen Mary.*

•

JACK WARNER, Warner Brothers vice-president, is due to arrive here from Europe tomorrow.

•

ARTHUR LUBIN of Universal is in London from a continental vacation trip.

•

JAMES A. FITZPATRICK, Traveltalks producer, will return to the Coast today from a two months trip to Europe.

•

LOU ASTOR, Columbia sales executive, left here yesterday for Salt Lake City, Denver and Chicago.

•

LEE KOKEN, RKO Theatres vending head, left here Saturday for Detroit and Grand Rapids.

•

ADOLPH SCHIMEL, Universal vice-president, is vacationing.

•

JOHN FORD, director, will arrive here tomorrow from Hollywood.

•

SOL LESSER left here at the weekend for the Coast.

•

DANNY KAYE will arrive here from Europe today.

•

DAVID ROSE, producer, left here by plane for London yesterday.

•

RAOUL WALSH, director, flew to London from New York yesterday.

Rule Tallahassee Tax Legal, Valid

TALLAHASSEE, July 27.—Pensacola's amusement tax is legal and valid security for a $700,000 municipal bond issue, the Florida State Supreme Court has ruled, reversing itself.

The high tribunal said that on a rehearing it had decided to affirm validation of the bond issue to finance construction of a city auditorium. Paramount-Gulf Theatres challenged the validity of the bond issue, contending that the amusement tax which was pledged to pay off the bonds was illegal.

Quota Defaulters Are Hit Again in U.K. Commons

By PETER BURNUP

LONDON, July 27.—Debating in the House of Commons, Laborite Stephen T. Swingler reiterated previous arguments that improper "interested parties" participate in the Films Council discussions of alleged quota violations. He also criticized the Board of Trade for not prosecuting Metro's Empire Theatre for quota violations.

Labor member Tom O'Brien of the National Association of Theatrical and Kine Employes, however, seized the opportunity to declare that criticism of the Empire is part of a Communist engineered attack on the American company designed to promote Communist attacks on the United States.

O'Brien continued that Swingler and his associates were "advised by malicious sources." O'Brien said that he objected to suggestions that the Film Council, of which he and other M. P.'s were members, was a body of conspirators out to break the law.

Peter Thorneycroft, BOT president, after taking the Council's advice, took the view that prosecution of the Empire was unjustified. He said he was looking into other quota cases and where he thought prosecution was likely to succeed it was launched.

1st Educational TV Permits to States

WASHINGTON, July 27.—The Federal Communications Commission, despite dissent by Commissioners Hyde and Jones, awarded the first four educational television permits to State-supported institutions.

The dissent was based on the argument that since these institutions would have to go to their legislatures for appropriations, they did not at present meet the financial requirements. Licenses went to Kansas State College of Agriculture at Manhattan, and to the New York State Board of Regents for three educational TV stations to be located in Albany, Buffalo and Rochester.

'Kong' Opens Here at 132 Houses Aug. 8-15

"King Kong" will play simultaneously in 132 theatres of greater New York in mid-August, RKO Radio reported here at the weekend.

Preceded by an intensive campaign over TV stations WNBT and WPIX, "King Kong" will bow into RKO's Palace and Albee theatres on August 8. Between August 12 and 15 130 other theatres in the Metropolitan area will feature the production.

RKO to Reissue Duals

RKO Radio will re-release two dual combinations in August and September. The first set is "Look Who's Laughing" and "Too Many Girls." The second is "Annie Oakley" and "Allegheny Uprising."

U.K. Technicolor

(*Continued from page* 1)

20,000 and a comparatively small engineering concern, Gerrard Industries, another 53,800 shares.

Over the last eight years British Technicolor's profits have climbed from around £100,000 to £522,000, the latter figure exceeding the company's nominal capital. Dividends have risen from five per cent in 1944 to the current 22½ per cent.

Plans in Early Stages

Refinancing plans are in their early stages and it is understood that the final form of the operation has yet to be decided. It is reliably learned however that under consideration is a plan whereby present shareholders will receive one "ploughshare" for every two shares held and all of the then £1 shares will be split into five-shilling units. A further proposal is that a considerable volume of the British-held five-shilling "plough-shares" be placed on the London Stock Exchange at around 10 shillings per share. The American parent company, it is stated, will retain its controlling shares in the British concern.

160 Lined Up to Aid Tax Campaign

Exhibitors willing to serve on state committees in the industry's campaign for the repeal of the 20 per cent admission tax reached a total of 160 at the weekend when two more acceptances were received by Col. H. A. Cole and Pat McGee, co-chairmen of the national tax repeal campaign committee.

Latest to join are Morris Loewenstein of Oklahoma City and Joe Floyd of Sioux Falls, South Dakota.

Tax Liens Filed vs. Teitelbaum, Simons

CHICAGO, July 27.—The government has filed tax liens against Abraham Teitelbaum; his ex-partner, Paul R. Simons, and their wives, in the sale of the Fine Arts Building, sold to Arnold Schwartz at auction last week, to insure satisfaction of $406,666 in income taxes owed by the Teitelbaums and Simons's for the years 1942 through 1947.

The liens must be satisfied before the title is transferred to Schwartz. The Fine Arts Building houses the Studebaker, now a television audience studio, and the World Playhouse, a first-run art theatre.

'Bomb' Atlanta Houses

ATLANTA, July 27.—Several Atlanta theatres are still having trouble with chemical bombs. One of the large downtown theatres has had 14 in the last three months.

Newsreel Parade

THE DEMOCRATIC convention and the Olympic games are current newsreel highlights. Other items include the California earthquake and the steel strike settlement. Complete contents follow:

MOVIETONE NEWS, No. 61—Quake rocks California. White House parley ends steel strike. Democratic convention. Olympic games.

NEWS OF THE DAY, No. 295—Democratic convention. Steel strike settled. California quake. Olympics. E-Bonds.

PARAMOUNT NEWS, No. 98—Action in the Olympic games. Democratic convention in Chicago. Treasury Bonds.

TELENEWS DIGEST, No. 30-B—California earthquake. Korean soldiers take a vacation. Land reform in India. Sport flashes.

UNIVERSAL NEWS, No. 581—Olympic games. Earthquake in California. Highlights of Democratic convention in Chicago.

WARNER PATHE NEWS, No. 100—Democratic convention. Steel strike settled. Films of Olympic field and track meets.

Raise Compo Funds

(*Continued from page* 1)

branch manager, presiding, Marc Wolf was elected exhibitor co-chairman for Indiana and Irving Long of the Fourth Avenue Amusement Co. and a member of both Allied of Indiana and Kentucky Association of Theatre Owners was named co-chairman for the Kentucky part of the territory.

Plans were endorsed for the canvassing of every theatre in the territory. It is planned that all exhibitors will be told COMPO's story, with special emphasis on its special activity for this year, the total elimination of the 20 per cent Federal admission tax.

Those present were in vigorous agreement as to the essentiality of a successful campaign and expressed confidence that every exhibitor would contribute his share toward the costs involved, COMPO reported here.

Meet on Compo Tax Fight in Boston

BOSTON, July 27.—A meeting on the Council of Motion Picture Organizations' drive to repeal the 20 per cent admission tax was attended here on Friday by theatre circuit heads, independent theatre operators, representatives of distribution, Allied States and the Theatre Owners of America.

Samuel Pinanski, a member of the ruling COMPO triumvirate, Martin J. Mullen, New England Theatres president, and Nathan Yamins of Independent Exhibitors, Inc., told the assemblage about present COMPO action and future plans in the drive against the tax. They reported that the success of the drive demanded the full cooperation of exhibition.

George R. Gibson Named

George R. Gibson, former merchandising manager of Walt Disney Productions and merchandising director of Buchanan and Co., has been named marketing director of Geyer, Newell and Ganger, Inc.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Check List

of recent or forthcoming releases featured in advertising in *MOTION PICTURE DAILY* *

(alphabetically by title)

Title	Distributor
AFFAIR IN TRINIDAD	Columbia
BIG JIM McLAIN	Warner
BLACKHAWK	Columbia
CARRIE	Paramount
DON'T BOTHER TO KNOCK (4 Pages)	20th-Fox
FEARLESS FAGAN	MGM
FRANCIS GOES TO WEST POINT	Universal
GREATEST SHOW ON EARTH (6 Pages)	Paramount
HAS ANYBODY SEEN MY GAL? (3 Pages)	Universal
HIGH NOON	United Artists
ISLAND OF DESIRE	United Artists
IVANHOE (6 Pages)	MGM
JUMPING JACKS	Paramount
LURE OF THE WILDERNESS	20th-Fox
ONE MINUTE TO ZERO	RKO
ROBIN HOOD (2 Pages)	RKO
SHE'S WORKING HER WAY THROUGH COLLEGE	Warner
SON OF PALEFACE	Paramount
STRANGE WORLD	United Artists
SUDDEN FEAR	RKO
THE BIG SKY	RKO
THE GREEN GLOVE (2 Pages)	United Artists
THE QUIET MAN (8 Pages)	Republic
THE STORY OF WILL ROGERS (2 Pages)	Warner
THE WORLD IN HIS ARMS (5 Pages)	Universal
WALK EAST ON BEACON (2 Pages)	Columbia
WASHINGTON STORY (2 Pages)	MGM
WE'RE NOT MARRIED	20th-Fox
WHERE'S CHARLEY? (8 Pages)	Warner

* Pictures featured in *M. P. Daily* advertising during past 6 weeks.

The Vital Spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold".*

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

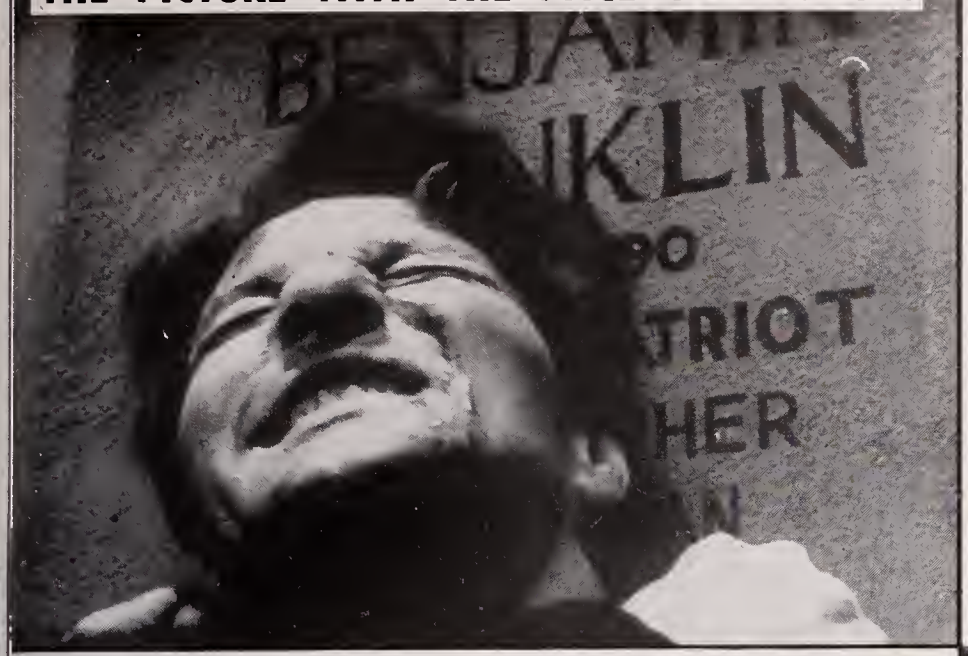
Requisites for successful motion picture trade paper advertising of good product are: (1) Start it *soon enough;* (2) Make it effectively proclaim the *box-office values* of the picture; (3) Publish a *sufficient continuity* of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!

"PARK ROW IS THE AMERICAN FILM INDUSTRY'S №1 PUBLIC RELATIONS PICTURE

THE MEN BEHIND THE FRONT PAGE OF AMERICA ACCLAIM "PARK ROW"

THE PICTURE WITH THE PAGE ONE PUNCH!



I think the newspapers should thank Samuel Fuller for producing PARK ROW."
— **ELMER R. PRICE**
Editor and Publisher
Lincoln County Leader
Toledo, Oregon

It is a wonderful motion picture, a tribute to American journalism and great entertainment for all."
— **FLOYD CHALFANT**
Publisher
Waynesboro (Pa.)
Record Herald

Absorbing, nostalgic and historic interest for a maker of or a reader of newspapers."
— **RAY ERWIN**
Editor & Publisher

"PARK ROW made me feel glad to be a newspaperman."
— **GENE HANDSAKER**
Associated Press

"One of the best films I ever saw in my life."
— **R. C. AVERITT**
News-Dispatch
Michigan City, Ind.

"It should be shown over and over again through the years."
— **VICTOR RIESEL**
Post-Hall Syndicate

"Our circulation is 25,000 and I want all of my readers to see this wonderful picture."
— **F. H. JUST**
Publisher
Waukegan (Ill.) News-Sun

"PARK ROW is a terrific picture. Samuel Fuller is due a sincere vote of thanks from the newspaper fraternity as a whole."
— **VERN SANFORD**
Texas Press Association

"PARK ROW is the finest journalistic movie ever filmed."
— **LAWRENCE PERRY**
North American
Newspaper Alliance

"Magnificent entertainment for all. Will be a great success."
— **PAUL E. SEIBLE**
Sayre (Pa.) Eve. Times

"PARK ROW tells a story that long needed telling."
— **MEREDITH CLARK**
Pres. Mich. Press Assn.
Vicksburg Commercial

"PARK ROW is one of the finest motion pictures I have ever seen. We rarely go to the movies up our way but if all pictures were like PARK ROW we'd go all the time."
— **WAYNE C. SMITH**
Publisher
Meriden (Conn.) Record

"You can tell that the man responsible for this is a newspaperman and a real one."
— **CLARENCE SMAZEL**
St. Louis Leader-Press

"This Samuel Fuller knows what he's talking about. That's why PARK ROW is so authentic and entertaining."
— **JAMES TAGG**
Farmington Enterprises,
Michigan

SHE HAD BLOOD IN HER VEINS...



HE HAD INK...AND GUTS

STREET OF ROGUES, REPORTERS AND ROMANCE



"Samuel Fuller has done an excellent job in portraying the spirit of the newspaper business."
— **ROBERT U. BROWN**
Editor
Editor & Publisher

"As a newspaperman I'll do all I can to see that our readers see this great newspaper picture."
— **ROY MOORE**
Brush-Moore Newspapers

"PARK ROW is the kind of movie we have been needing for a long time."
— **HUGH McGILVRA**
Editor and Publisher
Wash. County News-Times
Forest Grove, Oregon

"All of us agree that PARK ROW is the best newspaper film ever made."
— **THEODORE A. SERRILL**
Pennsylvania Newspaper
Publishers' Association

"It's a dandy! I'm sure going to see it again when it comes to our local theater."
— **CARYL HERMAN**
Richmond (Mich.) Review

"This is a movie I'll recommend to my friends."
— **F. GRANGER WEIL**
Port Huron (Mich.)
Daily Times Herald

"It is great entertainment."
— **WALTER A. YOUNG**
Associate Publisher
N.Y. Journal-American

Samuel Fuller's

Park Row

DEDICATED TO AMERICAN JOURNALISM

A UNITED ARTISTS RELEASE

Grosses

(Continued from page 1)

that reported its box-office off because of the competition of the Democratic convention on home TV was Kansas City. Favorable box-office field reports were received from Boston, Baltimore, Cincinnati, New Orleans, and many other places.

Boston theatre business on the whole was said to be better during the Democratic convention than the Republican's. That situation was even true of districts which were heavily Democratic. Theatremen are of the opinion that when home television offers such very limited and often monotonous programming, people go out of their homes to a motion picture and an air-conditioned theatre.

Credit Cooling Systems

In Baltimore, cooling systems in theatres are credited with thumping the competition of the Democratic convention on home TV. Many theatremen minimized the influence of conventions on the box-office.

In Kansas City, a reduction in theatre attendance in the first few days of the Democratic convention, was observed.

Cincinnati reported that televising the Democratic convention appeared to help rather than hinder theatre business. Hot, humid weather, plus the cancellation of regular television shows and the monotony of some convention proceedings caused many television viewers to seek recreation in theatres.

Most New Orleans theatremen not only reported that the convention did not hurt business, but rather that business was better.

A 30 per cent drop in theatre attendance was reported by half of Memphis' first run houses as a result of the convention. The other half reported business holding up as well as a week ago but they admitted they had better pictures this week. A survey showed that the loss was about the same as during the Republican convention.

$7,000 for 'High Noon'

Stanley Kramer's "High Noon," starring Gary Cooper, at the Mayfair Theater in New York, is understood to have racked up the biggest opening day gross for any United Artists picture to play the Brandt Broadway showcase, grossing $7,000.

'Dreamboat' Scores

The biggest opening day's gross—$15,000—in a year was recorded by 20th Century-Fox's "Dreamboat" on Friday at the Roxy Theatre here, David T. Katz, executive director, announced at the weekend. The comedy was said to have exceeded totals scored by "With a Song in My Heart," "5 Fingers," and "Phone Call from a Stranger," playing the New York showcase earlier this year.

"What Price Glory"

(Continued from page 1)

Henry Ephron's screenplay, "What Price Glory," while it can coax a tear as well as evoke roars of laughter, never defers to mawkishness in its eying of the effects of war on all makes of American men, whether battle-seasoned or not. But at the same time it is not a probing picture, preferring rather to dwell for the most part on the surface comic aspects of the fighting and the waiting in France experienced by the early-bird Marines. Yet Cagney, as the indestructible Captain Flagg, observes in the final sequence that fighting has come to be "a kind of religion" a duty from which the soldier cannot tear himself.

THE comedy department, which occupies about 80 per cent of the picture, is loaded with everything from slapstick to stinging repartee. It centers mainly around the rivalry between Cagney and Dailey for the love of Charmaine, the French innkeeper's daughter, whom Corinne Calvet portrays with wide-eyed charm and engaging sauciness. Plotless by common standards, the story puts the hard-drinking, frenetic pair of Marines in successive sequences of feuding over Charmaine, who loves them both, would gladly marry either one, plays one against the other, and almost has Dailey saying "I do" in a "shotgun" wedding only to see him wiggle out of it by answering a call to battle. All the time, Cagney and Dailey, who incidentally give their familiar histronic mannerisms full play throughout, exchange verbal and physical punishment that will keep the customers roaring with laughter. And contemptuous as they are of each other as men, Dailey's Sergeant Quirt and Cagney's Captain Flagg never fail when the need arises to express their admiration for each other as soldiers.

Supporting this welter of comedy and its undercurrents of pathos, but always overshadowed by the three stars, are capable performers William Demarest, Craig Hill, Robert Wagner, Marisa Pavan, Casey Adams, James Gleason, Wally Vernon, Henri Letondal and a long string of others.

Here and there Miss Calvet, Miss Pavan and soldier choruses break out in song, the numbers including "My Love, My Life," and "It's a Long, Long Way to Tipperary."

A television set isn't going to mean too much when "What Price Glory" is playing at an entertainment seeker's favorite theatre. You can bet on that!

Running time, 111 minutes. General audience classification. For August release.

CHARLES L. FRANKE

Walcott Match

(Continued from page 1)

sions due to what is believed to be a high interest in the match. The contender to the title, held by Jersey Joe Walcott, will be the winner of tonight's scheduled Matthews-Marciano bout at the Yankee Stadium.

Guarantee at Issue

The chances of TNT getting the title bout, tentatively slated by the IBC for a date in September, is considered greater in some quarters if Marciano wins tonight's 10-round match. It was Jack Hurley, Matthews' manager, who virtually killed the attempt to televise tonight's bout in theatres. Hurley sought a greater guarantee from theatres than was procured for the Robinson-Maxim fight. It was the price that led TNT and TV-equipped theatres to shy away.

Einfeld Back

(Continued from page 1)

tween Einfeld and executives of the company's international division, as well as European theatremen. The chief topic under discussion was the setting of plans for the fall global premiere of Darryl F. Zanuck's "The Snows of Kilimanjaro," to be staged simultaneously in capital cities of Europe, South America and Africa.

Advertising - publicity - exploitation campaigns were also formulated for "What Price Glory," "Les Miserables," "Lure of the Wilderness," "Don't Bother to Knock," and "Way of a Gaucho."

Showmanship drives were charted by Einfeld with Fritz Micoucci, Manager for Italy, in Rome; Robert Krier, German manager, in Munich, and Karl Knust, Holland manager, in Amsterdam.

Conferences in Paris between the vice-president and Albert Cornfield, 20th Century-Fox's managing director for Europe; Giulio Ascarelli, publicity director for the Continent, and French exhibitors rounded out Einfeld's European visit.

'Ivanhoe' to Open At Hall Thursday

M-G-M's "Ivanhoe," will begin an engagement at Radio City Music Hall on Thursday.

The story, filmed in England, stars Robert Taylor, Elizabeth Taylor and George Sanders. It was in production for two years.

Frost Leaving Monogram

KANSAS CITY, July 27.—Jack Frost, manager of the Monogram exchange here, has announced his resignation, effective August 15. Harold Wirthwein, Western sales manager, soon will announce Frost's successor.



In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

THE RAPID COPY SERVICE, INC., of Chicago, has prepared an extensive catalog showing its stock of hundreds of scenic views for making photo-murals. Available in either sepia or black-and-white, the murals range in size from 16x20 inches up to 5x8 feet. They are produced on portrait paper, mounted on 5/16-inch superboard and finished with two coats of lacquer. Suggested locations in theatres for the photo-murals include the wall of foyers, lounges and "cry rooms" as well as the wall behind the refreshment stand.

•

M. A. Maurer, former general foreman in the Camden plant of RCA Victor's engineering products department, has been promoted to the post of plant manager of the company's Detroit plant. His appointment was announced by A. L. Malcarney, general plant manager of the engineering products department.

•

A new suprex positive carbon of nine millimeter diameter has been announced by the National Carbon Company, New York. Superseding a previous carbon available it is a nine millimeter by 14-inch copper-coated carbon rated at 65-75 amperes instead of the 75-85 former rating. The arc voltage is approximately 41 volts at 65 amperes, and 45 volts at 75 amperes. The new suprex positive carbon was designed for use with the "National" eight millimeter by nine-inch "Orotip" C negative.

•

A new commercial vacuum cleaner with a 10-gallon capacity and both wet and dry pickup has been added to its line by the Ace Company, Ocala, Fla., producers of portable electric blowers. Trade-named "Alaco," the new machine is powered by a one hp. universal type motor. It has a crackle outside finish and weighs 39 pounds.

•

Chicago has been chosen as the scene of the air conditioning show to be held next January 26 to 30. Officially known as the 11th International Heating and Ventilating Exposition, it will be held in the International Amphitheatre under the auspices of the American Society of Heating and Ventilating Engineers in conjunction with the 59th annual meeting of the Society.

•

RCA Victor's southern region, of which Elmer D. Eades is manager, has been awarded the J. G. Wilson silver trophy for outstanding achievement in the engineering products department's 1952 sales contest. The award was established by the late John G. Wilson, executive vice president of RCA in charge of the RCA Victor division, as an annual trophy to the region excelling in engineering product sales.

Warner Calls

(*Continued from page* 1)

high ranking military officers, representatives of the Los Angeles consular corps and other notables heard Warner tell assembled war veterans that "it is just as important today for you members of the American Legion to carry on your fight for the liberty and freedom of mankind. Don't let rabble-rousers raise the banners of intolerance against any minority groups, no matter what race, color, creed or place of origin. The big question in your mind should always be—is he a good, loyal American? Nothing else should count."

Ronald Reagan introduced Capt. Harvey, United States Army, who won the Congressional Medal of Honor for gallantry in Korea. As master of ceremonies, Capt. Harvey presented a galaxy of stars, including Randolph Scott, Will Rogers, Jr., Virginia Mayo, Michael O'Shea, Danny Thomas, Gilbert Roland, Eddie Bracken, Virginia Gibson, David Brian, Frank Lovejoy, Karl Malden, Patrice Wymore, Whip Wilson, Phyllis Kirk, Steve Cochran, Paul Picerni and George O'Hanlon.

Valos House to Legion

CHICAGO, July 27.—Valos circuit's Roxy Theatre, West Chicago, Ill., has been sold to the local American Legion Post and was closed at the weekend. Another theatre in the Chicago territory, the Pec at Pecatonica, Ill., has been purchased by Hans M. Balle; now closed for extensive remodeling, the house will reopen September 6.

Review

"Lost in Alaska"

(*Universal-International*)

BUD ABBOTT AND LOU COSTELLO find themselves battling the icy elements away up North in "Lost in Alaska." The picture churns up a lot of comic energy and rates very well with predecessors in the series. It will easily please the team's fans.

The cast is rounded out by Mitzi Green, who, as a saloon entertainer, delivers some snappy vocal numbers, and Tom Ewell, as the lovelorn suitor of the former, who turns in a highly amusing characterization.

The boys get into difficulties when they rescue Ewell, a wealthy gold prospector, who attempts to drown himself after being spurned by Miss Green. Ewell's clothes are found on a dock and Abbott and Costello are suspected of murdering him. As a result they set out to bring Ewell back and prove their innocence. This entails going off to Alaska. There they get caught up in an assortment of complications.

The screenplay by Martin A. Ragaway and Leonard Stern has the boys getting lost in the icy wastes while trying to get gold out of the country. Also in trying to protect Ewell from those who would kill him for his wealth, they get tangled up with some of the toughest characters in the territory.

What really matters is that by the time the film runs its course, a lot of zany comedy has passed on the screen.

Howard Christie produced and Jean Yarbrough directed. Running time, 76 minutes. General audience classification. For August release.

MANDEL HERBSTMAN

Earl Hunt, Ad Artist, Dies on West Coast

PORTLAND, Ore., July 27.—Earl Hunt, a leader among theatre display advertising artists on the Pacific Coast, died here at his home following a long illness.

For many years Oregon advertising manager for Hamrick - Evergreen Theatres, Hunt formed his own ad agency in 1945. He later joined Ted Gamble as an advertising and theatre manager.

Ricketts Is Named Acting Branch Head

James R. Ricketts has been appointed acting branch manager of Paramount's Denver exchange, by A. W. Schwalberg, president of Paramount Film Distributing Corp. Ricketts replaces Clarence Olsen, resigned.

Ricketts joined Paramount in 1946 as an assistant shipper in Des Moines. In 1948 he was promoted to booker, and later that year was transferred to Denver as office booking manager.

Free Shows

(*Continued from page* 1)

would allow the merchants to display their cards on nearby theatre billboards.

Conlon told the exhibitors that Allied had informed District Attorney Joseph Deebs in Grand Rapids of the situation and he informed the exhibitors that the U.S. Internal Revenue Bureau in Detroit has been informed of the situation and action is being taken, as previously reported.

He also said that the 16mm. films which are being shown by the "free movie" operators, are supposed to be used only for educational and non-commercial purposes.

The next meeting will be held in the Park Place Hotel in Traverse City on August 13. Reports of the progress which exhibitors are making to combat the situation will be discussed.

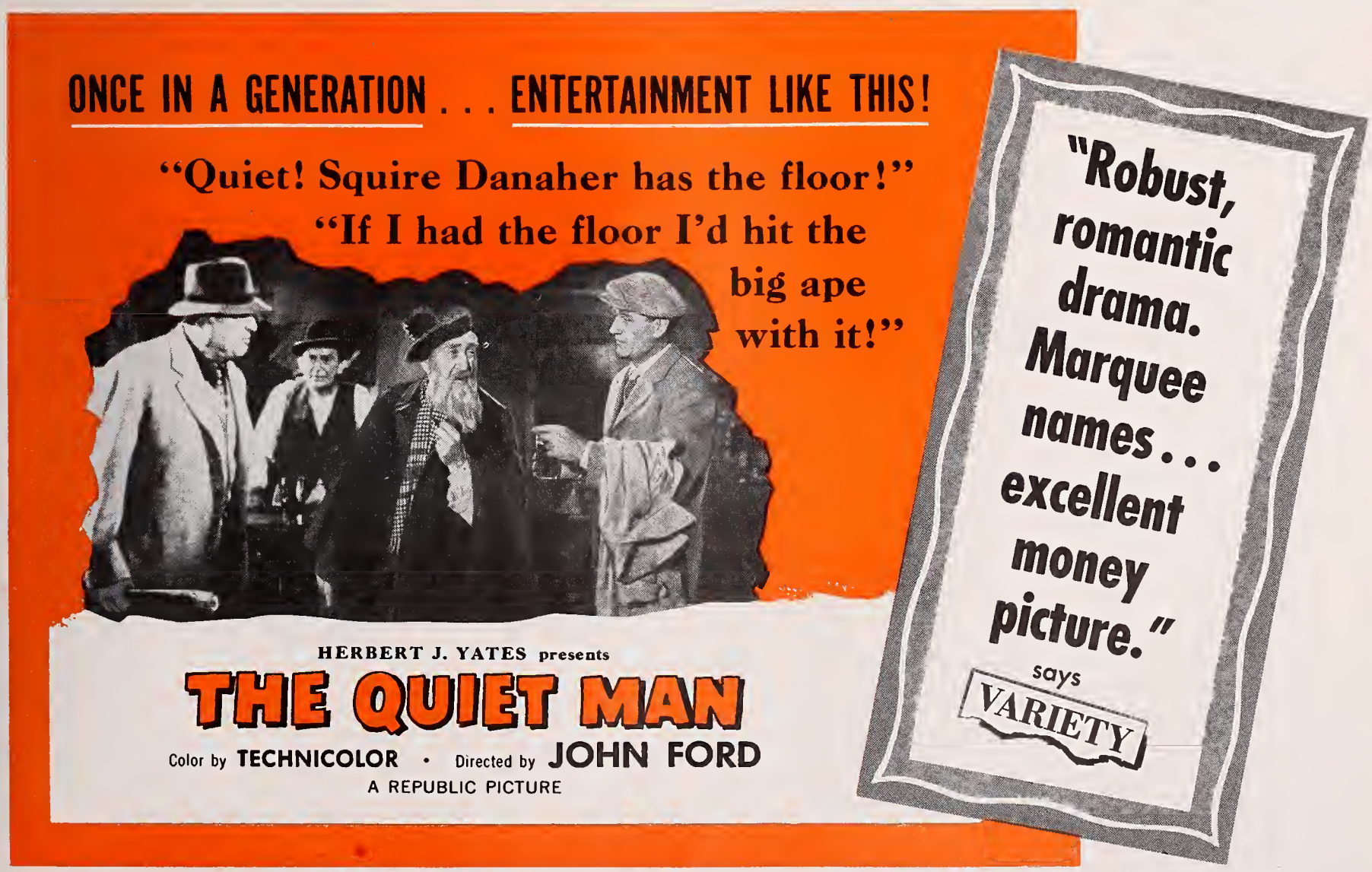
May Fight US Suit

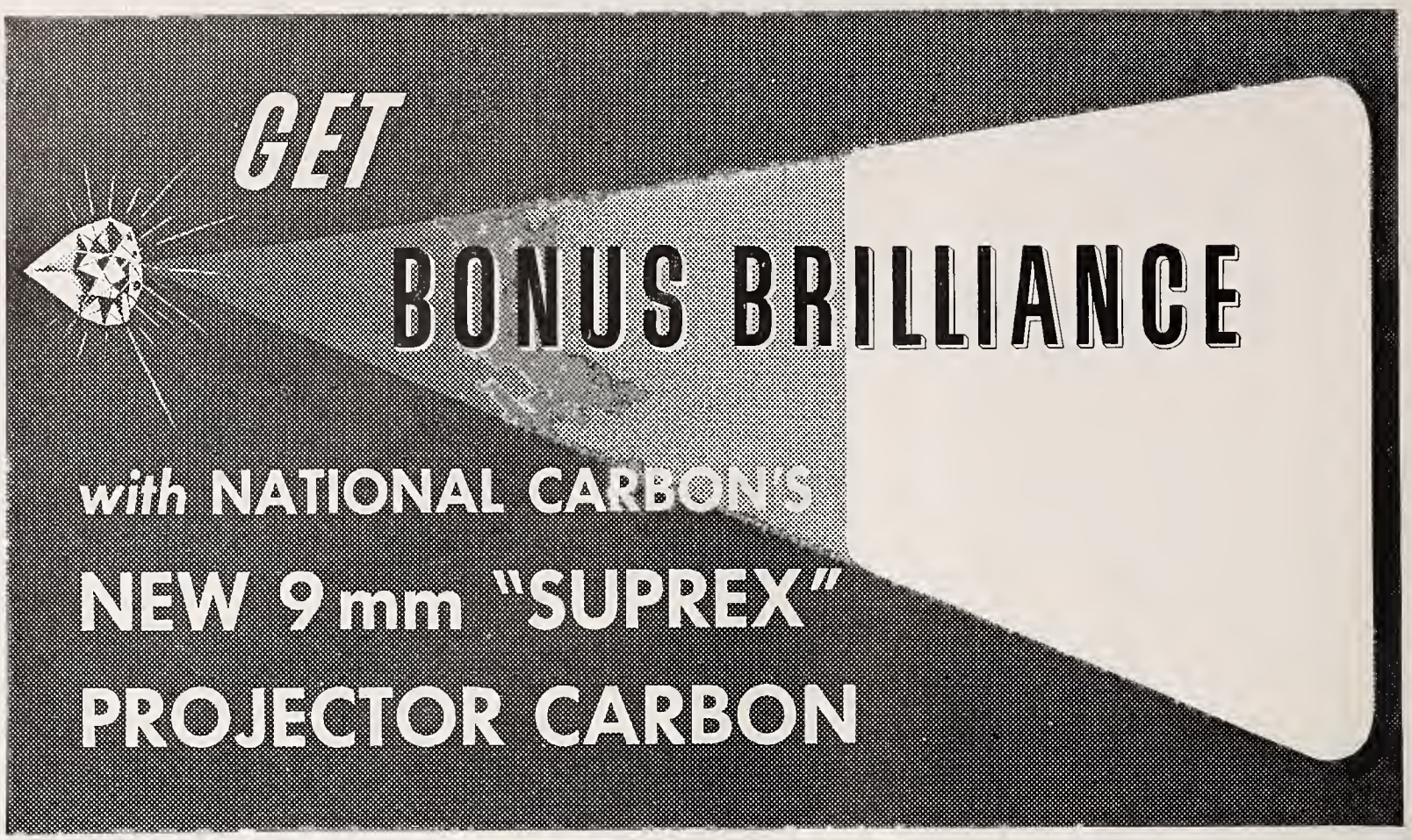
(*Continued from page* 1)

the major company defendants have been conferring on strategy to be employed in fighting the government's move to force the sale of 16mm. films to TV and other outlets in competition to regular theatres. No announcement was made concerning any decision the attorneys may have reached.

Vote Down Sunday Films

ATLANTA, July 27.—The citizens of Darlington, S. C. voted down Sunday films by a margin of almost two to one.





By far the greatest improvement in "Suprex" carbons since the line was introduced is National Carbon's NEW 9 mm "Suprex" projector carbon for mirror-type lamps. Used in place of the present 9 mm "Suprex" carbon, it gives you:

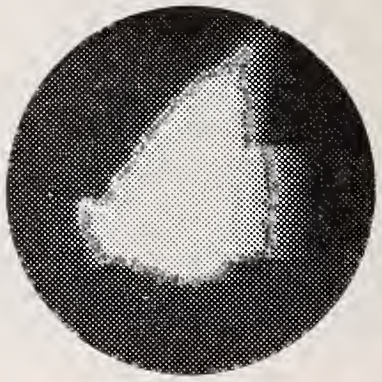
- **MORE LIGHT AT LESS CURRENT**
- **UNSURPASSED ARC STABILITY**
- **COOLER OPERATING LAMPS**
- **REDUCED MAINTENANCE**



SEE IT IN ACTION— LET YOUR *OWN* EYE BE THE JUDGE

ALL AT LOWER CARBON COST!

An important factor in achieving this improved performance at lower cost is National Carbon's NEW composition, *never before used in lighting carbons.* This feature assures you of operating advantages and picture quality not obtainable from any other brand.



The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY

A Division of Union Carbide and Carbon Corporation

30 East 42nd Street, New York 17, N. Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: National Carbon Limited, Montreal, Toronto, Winnipeg

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 19 NEW YORK, U. S. A., MONDAY, JULY 28, 1952 TEN CENTS

Grosses Were Benefitted By 'Dems' Too

Attendance Normal Or Better in Many Places

National political conventions on home television, especially in the midst of hot weather, aids attendance in theatres in many areas and in most other sections has no effect on the box-office. Those are the conclusions of circuit executives here—conclusions bolstered by reports from the field—following the week-long activities of the Democratic National Convention in Chicago.

United Paramount Theatres, which is currently collating statistical material on the effects of both the Republican and Democratic conventions, reported that business during the political conclaves was just as good or perhaps even better than usual. Similar experiences were reported by Loew's, RKO Theatres, Warners, and others.

Among the few areas in the country

(*Continued on page 6*)

Meetings Held to Raise Compo Funds

Exhibition and distribution personnel met Friday in each of the 33 exchange territories to organize locally to enlist full support for the Council of Motion Picture Organizations' fund-raising campaign.

COMPO headquarters here cited as typical the activities and appointments made at the Indianapolis exchange meeting encompassing distribution and exhibition in Indiana and part of Kentucky.

With Foster Gauker, M-G-M

(*Continued on page 2*)

Warner Calls for Faith in America

LOS ANGELES, July 27.—"Communism must be stopped, can be stopped, and will be stopped if all of us have faith in America," Harry W. Warner, Warner Brothers president, said here today at the dedication of the new American Legion Town Hall in Woodland Hills which he donated.

Religious leaders, civic dignitaries,

(*Continued on page 7*)

Aid of Local Merchants Sought to Halt Free Shows

DETROIT, July 27.—More than 40 Northern Michigan exhibitors held a meeting at Traverse City, in connection with the showings of "free movies" which have been plaguing independent exhibitors in the resort areas in Michigan, and a move was launched to obtain the aid of local merchants to halt the practice.

Among those present were Ed Stuckey, of Butterfield Theaters; Carl Waters, United World Films, Chicago; Clive Waxman, Waxman Circuit, Grand Rapids; Carl Buermele, General Theater Service, Detroit, and Ernest Conlon, executive secretary of Allied of Michigan. The meeting was held under the direction of L. O. Griffin of Manton and Lake City, Michigan.

Exhibitors planned to appeal to the civic mindedness of merchants in their respective towns stressing the importance of permanent motion picture houses to the town. Merchants will be asked to ignore operators who request donations to be able to show "free movies." In return the owners

(*Continued on page 7*)

Theatre, Home TV Talk With IBC On Walcott Match

Three-way negotiations which will decide whether the forthcoming world heavyweight title bout goes to theatre television or home TV are currently underway, it was learned here at the weekend.

Theatre Network Television and two major networks initiated talks with the International Boxing Club long before the usual time for such discus-

(*Continued on page 6*)

Refinancing for UK Technicolor

LONDON, July 27.—British Technicolor, subsidiary of Technicolor of the U.S., is undergoing a refinancing operation.

Present capital totals £520,000, of which 50.31 per cent is held directly or indirectly by Technicolor, Inc. The remainder is British-owned, with the Prudential Assurance holding 106,000 shares, J. Arthur Rank's Odeon Group,

(*Continued on page 2*)

Einfeld Back From Merchandising Trip

Concluding a six week tour of Europe, during which he set in motion merchandising plans for pictures to reach the Continent later this year, Charles Einfeld, 20th Century-Fox vice-president, will return to New York today aboard the *S. S. Liberte*.

The trip, to Italy, Germany, Holland, Switzerland and France, was marked by a series of conferences be-

(*Continued on page 6*)

"What Price Glory"

[*Twentieth Century-Fox*]

HAD HOLLYWOOD, during its prevailing tendency to remake some of the financially successful pictures of yore, overlooked "What Price Glory," a singular mistake would have been made. Any exhibitor with an eye for gilt-edged product will agree with this after he witnesses the performance of James Cagney and Dan Dailey in 20th Century-Fox's swaggering, boisterous, hilarious recreation of the blistering feud on which the now immortal Captain Flagg and Sergeant Quirt rode through the horror and mire of the first World War.

When the original picture of this title, starring Edmund Lowe and Victor McLaglen, made its appearance in the late twenties, the film-going population was thoroughly convulsed over the cross-fire of wise-cracks and dirty looks that mingled with flying shrapnel to make the silent screen sizzle. And box-office revenue soared in consequence.

A like performance, in terms of both audience enjoyment and earning prowess, is promised by the new "What Price Glory," which tells the same tale in the same setting, but with the added advantages of color by Technicolor and, of course, sound. This version of the Maxwell Anderson-Laurence Stallings play bids fair to topple many a theatre's existing record for grosses.

Produced by Sol C. Siegel and directed by John Ford from Phoebe and

(*Continued on page 6*)

Industry May Ask Solons to Fight US Suit

Say Congressmen Would See 'Injustice' of It

The belief was more or less widespread in the industry here at the weekend that the defendants in the government's 16mm. anti-trust suit would attempt to persuade Congressmen and perhaps Secretary of Commerce Charles Sawyer, and other Federal officials, of the "injustice" of the action before answers to it are filed in U. S. District Court in Los Angeles.

It was expected that the Federal officials would be contacted personally. Confidence was expressed that it probably would not be too difficult to convince them that the suit would ruin the industry and hence was unjust. It was hoped that these officials then might intercede with the Justice Department on the industry's behalf.

Meanwhile, attorneys for most of

(*Continued on page 7*)

NEWS FLASHES

WASHINGTON, July 27.--Complete confidence that the A. T. and T. would supply requested cost figures on a projected theatre television Washington-New York network in time for the Federal Communications Commission hearings beginning on October 20 was expressed here by spokesmen for the MPAA and the NETTC.

•

DETROIT, July 27.--The general sentiment among Michigan exhibitors regarding the 20 per cent Federal admission tax, as expressed at a meeting here at which 95 per cent of them were represented, was that they would heartily endorse any program to fight the tax providing theatre patrons would enjoy the reduction.

Personal Mention

BARNEY BALABAN, Paramount president, will return here from Europe today with his wife aboard the *S. S. Liberte*.

•

CHARLES GOLDSMITH has arrived in London from New York to take up his appointment as assistant managing-director of M-G-M there.

•

MAX E. YOUNGSTEIN, United Artists vice-president, has returned to New York from a week's trip to St. Louis, Kansas City and Indianapolis.

•

CHARLES ROSMARIN, RKO Radio manager in Argentina, and PABLO CAVALLO, circuit owner in Argentina, have left here for Buenos Aires.

•

JOSEPH MCCONVILLE, president of Columbia Pictures International, and his wife, will arrive here today from Europe aboard the *S. S. Queen Mary*.

•

JACK WARNER, Warner Brothers vice-president, is due to arrive here from Europe tomorrow.

•

ARTHUR LUBIN of Universal is in London from a continental vacation trip.

•

JAMES A. FITZPATRICK, Traveltalks producer, will return to the Coast today from a two months trip to Europe.

•

LOU ASTOR, Columbia sales executive, left here yesterday for Salt Lake City, Denver and Chicago.

•

LEE KOKEN, RKO Theatres vending head, left here Saturday for Detroit and Grand Rapids.

•

ADOLPH SCHIMEL, Universal vice-president, is vacationing.

•

JOHN FORD, director, will arrive here tomorrow from Hollywood.

•

SOL LESSER left here at the weekend for the Coast.

•

DANNY KAYE will arrive here from Europe today.

•

DAVID ROSE, producer, left here by plane for London yesterday.

•

RAOUL WALSH, director, flew to London from New York yesterday.

Rule Tallahassee Tax Legal, Valid

TALLAHASSEE, July 27.—Pensacola's amusement tax is legal and valid security for a $700,000 municipal bond issue, the Florida State Supreme Court has ruled, reversing itself.

The high tribunal said that on a rehearing it had decided to affirm validation of the bond issue to finance construction of a city auditorium. Paramount-Gulf Theatres challenged the validity of the bond issue, contending that the amusement tax which was pledged to pay off the bonds was illegal.

Quota Defaulters Are Hit Again in U.K. Commons

By PETER BURNUP

LONDON, July 27.—Debating in the House of Commons, Laborite Stephen T. Swingler reiterated previous arguments that, improper "interested parties" participate in the Films Council discussions of alleged quota violations. He also criticized the Board of Trade for not prosecuting Metro's Empire Theatre for quota violations.

Labor member Tom O'Brien of the National Association of Theatrical and Kine Employes, however, seized the opportunity to declare that criticism of the Empire is part of a Communist engineered attack on the American company designed to promote Communist attacks on the United States.

O'Brien continued that Swingler and his associates were "advised by malicious sources." O'Brien said that he objected to suggestions that the Film Council, of which he and other M. P.'s were members, was a body of conspirators out to break the law.

Peter Thorneycroft, BOT president, after taking the Council's advice, took the view that prosecution of the Empire was unjustified. He said he was looking into other quota cases and where he thought prosecution was likely to succeed it was launched.

1st Educational TV Permits to States

WASHINGTON, July 27.—The Federal Communications Commission, despite dissent by Commissioners Hyde and Jones, awarded the first four educational television permits to State-supported institutions.

The dissent was based on the argument that since these institutions would have to go to their legislatures for appropriations, they did not at present meet the financial requirements. Licenses went to Kansas State College of Agriculture at Manhattan, and to the New York State Board of Regents for three educational TV stations to be located in Albany, Buffalo and Rochester.

'Kong' Opens Here at 132 Houses Aug. 8-15

"King Kong" will play simultaneously in 132 theatres of greater New York in mid-August, RKO Radio reported here at the weekend.

Preceded by an intensive campaign over TV stations WNBT and WPIX, "King Kong" will bow into RKO's Palace and Albee theatres on August 8. Between August 12 and 15 130 other theatres in the Metropolitan area will feature the production.

RKO to Reissue Duals

RKO Radio will re-release two dual combinations in August and September. The first set is "Look Who's Laughing" and "Too Many Girls." The second is "Annie Oakley" and "Allegheny Uprising."

U.K. Technicolor

(*Continued from page* 1)

20,000 and a comparatively small engineering concern, Gerrard Industries, another 53,800 shares.

Over the last eight years British Technicolor's profits have climbed from around £100,000 to £522,000, the latter figure exceeding the company's nominal capital. Dividends have risen from five per cent in 1944 to the current 22½ per cent.

Plans in Early Stages

Refinancing plans are in their early stages and it is understood that the final form of the operation has yet to be decided. It is reliably learned however that under consideration is a plan whereby present shareholders will receive one "ploughshare" for every two shares held and all of the then £1 shares will be split into five-shilling units. A further proposal is that a considerable volume of the British-held five-shilling "plough-shares" be placed on the London Stock Exchange at around 10 shillings per share. The American parent company, it is stated, will retain its controlling shares in the British concern.

160 Lined Up to Aid Tax Campaign

Exhibitors willing to serve on state committees in the industry's campaign for the repeal of the 20 per cent admission tax reached a total of 160 at the weekend when two more acceptances were received by Col. H. A. Cole and Pat McGee, co-chairmen of the national tax repeal campaign committee.

Latest to join are Morris Loewenstein of Oklahoma City and Joe Floyd of Sioux Falls, South Dakota.

Tax Liens Filed vs. Teitelbaum, Simons

CHICAGO, July 27.—The government has filed tax liens against Abraham Teitelbaum; his ex-partner, Paul R. Simons, and their wives, in the sale of the Fine Arts Building, sold to Arnold Schwartz at auction last week, to insure satisfaction of $406,666 in income taxes owed by the Teitelbaums and Simons's for the years 1942 through 1947.

The liens must be satisfied before the title is transferred to Schwartz. The Fine Arts Building houses the Studebaker, now a television audience studio, and the World Playhouse, a first-run art theatre.

'Bomb' Atlanta Houses

ATLANTA, July 27.—Several Atlanta theatres are still having trouble with chemical bombs. One of the large downtown theatres has had 14 in the last three months.

Newsreel Parade

THE DEMOCRATIC convention and the Olympic games are current newsreel highlights. Other items include the California earthquake and the steel strike settlement. Complete contents follow:

MOVIETONE NEWS, No. 61—Quake rocks California. White House parley ends steel strike. Democratic convention. Olympic games.

NEWS OF THE DAY, No. 255—Democratic convention. Steel strike settled. California quake. Olympics. E-Bonds.

PARAMOUNT NEWS, No. 98—Action in the Olympic games. Democratic convention in Chicago. Treasury Bonds.

TELENEWS DIGEST, No. 30-B—California earthquake. Korean soldiers take a vacation. Land reform in India. Sport flashes.

UNIVERSAL NEWS, No. 581—Olympic games. Earthquake in California. Highlights of Democratic convention in Chicago.

WARNER PATHE NEWS, No. 100—Democratic convention. Steel strike settled. Films of Olympic field and track meets.

Raise Compo Funds

(*Continued from page* 1)

branch manager, presiding, Marc Wolf was elected exhibitor co-chairman for Indiana and Irving Long of the Fourth Avenue Amusement Co. and a member of both Allied of Indiana and Kentucky Association of Theatre Owners was named co-chairman for the Kentucky part of the territory.

Plans were endorsed for the canvassing of every theatre in the territory. It is planned that all exhibitors will be told COMPO's story, with special emphasis on its special activity for this year, the total elimination of the 20 per cent Federal admission tax.

Those present were in vigorous agreement as to the essentiality of a successful campaign and expressed confidence that every exhibitor would contribute his share toward the costs involved, COMPO reported here.

Meet on Compo Tax Fight in Boston

BOSTON, July 27.—A meeting on the Council of Motion Picture Organizations' drive to repeal the 20 per cent admission tax was attended here on Friday by theatre circuit heads, independent theatre operators, representatives of distribution, Allied States and the Theatre Owners of America.

Samuel Pinanski, a member of the ruling COMPO triumvirate, Martin J. Mullen, New England Theatres president, and Nathan Yamins of Independent Exhibitors, Inc., told the assemblage about present COMPO action and future plans in the drive against the tax. They reported that the success of the drive demanded the full cooperation of exhibition.

George R. Gibson Named

George R. Gibson, former merchandising manager of Walt Disney Productions and merchandising director of Buchanan and Co., has been named marketing director of Geyer, Newell and Ganger, Inc.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Check List

of recent or forthcoming releases featured in advertising in *MOTION PICTURE DAILY* *

(alphabetically by title)

Title	Distributor
AFFAIR IN TRINIDAD	Columbia
BIG JIM McLAIN	Warner
BLACKHAWK	Columbia
CARRIE	Paramount
DON'T BOTHER TO KNOCK (4 Pages)	20th-Fox
FEARLESS FAGAN	MGM
FRANCIS GOES TO WEST POINT	Universal
GREATEST SHOW ON EARTH (6 Pages)	Paramount
HAS ANYBODY SEEN MY GAL? (3 Pages)	Universal
HIGH NOON	United Artists
ISLAND OF DESIRE	United Artists
IVANHOE (6 Pages)	MGM
JUMPING JACKS	Paramount
LURE OF THE WILDERNESS	20th-Fox
ONE MINUTE TO ZERO	RKO
ROBIN HOOD (2 Pages)	RKO
SHE'S WORKING HER WAY THROUGH COLLEGE	Warner
SON OF PALEFACE	Paramount
STRANGE WORLD	United Artists
SUDDEN FEAR	RKO
THE BIG SKY	RKO
THE GREEN GLOVE (2 Pages)	United Artists
THE QUIET MAN (8 Pages)	Republic
THE STORY OF WILL ROGERS (2 Pages)	Warner
THE WORLD IN HIS ARMS (5 Pages)	Universal
WALK EAST ON BEACON (2 Pages)	Columbia
WASHINGTON STORY (2 Pages)	MGM
WE'RE NOT MARRIED	20th-Fox
WHERE'S CHARLEY? (8 Pages)	Warner

* Pictures featured in *M. P. Daily* advertising during past 6 weeks.

The Vital Spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold".*

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

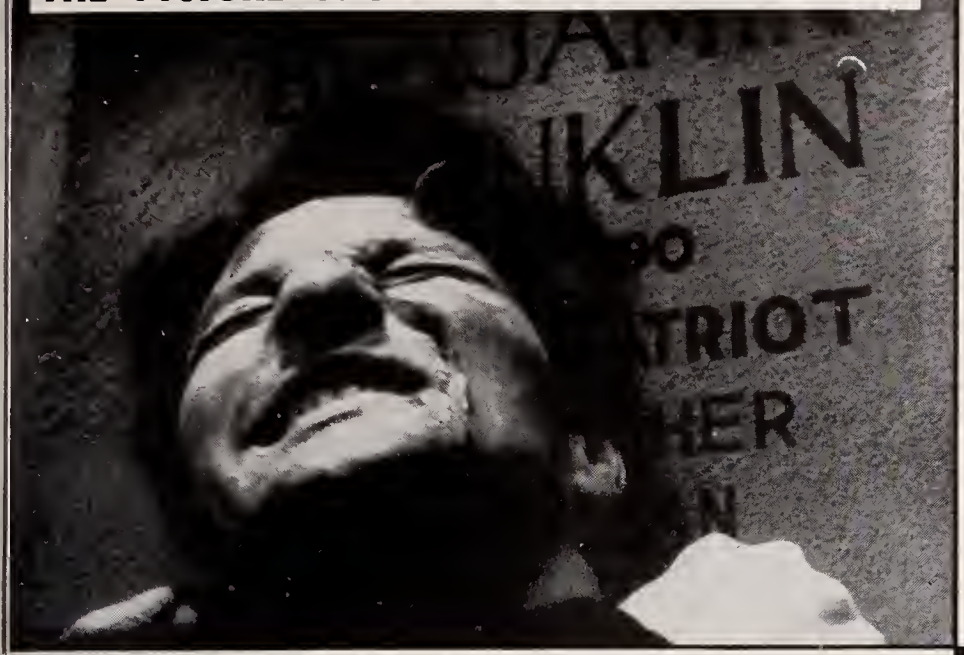
Requisites for successful motion picture trade paper advertising of good product are: (1) Start it *soon enough;* (2) Make it effectively proclaim the *box-office values* of the picture; (3) Publish a *sufficient continuity* of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!

"PARK ROW" IS THE AMERICAN FILM INDUSTRY'S №1 PUBLIC RELATIONS PICTURE

THE MEN BEHIND THE FRONT PAGE OF AMERICA ACCLAIM "PARK ROW"

THE PICTURE WITH THE PAGE ONE PUNCH!



"PARK ROW is a terrific picture. Samuel Fuller is due a sincere vote of thanks from the newspaper fraternity as a whole."
— **VERN SANFORD**
Texas Press Association

"PARK ROW is the finest journalistic movie ever filmed."
— **LAWRENCE PERRY**
North American Newspaper Alliance

"Magnificent entertainment for all. Will be a great success."
— **PAUL E. SEIBLE**
Sayre (Pa.) Eve. Times

"PARK ROW tells a story that long needed telling."
— **MEREDITH CLARK**
Pres. Mich. Press Assn.
Vicksburg Commercial

"PARK ROW is one of the finest motion pictures I have ever seen. We rarely go to the movies up our way but if all pictures were like PARK ROW we'd go all the time."
— **WAYNE C. SMITH**
Publisher
Meriden (Conn.) Record

"You can tell that the man responsible for this is a newspaperman and a real one."
— **CLARENCE SMAZEL**
St. Louis Leader-Press

"This Samuel Fuller knows what he's talking about. That's why PARK ROW is so authentic and entertaining."
— **JAMES TAGG**
Farmington Enterprises, Michigan

I think the newspapers should thank Samuel Fuller for producing PARK ROW."
— **ELMER R. PRICE**
Editor and Publisher
Lincoln County Leader
Toledo, Oregon

It is a wonderful motion picture, a tribute to American journalism and great entertainment for all."
— **FLOYD CHALFANT**
Publisher
Waynesboro (Pa.)
Record Herald

Absorbing, nostalgic and historic interest for a maker of or a reader of newspapers."
— **RAY ERWIN**
Editor & Publisher

"PARK ROW made me feel glad to be a newspaperman."
— **GENE HANDSAKER**
Associated Press

"One of the best films I ever saw in my life."
— **R. C. AVERITT**
News-Dispatch
Michigan City, Ind.

"It should be shown over and over again through the years."
— **VICTOR RIESEL**
Post-Hall Syndicate

"Our circulation is 25,000 and I want all of my readers to see this wonderful picture."
— **F. H. JUST**
Publisher
Waukegan (Ill.) News-Sun

SHE HAD BLOOD IN HER VEINS...



HE HAD INK...AND GUTS

STREET OF ROGUES, REPORTERS AND ROMANCE



"Samuel Fuller has done an excellent job in portraying the spirit of the newspaper business."
— **ROBERT U. BROWN**
Editor
Editor & Publisher

"As a newspaperman I'll do all I can to see that our readers see this great newspaper picture."
— **ROY MOORE**
Brush-Moore Newspapers

"PARK ROW is the kind of movie we have been needing for a long time."
— **HUGH McGILVRA**
Editor and Publisher
Wash. County News-Times
Forest Grove, Oregon

"All of us agree that PARK ROW is the best newspaper film ever made."
— **THEODORE A. SERRILL**
Pennsylvania Newspaper Publishers' Association

"It's a dandy! I'm sure going to see it again when it comes to our local theater."
— **CARYL HERMAN**
Richmond (Mich.) Review

"This is a movie I'll recommend to my friends."
— **F. GRANGER WEIL**
Port Huron (Mich.)
Daily Times Herald

"It is great entertainment."
— **WALTER A. YOUNG**
Associate Publisher
N.Y. Journal-American

DEDICATED TO AMERICAN JOURNALISM

Samuel Fuller's

Park Row

A UNITED ARTISTS RELEASE

Grosses

(Continued from page 1)

that reported its box-office off because of the competition of the Democratic convention on home TV was Kansas City. Favorable box-office field reports were received from Boston, Baltimore, Cincinnati, New Orleans, and many other places.

Boston theatre business on the whole was said to be better during the Democratic convention than the Republican's. That situation was even true of districts which were heavily Democratic. Theatremen are of the opinion that when home television offers such very limited and often monotonous programming, people go out of their homes to a motion picture and an air-conditioned theatre.

Credit Cooling Systems

In Baltimore, cooling systems in theatres are credited with thumping the competition of the Democratic convention on home TV. Many theatremen minimized the influence of conventions on the box-office.

In Kansas City, a reduction in theatre attendance in the first few days of the Democratic convention, was observed.

Cincinnati reported that televising the Democratic convention appeared to help rather than hinder theatre business. Hot, humid weather, plus the cancellation of regular television shows and the monotony of some convention proceedings caused many television viewers to seek recreation in theatres.

Most New Orleans theatremen not only reported that the convention did not hurt business, but rather that business was better.

A 30 per cent drop in theatre attendance was reported by half of Memphis' first run houses as a result of the convention. The other half reported business holding up as well as a week ago but they admitted they had better pictures this week. A survey showed that the loss was about the same as during the Republican convention.

$7,000 for 'High Noon'

Stanley Kramer's "High Noon," starring Gary Cooper, at the Mayfair Theater in New York, is understood to have racked up the biggest opening day gross for any United Artists picture to play the Brandt Broadway showcase, grossing $7,000.

'Dreamboat' Scores

The biggest opening day's gross—$15,000—in a year was recorded by 20th Century-Fox's "Dreamboat" on Friday at the Roxy Theatre here, David T. Katz, executive director, announced at the weekend. The comedy was said to have exceeded totals scored by "With a Song in My Heart," "5 Fingers," and "Phone Call from a Stranger," playing the New York showcase earlier this year.

"What Price Glory"

(Continued from page 1)

Henry Ephron's screenplay, "What Price Glory," while it can coax a tear as well as evoke roars of laughter, never defers to mawkishness in its eying of the effects of war on all makes of American men, whether battle-seasoned or not. But at the same time it is not a probing picture, preferring rather to dwell for the most part on the surface comic aspects of the fighting and the waiting in France experienced by the early-bird Marines. Yet Cagney, as the indestructible Captain Flagg, observes in the final sequence that fighting has come to be "a kind of religion" a duty from which the soldier cannot tear himself.

THE comedy department, which occupies about 80 per cent of the picture, is loaded with everything from slapstick to stinging repartee. It centers mainly around the rivalry between Cagney and Dailey for the love of Charmaine, the French innkeeper's daughter, whom Corinne Calvet portrays with wide-eyed charm and engaging saucincss. Plotless by common standards, the story puts the hard-drinking, frenetic pair of Marines in successive sequences of feuding over Charmaine, who loves them both, would gladly marry either one, plays one against the other, and almost has Dailey saying "I do" in a "shotgun" wedding only to see him wiggle out of it by answering a call to battle. All the time, Cagney and Dailey, who incidentally give their familiar histronic mannerisms full play throughout, exchange verbal and physical punishment that will keep the customers roaring with laughter. And contemptuous as they are of each other as men, Dailey's Sergeant Quirt and Cagney's Captain Flagg never fail when the need arises to express their admiration for each other as soldiers.

Supporting this welter of comedy and its undercurrents of pathos, but always overshadowed by the three stars, are capable performers William Demarest, Craig Hill, Robert Wagner, Marisa Pavan, Casey Adams, James Gleason, Wally Vernon, Henri Letondal and a long string of others.

Here and there Miss Calvet, Miss Pavan and soldier choruses break out in song, the numbers including "My Love, My Life," and "It's a Long, Long Way to Tipperary."

A television set isn't going to mean too much when "What Price Glory" is playing at an entertainment seeker's favorite theatre. You can bet on that!

Running time, 111 minutes. General audience classification. For August release.

CHARLES L. FRANKE

Walcott Match

(Continued from page 1)

sions due to what is believed to be a high interest in the match. The contender to the title, held by Jersey Joe Walcott, will be the winner of tonight's scheduled Matthews-Marciano bout at the Yankee Stadium.

Guarantee at Issue

The chances of TNT getting the title bout, tentatively slated by the IBC for a date in September, is considered greater in some quarters if Marciano wins tonight's 10-round match. It was Jack Hurley, Matthews' manager, who virtually killed the attempt to televise tonight's bout in theatres. Hurley sought a greater guarantee from theatres than was procured for the Robinson-Maxim fight. It was the price that led TNT and TV-equipped theatres to shy away.

Einfeld Back

(Continued from page 1)

tween Einfeld and executives of the company's international division, as well as European theatremen. The chief topic under discussion was the setting of plans for the fall global premiere of Darryl F. Zanuck's "The Snows of Kilimanjaro," to be staged simultaneously in capital cities of Europe, South America and Africa.

Advertising - publicity - exploitation campaigns were also formulated for "What Price Glory," "Les Miserables," "Lure of the Wilderness," "Don't Bother to Knock," and "Way of a Gaucho."

Showmanship drives were charted by Einfeld with Fritz Micoucci, Manager for Italy, in Rome; Robert Krier, German manager, in Munich, and Karl Knust, Holland manager, in Amsterdam.

Conferences in Paris between the vice-president and Albert Cornfield, 20th Century-Fox's managing director for Europe; Giulio Ascarelli, publicity director for the Continent, and French exhibitors rounded out Einfeld's European visit.

'Ivanhoe' to Open At Hall Thursday

M-G-M's "Ivanhoe," will begin an engagement at Radio City Music Hall on Thursday.

The story, filmed in England, stars Robert Taylor, Elizabeth Taylor and George Sanders. It was in production for two years.

Frost Leaving Monogram

KANSAS CITY, July 27.—Jack Frost, manager of the Monogram exchange here, has announced his resignation, effective August 15. Harold Wirthwein, Western sales manager, soon will announce Frost's successor.



In the THEATRE Equipment World . . .

. . . with RAY GALLO

THE RAPID COPY SERVICE, INC., of Chicago, has prepared an extensive catalog showing its stock of hundreds of scenic views for making photo-murals. Available in either sepia or black-and-white, the murals range in size from 16x20 inches up to 5x8 feet. They are produced on portrait paper, mounted on 5/16-inch superboard and finished with two coats of lacquer. Suggested locations in theatres for the photo-murals include the wall of foyers, lounges and "cry rooms" as well as the wall behind the refreshment stand.

•

M. A. Maurer, former general foreman in the Camden plant of RCA Victor's engineering products department, has been promoted to the post of plant manager of the company's Detroit plant. His appointment was announced by A. L. Malcarney, general plant manager of the engineering products department.

•

A new suprex positive carbon of nine millimeter diameter has been announced by the National Carbon Company, New York. Superseding a previous carbon available it is a nine millimeter by 14-inch copper-coated carbon rated at 65-75 amperes instead of the 75-85 former rating. The arc voltage is approximately 41 volts at 65 amperes, and 45 volts at 75 amperes. The new suprex positive carbon was designed for use with the "National" eight millimeter by nine-inch "Orotip" C negative.

•

A new commercial vacuum cleaner with a 10-gallon capacity and both wet and dry pickup has been added to its line by the Ace Company, Ocala, Fla., producers of portable electric blowers. Trade-named "Alaco," the new machine is powered by a one hp. universal type motor. It has a crackle outside finish and weighs 39 pounds.

•

Chicago has been chosen as the scene of the air conditioning show to be held next January 26 to 30. Officially known as the 11th International Heating and Ventilating Exposition, it will be held in the International Amphitheatre under the auspices of the American Society of Heating and Ventilating Engineers in conjunction with the 59th annual meeting of the Society.

•

RCA Victor's southern region, of which Elmer D. Eades is manager, has been awarded the J. G. Wilson silver trophy for outstanding achievement in the engineering products department's 1952 sales contest. The award was established by the late John G. Wilson, executive vice president of RCA in charge of the RCA Victor division, as an annual trophy to the region excelling in engineering product sales.

Warner Calls

(*Continued from page* 1)

high ranking military officers, representatives of the Los Angeles consular corps and other notables heard Warner tell assembled war veterans that "it is just as important today for you members of the American Legion to carry on your fight for the liberty and freedom of mankind. Don't let rabble-rousers raise the banners of intolerance against any minority groups, no matter what race, color, creed or place of origin. The big question in your mind should always be—is he a good, loyal American? Nothing else should count."

Ronald Reagan introduced Capt. Harvey, United States Army, who won the Congressional Medal of Honor for gallantry in Korea. As master of ceremonies, Capt. Harvey presented a galaxy of stars, including Randolph Scott, Will Rogers, Jr., Virginia Mayo, Michael O'Shea, Danny Thomas, Gilbert Roland, Eddie Bracken, Virginia Gibson, David Brian, Frank Lovejoy, Karl Malden, Patrice Wymore, Whip Wilson, Phyllis Kirk, Steve Cochran, Paul Picerni and George O'Hanlon.

Valos House to Legion

CHICAGO, July 27.—Valos circuit's Roxy Theatre, West Chicago, Ill., has been sold to the local American Legion Post and was closed at the weekend. Another theatre in the Chicago territory, the Pec at Pecatonica, Ill., has been purchased by Hans M. Balle; now closed for extensive remodeling, the house will reopen September 6.

Review

"Lost in Alaska"

(Universal-International)

BUD ABBOTT AND LOU COSTELLO find themselves battling the icy elements away up North in "Lost in Alaska." The picture churns up a lot of comic energy and rates very well with predecessors in the series. It will easily please the team's fans.

The cast is rounded out by Mitzi Green, who, as a saloon entertainer, delivers some snappy vocal numbers, and Tom Ewell, as the lovelorn suitor of the former, who turns in a highly amusing characterization.

The boys get into difficulties when they rescue Ewell, a wealthy gold prospector, who attempts to drown himself after being spurned by Miss Green. Ewell's clothes are found on a dock and Abbott and Costello are suspected of murdering him. As a result they set out to bring Ewell back and prove their innocence. This entails going off to Alaska. There they get caught up in an assortment of complications.

The screenplay by Martin A. Ragaway and Leonard Stern has the boys getting lost in the icy wastes while trying to get gold out of the country. Also in trying to protect Ewell from those who would kill him for his wealth, they get tangled up with some of the toughest characters in the territory.

What really matters is that by the time the film runs its course, a lot of zany comedy has passed on the screen.

Howard Christie produced and Jean Yarbrough directed. Running time, 76 minutes. General audience classification. For August release.

MANDEL HERBSTMAN

Earl Hunt, Ad Artist, Dies on West Coast

PORTLAND, Ore., July 27.—Earl Hunt, a leader among theatre display advertising artists on the Pacific Coast, died here at his home following a long illness.

For many years Oregon advertising manager for Hamrick - Evergreen Theatres, Hunt formed his own ad agency in 1945. He later joined Ted Gamble as an advertising and theatre manager.

Ricketts Is Named Acting Branch Head

James R. Ricketts has been appointed acting branch manager of Paramount's Denver exchange, by A. W. Schwalberg, president of Paramount Film Distributing Corp. Ricketts replaces Clarence Olsen, resigned.

Ricketts joined Paramount in 1946 as an assistant shipper in Des Moines. In 1948 he was promoted to booker, and later that year was transferred to Denver as office booking manager.

Free Shows

(*Continued from page* 1)

would allow the merchants to display their cards on nearby theatre billboards.

Conlon told the exhibitors that Allied had informed District Attorney Joseph Deebs in Grand Rapids of the situation and he informed the exhibitors that the U.S. Internal Revenue Bureau in Detroit has been informed of the situation and action is being taken, as previously reported.

He also said that the 16mm. films which are being shown by the "free movie" operators, are supposed to be used only for educational and non-commercial purposes.

The next meeting will be held in the Park Place Hotel in Traverse City on August 13. Reports of the progress which exhibitors are making to combat the situation will be discussed.

May Fight US Suit

(*Continued from page* 1)

the major company defendants have been conferring on strategy to be employed in fighting the government's move to force the sale of 16mm. films to TV and other outlets in competition to regular theatres. No announcement was made concerning any decision the attorneys may have reached.

Vote Down Sunday Films

ATLANTA, July 27.—The citizens of Darlington, S. C. voted down Sunday films by a margin of almost two to one.

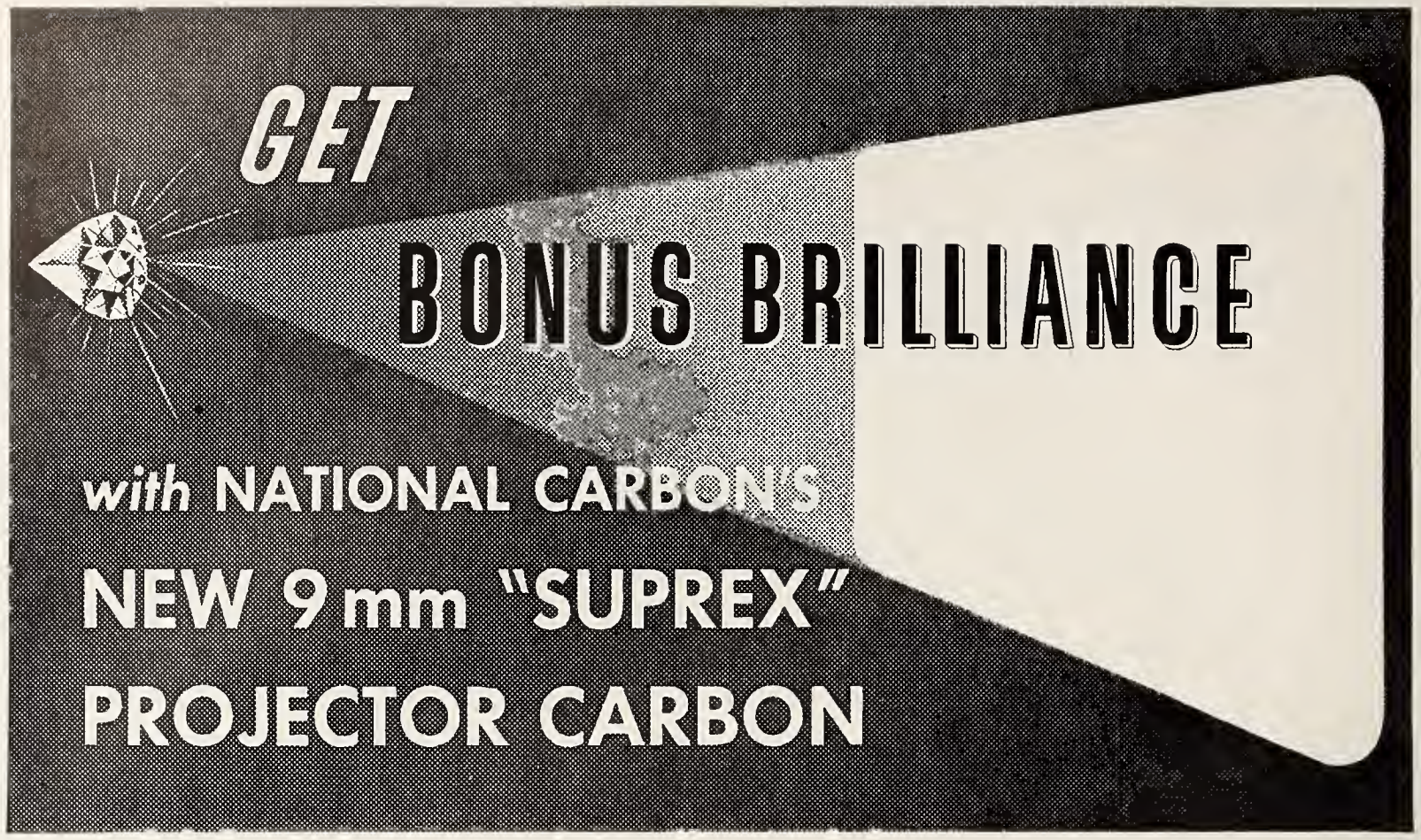
ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!

"Quiet! Squire Danaher has the floor!"
"If I had the floor I'd hit the big ape with it!"



HERBERT J. YATES presents
THE QUIET MAN
Color by TECHNICOLOR • Directed by JOHN FORD
A REPUBLIC PICTURE

"Robust, romantic drama. Marquee names . . . excellent money picture."
says VARIETY



By far the greatest improvement in "Suprex" carbons since the line was introduced is National Carbon's NEW 9 mm "Suprex" projector carbon for mirror-type lamps. Used in place of the present 9 mm "Suprex" carbon, it gives you:

- **MORE LIGHT AT LESS CURRENT**
- **UNSURPASSED ARC STABILITY**
- **COOLER OPERATING LAMPS**
- **REDUCED MAINTENANCE**



SEE IT IN ACTION— LET YOUR *OWN* EYE BE THE JUDGE

ALL AT LOWER CARBON COST!

An important factor in achieving this improved performance at lower cost is National Carbon's NEW composition, *never before used in lighting carbons.* This feature assures you of operating advantages and picture quality not obtainable from any other brand.



The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY

A Division of Union Carbide and Carbon Corporation

30 East 42nd Street, New York 17, N. Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: National Carbon Limited, Montreal, Toronto, Winnipeg

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 20 NEW YORK, U. S. A., TUESDAY, JULY 29, 1952 TEN CENTS

Protests Rise Continually Vs. Gov't Suit

Wires Sent to Stevenson; Snaper, Harvey Also Act

Protests against the government's anti-trust suit to force the sale of 16mm. films to television and other outlets in competition to regular theatres are mounting steadily, the prospect being that soon virtually every segment of the industry will have raised its voice against the action of the Department of Justice.

Terming the suit a "political" move, exhibitors of Dallas, Texas, have retaliated by telegraphing Gov. Adlai E. Stevenson, Democratic nominee for President, enlisting aid against the litigation. Last week these same exhibitors had telegraphed President Truman to the same effect.

Meanwhile, a strong letter of protest has been sent to Attorney-Gen-

(*Continued on page 6*)

Business Overseas Good, Says Balaban

Business abroad is very good, Barney Balaban, president of Paramount, reported here yesterday on his return from a six-week trip to Rome, Paris, Venice and Montecatini. Balaban pointed out, however, that while the overseas market is encouraging, there has been a decline in actual earnings because of devaluation.

Balaban asserted that the company

(*Continued on page 2*)

Attendance Abroad Healthy: Einfeld

Attendance abroad is very satisfactory, Charles Einfeld, 20th Century-Fox vice-president, declared here yesterday on his return on the *S.S. Liberte* from six weeks overseas.

He said he conferred with executives abroad as well as theatremen. He also set plans for the fall premiere of Darryl F. Zanuck's "The Snows of Kilimanjaro" to be staged simultaneously in capital cities of Europe, Africa and South America.

Sullivan Returns to TOA Post Monday

Gael Sullivan, who served as manager of Senator Estes Kefauver's campaign for the Democratic Presidential nomination, will return to his post as executive director of the Theatre Owners of America next Monday.

Sullivan is vacationing at Narragansett, R. I., this week. He had been given a leave of absence by TOA to accept the campaign assignment.

Roach Plans Six Films Next Year

Hal Roach declared here yesterday that in returning to theatrical production, as disclosed last week, he plans to make six films for theatres next year. He also plans to make a series of TV films.

His idea calls for the signing of stars to a 40-week contract involving their services for both theatrical features and TV films.

Among those Roach has conferred with regarding his project are Leo McCarey, George Stevens and Leonard Goldstein, but no deal has been closed with any of the trio.

While here Roach will confer with distributors on the six films and also negotiate with TV officials on his video shows. Two of the TV shows, running one hour each, are "Children's Hour" and "Actor's Hour."

Roach asserted he is unhappy about the high cost of distribution. Unless he can make a satisfactory distribution deal, he said, he would confer with a group of exhibitors and try to set up a special distribution deal with them where they would guarantee the costs in their respective areas.

Gottlieb and Levy To Aid JDA Drive

Saal Gottlieb, of MGM-Loew's, and David A. Levy, of Universal Pictures, have accepted co-chairmanship of the exchanges division of the motion picture industry's campaign on behalf of the Joint Defense Appeal (JDA), it was announced by Leon Goldberg, of Universal, and Edward L. Fabian, of Fabian Theatres, co-chairmen of the industry-wide JDA effort.

The JDA is seeking $5,000,000 in 1952 to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith, the nation's largest Jewish agencies combatting bigotry.

B'way Grosses Rise With the Thermometer

The current business week, aided and abetted by hot weather, is proving to be a stronger-than-usual one for New York's first-runs. Leading the field are two newcomers: "Jumping Jacks," which is on the way to a classy $118,000 for the initial week at the Paramount, and "Dreamboat" at the Roxy, where a record-breaking $60,000 for a non-holiday Friday-through-Sunday is the forerunner of a fancy $105,000 for the first stanza. Both theatres have stage shows.

Broadway's theatres emerged with flying colors from the competition with television's Na-

(*Continued on page 4*)

Decentralization in Production Stressed

The future of film production lies in decentralization, producer Joseph Kaufman said yesterday. He is in New York in the interests of "Sudden Fear," his independently produced Joan Crawford vehicle which tees off August 7 at Loew's State Theatre.

Kaufman holds that the task of getting people out of their homes and into film houses can be solved if Hollywood will work in smaller units.

"I think the day of mass production of films is ended," Kaufman stated. "This is evidenced by the decision of the big studios to make only big pictures." On the problem of getting the

(*Continued on page 4*)

Circuits in England Raise Admissions

By PETER BURNUP

LONDON, July 28.—Major circuits here, among them Associated British Cinemas, Gaumont, Granada and J. Arthur Rank's Odeon group, have increased prices following the "flexibility" door left open in the recent budget. Two shillings-one pence admissions are raised to two shillings-three pence and two shillings-seven pence seats are raised to two shillings-eight pence.

In a joint statement they declared: "Owing to ever-increasing operating costs and the fact that no relief from entertainment duty was forthcoming in the last budget on seat prices at

(*Continued on page 4*)

Rackmil Plans Long-Range 'U' Expansion

Predicts Results Will Show in 2 to 3 Years

Convinced that Universal Pictures and Decca Records are capable of "complementing" each other in important phases of operation, Milton R. Rackmil, president of both companies, told a luncheon gathering of trade press editors here yesterday that plans are now being developed which are expected to result in "a greatly expanded business for both within the next two to three years."

Rackmil declined to disclose the nature of the plans, asserting that they are in an early discussion stage at this time. However, he confirmed that they are not dependent upon a merger of the two companies, stating that the original plan for a merger has been called off, at least for the present.

The Universal-Decca president also reiterated his statement made on his

(*Continued on page 4*)

NEWS FLASHES

WASHINGTON, July 28.—Word from top officials of the National Production Authority is that there will be no relaxation of restrictions on amusement construction this year, despite the end of the steel strike. It is not known how much longer it will take before production losses would be made up sufficiently to enable removal of the ban.

•

WASHINGTON, July 28.—The Radio-Television Manufacturers Association reports that the output of TV sets in the first six months of this year dropped 33 per cent below the figure for the corresponding period during 1951.

Personal Mention

B. G. KRANZE, United Artists sales executive, and MILTON E. COHEN, Eastern division manager, will leave here for Gloversville, N. Y., today, and the next day will head for Albany.

•

HOWARD STRICKLING, M-G-M studio publicity head, and DAN S. TERRELL, exploitation head, will leave here tomorrow for Boston. After returning here, STRICKLING will leave for the Coast on Sunday.

•

HAROLD MIRISCH, Monogram-Allied Artists vice-president, returned to his office in Hollywood yesterday from San Francisco.

•

HARRY FELLERMAN, sales head of Universal's special films division, has returned to his desk after a two-weeks' illness.

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, is in Kansas City from Hollywood.

•

SAMUEL GOLDWYN arrived here from the Coast yesterday. He plans to remain about 10 days before leaving for Europe.

•

MYRON JOSEPHSON of M-G-M's special service department is on vacation at Hurleyville, N. Y.

•

JOSEPH SISTROM, Paramount producer, arrived here yesterday from the Coast en route to London.

•

HERB CROOKER of M-G-M's home office publicity department is on vacation at Shelter Island, N. Y.

•

ARTHUR CANTON, M-G-M Eastern division press representative, left here yesterday for Boston.

•

SAM PRINZMETAL, industry lawyer, and MRS. PRINZMETAL will leave here today for Europe.

•

DAVID SAVAGE, CBS-TV film buyer, and his wife are in Hollywood from New York.

•

IRVING ALLEN, producer, left here for London over the weekend.

Jolson Held 8,000 Warner Bros. Shares

Among Al Jolson's extensive stock holdings, as reported here in Surrogate's Court in an accounting of his $4,144,147 estate, are 8,000 shares of Warner Brothers stock.

The accounting also showed the following royalties: from "The Jolson Story," $95,073; "Jolson Sings Again," $123,727; Decca records, $120,804.

Ray Grosses $42,000

BOSTON, July 28. — The Metropolitan Theatre here reports that the personal appearance of Johnnie Ray at that theatre, who ended a one-week stand at the weekend, grossed $42,000.

Schwalberg Cites Big 'Show' Grosses in Small Towns

Cecil B. DeMille's "The Greatest Show on Earth" is proving one of the greatest small-town box-office attractions in the history of the industry, according to A. W. Schwalberg, president of Paramount Film Distributing Corp.

Schwalberg stated that "in a town in Iowa with a population of only 6,000, and in a theatre that seats less than 400, 'The Greatest Show on Earth' rolled up a $3,067 one-week gross. Figure for 'Samson and Delilah,' at the same theatre and the same playing time was $949.

"In another Iowa town, with a population of 7,600 and in a theatre seating 500, 'Greatest Show' grossed $2,432 to $537 for 'Samson.' In Wisconsin a theatre seating 850 and drawing from a town with a population of 7,000 'Greatest Show' grossed $5,397 to $881 for 'Samson.' Also in Wisconsin, in a town with a population of 7,300 and a theatre seating 750, 'Greatest Show' grossed $3,739 to $942 for 'Samson.'

"This box-office story is the same in Indiana where the results in two towns selected at random showed 'Greatest Show' outgrossing 'Samson' by $5,857 to $2,518 and $6,380 to $1,571, respectively. In a town of 12,000 in California the figures were $4,965 to $1,330, while a town in South Carolina with a population of 19,700 showed 'Greatest Show' with $5,857 and two days to go to $2,518 for 'Samson.'

Aubier to Head UA N. African Branch

United Artists has opened its own office in Algiers, headed by Maurice Aubier, as distribution headquarters for the North African territory, with sub-branches in Tunis and Casablanca, UA foreign distribution vice-president Arnold M. Picker disclosed here yesterday.

It will operate as an integral part of the company's French organization, Les Artistes Associes, under the overall direction of Georges Rouvier, general manager in France and supervisor for Switzerland.

Duane Is Named UA Boston Sales Head

BOSTON, July 28.—Thomas F. Duane has been named sales manager for the Boston branch of United Artists. The appointment was effective today. Duane was recently Northeastern representative for Lopert Films and was formerly associated with Paramount, Selznick and Jack Schlaifer Corp.

The post is a new one, under branch manager Harry Segal.

Gruenberg in New Post

MILWAUKEE, July 28. — The new booker and buyer for St. Cloud's two theatres here, the Oriental and Tower, is Jerry Gruenberg, from Minneapolis. He replaces Bill Nathanson, who resigned. Gruenberg, who will now make his home in Milwaukee, formerly was with United Artists.

Levin Associates in Specialized Sales

Jack H. Levin Associates has set up a home office division to promote sales of specialized pictures for both theatrical and non-theatrical fields, tying-in showings to benefit fund-raising activities of such non-profit organizations as religious, fraternal, educational and cultural groups. The latter would select films best suited to their individual needs. Following a test in the Central and Northwestern states, it is intended to eventually embrace all seven regional divisions of Levin Associates.

The Levin company is completing a deal with Souvaine Selective Pictures to handle some of its motion picture product.

Cartoonists Local Wins Pay Rise

HOLLYWOOD, July 28.—Motion Picture Screen Cartoonists, IATSE, has gained a pay rise of 24 cents an hour or 10 per cent figured on the basic minimum, whichever is greater, in an agreement concluded with the Animated Film Producers Association.

The contract, ratified by the union, is retroactive to March 15, and may be reopened for wage adjustments should the Bureau of Labor's cost-of-living index rise five per cent above the January 15 level.

2 Ladd Features to Be Made in Britain

LONDON, July 28.—The impending production in this country of two color in Technicolor features starring Alan Ladd was disclosed here by Columbia Pictures.

First, to start in September, will be "The Red Beret," a drama of the Commandos. The second, to be undertaken shortly afterwards, will be "The White South," a Hammond Innes adventure of the Antarctic whaling industry.

Balaban

(*Continued from page 1*)

would give a reasonably good account of itself this year and has a "well-balanced production schedule for 1953."

Asked about possible retrenchments similar to those recently made at M-G-M, Balaban declared that "whenever we find an uneconomic situation we make necessary cuts. These are times that call for efficiency and productivity."

Asked about the possibility of the company making more pictures abroad, he said it would do so only if a picture's background called for it.

Responding to a question about the industry's outlook, Balaban remarked that "each company would prosper according to the number of box-office hits it can produce."

Intermission Policy At Cleveland Houses

Cleveland, July 28. — Theatres in this area are, like many theatres elsewhere, adopting an intermission policy between shows for the purpose of boosting concession sales, using an intermission trailer suggesting a visit to the concession stand.

Coast Projectionists Get Liberal Benefits

SAN FRANCISCO, July 28.—New agreements have been signed between the Motion Picture Projectionists Local No. 162 and North Coast United Paramount, Loew's Warfield and others in the San Francisco area calling for a 27-cent per hour increase for two years and a 12-cent an hour further increase commencing the third year of the agreement. Each theatre will pay two weeks' vacation per year to all regularly employed operators.

The local was also instrumental in putting into effect a health and welfare plan which is an innovation so far as the theatrical industry here is concerned. The welfare plan is based on $2.10 per week paid by the employer. This provides hospitalization care for the membership. Included therein also is a $2,500 life insurance policy with a double indemnity clause for $5,000 in the event of accidental death. Other fringe benefits in minor working conditions were secured under the new agreement.

The agreement was negotiated by a wage committee composed of five members of the local: business manager John A. Forde, president Thomas J. Kearney and projectionist John Finn of Loew's Warfield, Abe Lubfin of the Orpheum and Mervin Wagner of the New Mission.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY BOLGER in
"WHERE'S CHARLEY?"
Color by TECHNICOLOR
A WARNER BROS. PICTURE
plus SPECTACULAR STAGE PRESENTATION

DEAN MARTIN JERRY LEWIS
HAL WALLIS' Jumping Jacks
in person DON CORNELL TRUDY RICHARDS MICKEY DEEMS FOUR EVANS ELLIOT LAWRENCE
PARAMOUNT TIMES SQUARE Midnight Feature Nightly

Walt Disney's Story of
ROBIN HOOD
Color by TECHNICOLOR
and
Walt Disney's WATER BIRDS A True Life Adventure
Walt Disney's "LITTLE HOUSE" Technicolor Cartoon
Print by Technicolor—Distributed by RKO
COOL CRITERION B'WAY & 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



Inside New York—50 years ago . . .

Re-creating a corner of old New York for the theater is a stage designer's problem.

But re-creating it so that the color camera will see it and the sound camera hear it as the eye saw it and the ear heard it 50 years ago is quite another story.

It is in reducing problems of this character that the Eastman Technical Service is of great service. Their representatives collaborate with studio technicians; they scrutinize the scenery, establish light and color balances; they help select type of film, color or black-and-white, best to use. Special laboratory procedures, too, may be worked out to ensure precise processing—all to make sure that every foot of film produces best results.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address:

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

East Coast Division
342 Madison Avenue, New York 17, N. Y.

Midwest Division
137 North Wabash Avenue, Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, California

B'way Grosses

(Continued from page 1)

tional Democratic Convention last week. Except for last Friday when the balloting for the party's Presidential nomination took on the appearance of a knock-down, drag-out fight, business flourished at most of theatres.

Each day and evening of the convention telecasts, marked by more dull roll-calls than fiery contests, the theatres enjoyed good patronage turnovers. On Friday, however, when the hot weather abated and the Stevenson-Kefauver struggle arrived at the point where television and radio could lay claim to offering something in the way of "entertainment," milder returns were being recorded by some, but by no means all of the first-runs.

More than one theatre manager, when asked if the convention left any scars on the box-office, replied gleefully: "What convention?"

'Robin Hood' Strong

Meanwhile, during both the Democratic and earlier Republican convention, Walt Disney's "Story of Robin Hood" was heading for a place among the long runners and better grossers at the Criterion. The picture's fifth week is bringing $21,000, and the management has expressed confidence that a total of at least eight weeks is in store for the film at the Times Square house.

"High Noon" at the Mayfair is proving to be a first-week high grosser, with $49,000 indicated. Still demonstrating plenty of vigor in its second week at the Capitol is "Carrie," the figure being a smart $38,000. "Where's Charley?" and a stage presentation is giving Radio City Music Hall a nice fifth and final stanza, with $70,000 for Thursday-through-Sunday pointing to a seven-day "take" of $108,000. "Ivanhoe" will open at the Hall on Thursday.

$11,000 for 'Beacon'

A more-than-adequate $11,000 for the ninth and final week of "Walk East on Beacon" is indicated for the Victoria which will bring in "Affair in Trinidad" tomorrow. At the Astor, the second week of "The Story of Will Rogers" is seen registering $18,000, a good figure, but a drop of $8,000 from the opening week. Still strong in its second week at the Globe is up a pleasing $6,200 for the 17th 500 indicated. A mild $7,000 was indicated for the second and final week of "Paula" at Loew's State which will open "Glory Alley" today.

The off-Broadway Sutton did a good $7,600 for the 17th week of "The Man in the White Suit," and the similarly identified Normandie is racking up a pleasing $6,200 fo rthe 17th stanza of "Encore."

Openings yesterday included "The Spider and the Fly" at the Little Carnegie, and "The Strange Ones" at the Paris. "What Price Glory" will move into the Roxy on August 8.

NEED SPECIAL TRAILERS QUICK?
QUICK SERVICE
FREE COPY SERVICE
BEST ART-WORK
YOU'LL GET IT FROM
FILMACK
SEND-US YOUR ORDER
ALL-AROUND KNOW-HOW
FINEST QUALITY
TRY US AND SEE
CHICAGO, 1327 S. Wabash Av - NEW YORK, 630 9th Av.

Review

"Lure of the Wilderness"

(20th Century-Fox)

THE OKEFENOKEE swamp in Georgia forms the background of this unusual drama which features Jean Peters, Jeffrey Hunter and Walter Brennan. The picture has some intriguing, nature-in-the-raw settings, presented in color by Technicolor, and it moves at a brisk pace. The narrative is developed along formula lines. Filmgoers should find it attractive entertainment.

Hunter plays the part of a young man who ventures daringly into the swamp to find his lost dog and becomes the captive of Brennan and his tomboyish daughter, Miss Peters. It seems that Brennan took to the swamps with his daughter years back to hide from a murder he never committed. After some initial hostilities, Brennan and Miss Peters win Hunter over to their side and he agrees to return to civilization, hire a lawyer, and fight for the vindication of Brennan.

The task becomes an involved and treacherous one, especially since the real murderers resort to a variety of efforts to block the emergence of justice.

The screenplay, by Louis Lantz, provides romantic interest between Miss Peters and Hunter and introduces a rivalry in the form of Constance Smith, a jealous, easily-enraged young lady. By the time the story runs its course justice triumphs and Hunter wins the hand of Miss Peters. Robert L. Jacks produced and Jean Negulesco directed.

Running time, 92 minutes. General audience classification. For September release.

MANDEL HERBSTMAN

Rackmil Plans 'U' Expansion

(Continued from page 1)

election to the Universal presidency July 15 that there will be no changes in the latter company's management. This time, he specifically included the studio in the statement. If Leo Spitz, studio executive, recovers from his current illness sufficiently to permit him to continue in an active capacity, he will do so, Rackmil said. He made it clear that the state of Spitz's health will be the deciding factor.

Nate J. Blumberg, new Universal board chairman who left here for the Coast over the past weekend, will also continue in an active capacity, Rackmil said. Blumberg's health, reportedly greatly improved in recent weeks, makes a genuinely active role for him in deciding production policy with William Goetz, Universal production head, and in other capacities, certain, it was indicated.

Rackmil said he would retain his post as president of Decca in addition to heading Universal and that he would work both here and at Universal City. He said he had no plans at present for adding to Decca's representation on the Universal board of directors, despite the fact that he is the only representative of Decca's 42 per cent interest in Universal. J. Arthur Rank, with no stock ownership in Universal now, has three representatives on the board and they will remain, Rackmil said. However, Rank himself and his financial aide, G. I. Woodham Smith, rarely attend Universal board meetings, having contented themselves in the past with the representation afforded by the third member of the Rank trio, Robert Benjamin.

"We have a winning team now," Rackmil said, referring to Universal's good earnings record and the stated determination not to make changes in the executive or directors' status. "When everything is going well it just doesn't make sense to shake things up."

Asserting that the Universal management under his presidency will "move slowly" in the direction of business expansion, Rackmil clearly indicated that he believes motion pictures have an important part to play in the future of television.

Financial instability has hurt TV film producers heretofore, he believes, but sees no problem in that area confronting Universal and Decca. Rackmil stated that TV programs on film will constitute the bulk of the eventual programming. Plans for distribution of the TV films by Decca's national outlets are now being discussed, he revealed.

Rackmil made it clear that he envisions the TV film future of his companies as entirely apart from the theatrical film operations. He said he is confident that the motion picture theatre will not be supplanted by television any more than the record business was supplanted by radio in the late 1920's. Just as radio strengthened the record business eventually, Rackmil feels that television will do much to help motion pictures.

"One medium of entertainment does not take the place of another," he said. "That has been demonstrated. There is a place for each of them."

Accompanying Rackmil to the luncheon were Al Daff, newly named executive vice-president of Universal; Maurice Bergman, public relations executive for "U," Phil Gerard, publicity manager, and Milton Livingston, trade press contact.

Father of Jack Harris

Funeral services were held yesterday for Philip Harris, father of Jack P. Harris, film buyer for Walter Reade Theatres. Harris died here Sunday after a long illness. He is survived by two other sons, Irving J. and Bernard, and by his widow, Lena. Services were held at the Brettschneider Funeral Home. with burial at New Mount Carmel Cemetery.

Mass for Mrs. King

HOLLYWOOD, July 28. — Requiem mass will be sung tomorrow morning at the Cathedral Chapel for Mrs. Gypsy Abbott King. wife of director Henry King, who died Friday. Two sons, two daughters and two grandchildren also survive.

UK Circuits

(Continued from page 1)

one shilling and above, A.B.C., Gaumont British, Granada Theatres and Odeon are reluctantly compelled for most of their theatres to make some small increases in the prices of admission with effect from and including Sunday, August 3."

A spot round-up of reactions reveals sharp division of opinion among independent exhibitors in regard to the circuit lead. Harry Mears, last year's Cinematograph Exhibitors' Association president, for example, feels that the circuits should have consulted CEA before coming to a decision.

Yorkshire's J. X. Prendergast will not accept the lead. Like other North-country theatremen he feels the pinch of the slump currently affecting the textile industries.

Hinge Approves

CEA's treasurer E. J. Hinge—accepted as one of the industry's elder statesmen—on the other hand takes count of rising costs. Hinge also operates in the North-country. He applauds the circuit decision. So does London's Theo Fligelstone.

Says Fligelstone: "The circuits have acted wisely, for this may be the last opportunity the industry will have of adjusting prices to the general cost-of-living level. Now that we have flexibility we should make the most of it."

It is regarded as significant that the joint statement from the circuits used the phrase "for most of their theatres." That, it is said, gives the circuits a useful escape-hatch in areas where independents embark on a price-cutting campaign.

Decentralization

(Continued from page 1)

most advance penetration for a picture, Kaufman observed that coordination of publicity, advertising and exploitation demands that a picture be made at least one year before its release.

Turning to "Sudden Fear," which RKO Radio is distributing, Kaufman called it an example of integrating selling with production.

"Plans on selling 'Sudden Fear' started with the writing of the script," he says, "and that took place over a year ago. Many things in the script were geared for exploitation and selling."

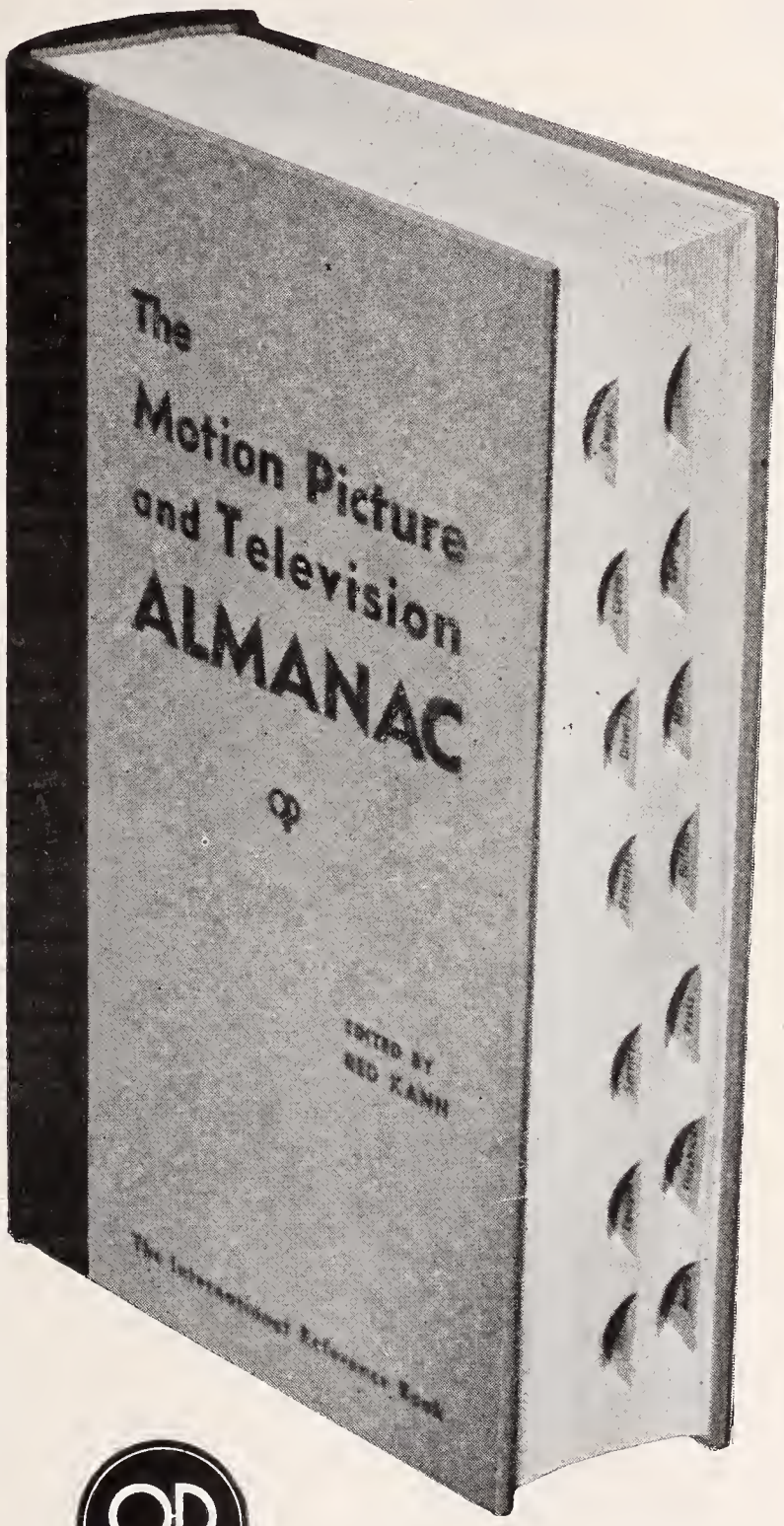
Cites Example

As an example, he cites cooperation with Western Pacific Railroad. A sequence of "Sudden Fear" brings Joan Crawford and Jack Palance together on the line's San Francisco-bound Zephyr. The railroad furnished the equipment, and has worked out an extensive advertising campaign of its own through 24 sheets for its railroad stations, and window displays in every location in its territory, with agents to be brought to San Francisco for the picture's presentation.

Kaufman estimates that Don Prince, publicity director of RKO Radio, has so far secured the equivalent of $5,000,000 of commercial advertising.

"'Sudden Fear' is one of the first big features that will use TV as a medium of advertising," said Kaufman. Radio's Terry Turner, RKO's exploitation director, has made 12 special TV trailers. The eight one-minute and four 20-second trailers will be a supplement to the newspaper advertising campaign.

The Industry's Most-Wanted, Most-Often-Used Reference Book



No other publication contains this valuable information*

* The WHO'S WHO section alone—which is but one of the 15 thumb-indexed sections of the ALMANAC—is worth several times the price of the complete volume of highly useful information. The WHO'S WHO section contains over 12,000 concise biographies of executives, producers, performers and other personalities, covering the fields of *both* motion pictures and television.

* It is the *ONLY* WHO'S WHO in these fields, and it is being considerably enlarged for the 1952-53 edition of the ALMANAC, to include hundreds of additional names, with up-to-date biographies and career credits.

Also, the separately thumb-indexed TV data section has been expanded to include a wealth of additional information for many purposes, in—

Thumb Indexed . . .

- Who's Who
- Corps.
- Codes
- Circuits
- Gov. Case
- Drive-Ins
- Television and Radio
- Pictures
- Great Britain
- Services
- Press
- Equipment
- Organizations
- World Market

The 1952-53 Motion Picture and Television ALMANAC

A QUIGLEY PUBLICATION

The previous edition was a sell-out!
To make sure of your copy, order NOW.

Revised E-x-p-a-n-d-e-d 1952-53 Edition Now on the Presses

QUIGLEY PUBLISHING CO.
Rockefeller Center, 1270 Sixth Ave.
New York 20, N. Y.

Please reserve a copy of the 1952-53
Motion Picture and Television **ALMANAC**

Enclosed please find check for $5.00 in full payment, including shipping charges.
Mail to—

Name_____

Address_____

Gov't Suit

(Continued from page 1)

eral McGranery by Wilbur Snaper, president of National Allied. Snaper's letter declared that the wiping out of a $2,500,000,000 industry would be on the Justice Department's conscience.

Rotus Harvey, president of Western Theatre Owners, has sent from San Francisco to Eric A. Johnston, now on the Coast, a wire pledging to the Motion Picture Association of America president support in fighting the government's complaint. He also offered his personal services in the fight. "If the Government wins this case," Harvey said, "all of us will be run out of business."

Call It 'Squeeze'

The Dallas exhibitor group, composed of R. J. O'Donnell, Col. H. A. Cole, Ed Rowley, Claude Ezell, H. J. Griffith and Phil Isley, wired Stevenson that that the suit "is so illogical and its pleadings are so drastic that we cannot construe it as anything but a political 'squeeze' on personalities thought to be Republican in sympathies. The suit wears so many earmarks of punitive and extortionate motives that it will outrage the entire electorate and confirm a widely held belief that bureaus under a Democratic administration are strong-arm political operatives and not administrators of law and equity."

The telegram also said that American motion picture theatre owners may be goaded into using their screens in "partisan political warfare, the personnel of our group being fairly well divided between the two parties. But action such as this, attacking the very foundations of our industry and threatening our livelihood and very existence, must inevitably drive us to the use of this powerful publicity medium in self-defense."

"Shock and amazement" at the suit was expressed by Robert Wile, executive secretary of the Independent Theatre Owners of Ohio, in a letter to McGranery. He asked the Attorney-General to reconsider his department's action.

Skiatron President Sees Suit Benefitting Subscriber-Vision

"If the government succeeds in forcing the major motion picture companies to sell their films to television, subscription TV will be the only practical method of bridging the inevitable economic gap," Arthur Levey, President of Skiatron Electronics & Television Corporation, sponsors of the Subscriber-Vision pay-as-you-see television system, has indicated.

"Justice Department efforts to compel film distributors to make 16mm versions of their feature pictures available to television will inevitably strengthen the position of Subscriber-Vision and may hasten its introduction to the public," Mr. Levey said.

"Even if the government wins its case and the movie firms offer their pictures for sale, the question still remains: Who can afford this celluloid bounty? The picture people will undoubtedly put a stiff price on their product, and justly so. Neither the sponsors, nor the networks, nor the individual stations will be able to meet it.

"Only through subscription TV, which transfers the boxoffice directly and effectively to the living room, will television be able to afford Hollywood's better films."

Television--Radio

with Pinky Herman

EVERYTHING HAPPENS in cycles, mega, kilo and ordinary. Just about 20 years ago your reporter was writing a column about film folk and their doings at the Paramount Studios at Astoria, L. I. and Warner's Vitaphone plant in Flatbush. Last Thursday at the Seaboard Studios where they're producing a series of 13 Ed & Pegeen Fitzgerald TV comedies, we saw so many familiar faces on the set that for a brief moment or two we thought we were witnessing a flashback to 1932. Jack Etra was at the camera, Phil Rein on sound, Joe Redden, props, Dan Spillane and Jim Hennessy, grips, Art Kornfeld, chief electrician and Vince Matthews, former electrician, with Rein on sound, one of the crews that worked with Lubitsch on "The Big Pond" and "Smiling Lieutenant," with Maurice Chevalier, Claudette Colbert and other Paramount stars. Reminds us of the old days, we said. "Old days?" snorted Jim Hennessy,"the real good old days were when most of us here worked with D. W. Griffith up in Mamaroneck, later moving to the Claremont Studios in the Bronx and then to the Pathe Studios at 135th St. where we made the Pearl White Pictures." Which all goes to prove our "cycle" contention. With the wedding of motion pictures and television, the use of the camera has once again given work to hundreds of capable technicians and studios that had been dark and silent for lo these many years are once again resounding to "sound the bells" "up to speed, roll 'em."

• • •

Just step up and call the little lady "Dynamo." Who else but Kathi Norris, whose daily series (11 A.M.-12 noon) on DuMont, with different gimmicks on different days and unique and novel special films, guests, and other interesting items adds up to but one phase of the gal's activities. Then she does her Saturday show on NBC and another series on ABC which makes Kathi one of the busiest distaffers on the nets. What a package! Beauty PLUS Brains. . . . Announcer Joe King has drawn up plans for his new home which he plans to build (no, a professional contractor will do the building) at the place he just purchased in Nyack, overlooking the Hudson River. . . . Bernie Schubert just made a kind of a new audience-participation series, "One Good Turn," which one of our spies informs us is a honey. Howard Linkoff is the producer with Craig Allen directing. . . .



Kathi Norris

• • •

George Wallach is back at his NBC Chores as production manager, after a seven-week stay on the Coast where he was assistant producer to Arch Obeler on the filming of a three-demensional feature, in Ansco Color, which will be roadshown, after opening in New York some time in October. Story deals with the natural obstacles and thrilling adventures encountered during the building of the first railroad through darkest Africa. . . . After completing "Taxi" for 20th Century-Fox release, Gregory Ratoff will not return to Hollywood. He has taken a three-year lease on an apartment on 72nd St. and plans to devote all of his time to TV film production. . . . Stuart Buchanan, former program supervisor at ABC, who produces "The Ohio Story" for McCann-Erickson (featured over five key Ohio stations) dropped into town for a few days. . . . Maggi McNellis has been signed to be Piccadilly Ciggies' new ABC-TVenus. Her half-hour-a-week newsy chatter with Broadway and Hollywood celebs on "Maggi Round the Town," starts this Thursday night at 9:30 to 10 P.M. . . .

• • •

Hal Roach arrived in town yesterday with 2 full-hour (in four segments) film series, "The Children's Hour" and "The Actors' Hour." Roach feels that film stars can enhance and prolong their professional lives by appearing on TV once a week but in brief sequences. Pictures have eight conveniently-spaced ends for commercials without interrupting the action. . . . Can anyone imagine? The original producer of such TV classics as "Lights Out," "The Clock" and "The Amazing Mr. Malone" is currently unassigned and in fact unemployed. TV, or for that matter motion picture producers should immediately phone Larry Schwab, Jr., grab his talents and then thank us by sending a check to the Damon Runyan Cancer Fund. . . . Don't be too surprised if NBC acquires rights to "Breakfast In Hollywood" for a fall series of simulcasts.

A. T. & T. Facilities Extended in South

The long lines department of American Telephone and Telegraph has started laying a coaxial cable between Orlando and Tampa to provide additional long distance telephone, network radio and television circuits for Florida's West Coast. Planned for completion in time for the 1952-53 winter season, the new 101-mile route will connect with the nationwide network at Orlando.

Albany Unit Meets on Compo Tax Drive

ALBANY, N. Y., July 28.—Elimination of the 20 per cent Federal amusement tax could be the "salvation" of many exhibitors, Leo Greenfield, Universal branch manager here, and distributor chairman in the Council of Motion Picture Organizations' campaign, said today at a meeting of branch managers and salesmen. There being "no reason why the exhibitor cannot retain the money collected in the tax, if it is repealed," all exhibitors should contribute to COMPO for furtherance of the drive, Greenfield declared.

Branch managers were assigned to solicit smaller circuits and salesmen to independent exhibitors, with pledge cards. Division and district managers will contact larger circuits.

3 More Exhibitors Join 20% Tax Fight

Three more exhibitors sent word yesterday to Col. H. A. Cole and Pat McGee, co-chairmen of the national tax repeal campaign committee, that they will serve as committeemen to lead the campaign in their states. State campaign committeemen, representing all 48 states, now total 163.

Latest additions are Ralph E. McClanahan of Irvine, Ky., president of the Kentucky Association of Theatre Owners; Samuel B. Landrum of Dallas, and Leo Peterson of Rapid City, president of the South Dakota Exhibitors' Association.

Talks Still Being Held on Todd TV

Negotiations looking toward the theatre telecasting of Mike Todd's "Night in Venice" stage production at Jones Beach, Long Island, are currently being conducted by the Fabian circuit.

Todd recently acknowledged that he had talked with theatremen and other interested parties, including Nate Halpern, president of Theatre Network Television, on the possibility of using the new medium.

Lasky Here on Promotion

Jesse L. Lasky, completely recovered from his recent illness, arrived in New York yesterday from the Coast and will be the guest of the National Association of Music Merchants at its annual convention at the Hotel New Yorker where he will deliver an address outlining details of his next production, "The Big Brass Band." The several thousand members are to cooperate in an advertising campaign during 1953.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 20 NEW YORK, U. S. A., TUESDAY, JULY 29, 1952 TEN CENTS

Protests Rise Continually Vs. Gov't Suit

Wires Sent to Stevenson; Snaper, Harvey Also Act

Protests against the government's anti-trust suit to force the sale of 16mm. films to television and other outlets in competition to regular theatres are mounting steadily, the prospect being that soon virtually every segment of the industry will have raised its voice against the action of the Department of Justice.

Terming the suit a "political" move, exhibitors of Dallas, Texas, have retaliated by telegraphing Gov. Adlai E. Stevenson, Democratic nominee for President, enlisting aid against the litigation. Last week these same exhibitors had telegraphed President Truman to the same effect.

Meanwhile, a strong letter of protest has been sent to Attorney-Gen-

(*Continued on page 6*)

Business Overseas Good, Says Balaban

Business abroad is very good, Barney Balaban, president of Paramount, reported here yesterday on his return from a six-week trip to Rome, Paris, Venice and Montecatini. Balaban pointed out, however, that while the overseas market is encouraging, there has been a decline in actual earnings because of devaluation.

Balaban asserted that the company

(*Continued on page 2*)

Attendance Abroad Healthy: Einfeld

Attendance abroad is very satisfactory, Charles Einfeld, 20th Century-Fox vice-president, declared here yesterday on his return on the *S.S. Liberte* from six weeks overseas.

He said he conferred with executives abroad as well as theatremen. He also set plans for the fall premiere of Darryl F. Zanuck's "The Snows of Kilimanjaro" to be staged simultaneously in capital cities of Europe, Africa and South America.

Sullivan Returns to TOA Post Monday

Gael Sullivan, who served as manager of Senator Estes Kefauver's campaign for the Democratic Presidential nomination, will return to his post as executive director of the Theatre Owners of America next Monday.

Sullivan is vacationing at Narragansett, R. I., this week. He had been given a leave of absence by TOA to accept the campaign assignment.

Roach Plans Six Films Next Year

Hal Roach declared here yesterday that in returning to theatrical production, as disclosed last week, he plans to make six films for theatres next year. He also plans to make a series of TV films.

His idea calls for the signing of stars to a 40-week contract involving their services for both theatrical features and TV films.

Among those Roach has conferred with regarding his project are Leo McCarey, George Stevens and Leonard Goldstein, but no deal has been closed with any of the trio.

While here Roach will confer with distributors on the six films and also negotiate with TV officials on his video shows. Two of the TV shows, running one hour each, are "Children's Hour" and "Actor's Hour."

Roach asserted he is unhappy about the high cost of distribution. Unless he can make a satisfactory distribution deal, he said, he would confer with a group of exhibitors and try to set up a special distribution deal with them where they would guarantee the costs in their respective areas.

Gottlieb and Levy To Aid JDA Drive

Saal Gottlieb, of MGM-Loew's, and David A. Levy, of Universal Pictures, have accepted co-chairmanship of the exchanges division of the motion picture industry's campaign on behalf of the Joint Defense Appeal (JDA), it was announced by Leon Goldberg, of Universal, and Edward L. Fabian, of Fabian Theatres, co-chairmen of the industry-wide JDA effort.

The JDA is seeking $5,000,000 in 1952 to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith, the nation's largest Jewish agencies combatting bigotry.

B'way Grosses Rise With the Thermometer

The current business week, aided and abetted by hot weather, is proving to be a stronger-than-usual one for New York's first-runs. Leading the field are two newcomers: "Jumping Jacks," which is on the way to a classy $118,000 for the initial week at the Paramount, and "Dreamboat" at the Roxy, where a record-breaking $60,000 tor a non-holiday Friday-through-Sunday is the forerunner of a fancy $105,000 for the first stanza. Both theatres have stage shows.

Broadway's theatres emerged with flying colors from the competition with television's Na-

(*Continued on page 4*)

Decentralization in Production Stressed

The future of film production lies in decentralization, producer Joseph Kaufman said yesterday. He is in New York in the interests of "Sudden Fear," his independently produced Joan Crawford vehicle which tees off August 7 at Loew's State Theatre.

Kaufman holds that the task of getting people out of their homes and into film houses can be solved if Hollywood will work in smaller units.

"I think the day of mass production of films is ended," Kaufman stated. "This is evidenced by the decision of the big studios to make only big pictures." On the problem of getting the

(*Continued on page 4*)

Circuits in England Raise Admissions

By PETER BURNUP

LONDON, July 28.—Major circuits here, among them Associated British Cinemas, Gaumont, Granada and J. Arthur Rank's Odeon group, have increased prices following the "flexibility" door left open in the recent budget. Two shillings-one pence admissions are raised to two shillings-three pence and two shillings-seven pence seats are raised to two shillings-eight pence.

In a joint statement they declared: "Owing to ever-increasing operating costs and the fact that no relief from entertainment duty was forthcoming in the last budget on seat prices at

(*Continued on page 4*)

Rackmil Plans Long-Range 'U' Expansion

Predicts Results Will Show in 2 to 3 Years

Convinced that Universal Pictures and Decca Records are capable of "complementing" each other in important phases of operation, Milton R. Rackmil, president of both companies, told a luncheon gathering of trade press editors here yesterday that plans are now being developed which are expected to result in "a greatly expanded business for both within the next two to three years."

Rackmil declined to disclose the nature of the plans, asserting that they are in an early discussion stage at this time. However, he confirmed that they are not dependent upon a merger of the two companies, stating that the original plan for a merger has been called off, at least for the present.

The Universal-Decca president also reiterated his statement made on his

(*Continued on page 4*)

Strike's End Won't End Restrictions

WASHINGTON, July 28.—There will be no relaxation of restrictions on amusement construction this year.

That is the word from top officials of the National Production Authority.

Commenting on the end of the steel strike, one official of NPA's construction division said unofficially that it would be impossible to put the planned relaxations which were deferred because of the steel strike into effect until after January 1.

TV Set Manufacture Declines 33 Per Cent

Washington, July 28.—Output of TV sets in the first six months of this year dropped 33 per cent below the figure for the corresponding period in 1951, according to the Radio-Television Manufacturers Association.

The RTMA report showed the manufacture of 2,310,000 TV receivers in the first half of 1952, against 3,450,000 sets in January-June, 1951.

Personal Mention

B. G. KRANZE, United Artists sales executive, and MILTON E. COHEN, Eastern division manager, will leave here for Gloversville, N. Y., today, and the next day will head for Albany.

•

HOWARD STRICKLING, M-G-M studio publicity head, and DAN S. TERRELL, exploitation head, will leave here tomorrow for Boston. After returning here, STRICKLING will leave for the Coast on Sunday.

•

HAROLD MIRISCH, Monogram-Allied Artists vice-president, returned to his office in Hollywood yesterday from San Francisco.

•

HARRY FELLERMAN, sales head of Universal's special films division, has returned to his desk after a two-weeks' illness.

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, is in Kansas City from Hollywood.

•

SAMUEL GOLDWYN arrived here from the Coast yesterday. He plans to remain about 10 days before leaving for Europe.

•

MYRON JOSEPHSON of M-G-M's special service department is on vacation at Hurleyville, N. Y.

•

JOSEPH SISTROM, Paramount producer, arrived here yesterday from the Coast en route to London.

•

HERB CROOKER of M-G-M's home office publicity department is on vacation at Shelter Island, N. Y.

•

ARTHUR CANTON, M-G-M Eastern division press representative, left here yesterday for Boston.

•

SAM PRINZMETAL, industry lawyer, and MRS. PRINZMETAL will leave here today for Europe.

•

DAVID SAVAGE, CBS-TV film buyer, and his wife are in Hollywood from New York.

•

IRVING ALLEN, producer, left here for London over the weekend.

Jolson Held 8,000 Warner Bros. Shares

Among Al Jolson's extensive stock holdings, as reported here in Surrogate's Court in an accounting of his $4,144,147 estate, are 8,000 snares of Warner Brothers stock.

The accounting also showed the following royalties: from "The Jolson Story," $95,073; "Jolson Sings Again," $123,727; Decca records, $120,804.

Ray Grosses $42,000

BOSTON, July 28. — The Metropolitan Theatre here reports that the personal appearance of Johnnie Ray at that theatre, who ended a one-week stand at the weekend, grossed $42,000.

Schwalberg Cites Big 'Show' Grosses in Small Towns

Cecil B. DeMille's "The Greatest Show on Earth" is proving one of the greatest small-town box-office attractions in the history of the industry, according to A. W. Schwalberg, president of Paramount Film Distributing Corp.

Schwalberg stated that "in a town in Iowa with a population of only 6,000, and in a theatre that seats less than 400, 'The Greatest Show on Earth' rolled up a $3,067 one-week gross. Figure for 'Samson and Delilah,' at the same theatre and the same playing time was $949.

"In another Iowa town, with a population of 7,600 and in a theatre seating 500, 'Greatest Show' grossed $2,432 to $537 for 'Samson.' In Wisconsin a theatre seating 850 and drawing from a town with a population of 7,000 'Greatest Show' grossed $5,397 to $881 for 'Samson.' Also in Wisconsin, in a town with a population of 7,300 and a theatre seating 750, 'Greatest Show' grossed $3,739 to $942 for 'Samson.'

"This box-office story is the same in Indiana where the results in two towns selected at random showed 'Greatest Show' outgrossing 'Samson' by $5,857 to $2,518 and $6,380 to $1,571, respectively. In a town of 12,000 in California the figures were $4,965 to $1,330, while a town in South Carolina with a population of 19,700 showed 'Greatest Show' with $5,857 and two days to go to $2,518 for 'Samson.'

Aubier to Head UA N. African Branch

United Artists has opened its own office in Algiers, headed by Maurice Aubier, as distribution headquarters for the North African territory, with sub-branches in Tunis and Casablanca, UA foreign distribution vice-president Arnold M. Picker disclosed here yesterday.

It will operate as an integral part of the company's French organization, Les Artistes Associes, under the overall direction of Georges Rouvier, general manager in France and supervisor for Switzerland.

Duane Is Named UA Boston Sales Head

BOSTON, July 28.—Thomas F. Duane has been named sales manager for the Boston branch of United Artists. The appointment was effective today. Duane was recently Northeastern representative for Lopert Films and was formerly associated with Paramount, Selznick and Jack Schlaifer Corp.

The post is a new one, under branch manager Harry Segal.

Gruenberg in New Post

MILWAUKEE, July 28. — The new booker and buyer for St. Cloud's two theatres here, the Oriental and Tower, is Jerry Gruenberg, from Minneapolis. He replaces Bill Nathanson, who resigned. Gruenberg, who will now make his home in Milwaukee, formerly was with United Artists.

Levin Associates in Specialized Sales

Jack H. Levin Associates has set up a home office division to promote sales of specialized pictures for both theatrical and non-theatrical fields, tying-in showings to benefit fund-raising activities of such non-profit organizations as religious, fraternal, educational and cultural groups. The latter would select films best suited to their individual needs. Following a test in the Central and Northwestern states, it is intended to eventually embrace all seven regional divisions of Levin Associates.

The Levin company is completing a deal with Souvaine Selective Pictures to handle some of its motion picture product.

Cartoonists Local Wins Pay Rise

HOLLYWOOD, July 28.—Motion Picture Screen Cartoonists, IATSE, has gained a pay rise of 24 cents an hour or 10 per cent figured on the basic minimum, whichever is greater, in an agreement concluded with the Animated Film Producers Association.

The contract, ratified by the union, is retroactive to March 15, and may be reopened for wage adjustments should the Bureau of Labor's cost-of-living index rise five per cent above the January 15 level.

2 Ladd Features to Be Made in Britain

LONDON, July 28.—The impending production in this country of two color in Technicolor features starring Alan Ladd was disclosed here by Columbia Pictures.

First, to start in September, will be "The Red Beret," a drama of the Commandos. The second, to be undertaken shortly afterwards, will be "The White South," a Hammond Innes adventure of the Antarctic whaling industry.

Balaban

(*Continued from page 1*)

would give a reasonably good account of itself this year and has a "well-balanced production schedule for 1953."

Asked about possible retrenchments similar to those recently made at M-G-M, Balaban declared that "whenever we find an uneconomic situation we make necessary cuts. These are times that call for efficiency and productivity."

Asked about the possibility of the company making more pictures abroad, he said it would do so only if a picture's background called for it.

Responding to a question about the industry's outlook, Balaban remarked that "each company would prosper according to the number of box-office hits it can produce."

Intermission Policy At Cleveland Houses

Cleveland, July 28. — Theatres in this area are, like many theatres elsewhere, adopting an intermission policy between shows for the purpose of boosting concession sales, using an intermission trailer suggesting a visit to the concession stand.

Coast Projectionists Get Liberal Benefits

SAN FRANCISCO, July 28.—New agreements have been signed between the Motion Picture Projectionists Local No. 162 and North Coast United Paramount, Loew's Warfield and others in the San Francisco area calling for a 27-cent per hour increase for two years and a 12-cent an hour further increase commencing the third year of the agreement. Each theatre will pay two weeks' vacation per year to all regularly employed operators.

The local was also instrumental in putting into effect a health and welfare plan which is an innovation so far as the theatrical industry here is concerned. The welfare plan is based on $2.10 per week paid by the employer. This provides hospitalization care for the membership. Included therein also is a $2,500 life insurance policy with a double indemnity clause for $5,000 in the event of accidental death. Other fringe benefits in minor working conditions were secured under the new agreement.

The agreement was negotiated by a wage committee composed of five members of the local: business manager John A. Forde, president Thomas J. Kearney and projectionist John Finn of Loew's Warfield, Abe Lubfin of the Orpheum and Mervin Wagner of the New Mission.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
RAY BOLGER in
"WHERE'S CHARLEY?"
Color by TECHNICOLOR
A WARNER BROS. PICTURE
plus SPECTACULAR STAGE PRESENTATION

DEAN MARTIN and JERRY LEWIS
in HAL WALLIS' Jumping Jacks
PARAMOUNT TIMES SQUARE
in person DON CORNELL TRUDY RICHARDS MICKEY DEEMS FOUR EVANS ELLIOT LAWRENCE and His Orchestra
Midnight Feature Nightly

Walt Disney's Story of
ROBIN HOOD
Color by TECHNICOLOR
—and—
Walt Disney's WATER BIRDS
A True Life Adventure
Walt Disney's "LITTLE HOUSE"
Technicolor Cartoon
Print by Technicolor—Distributed by RKO
COOL CRITERION B'WAY & 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



Inside New York—50 years ago . . .

Re-creating a corner of old New York for the theater is a stage designer's problem.

But re-creating it so that the color camera will see it and the sound camera hear it as the eye saw it and the ear heard it 50 years ago is quite another story.

It is in reducing problems of this character that the Eastman Technical Service is of great service. Their representatives collaborate with studio technicians; they scrutinize the scenery, establish light and color balances; they help select type of film, color or black-and-white, best to use. Special laboratory procedures, too, may be worked out to ensure precise processing—all to make sure that every foot of film produces best results.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address:

Motion Picture Film Department

EASTMAN KODAK COMPANY

Rochester 4, N. Y.

East Coast Division
342 Madison Avenue, New York 17, N. Y.

Midwest Division
137 North Wabash Avenue, Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd., Hollywood 38, California

B'way Grosses

(Continued from page 1)

tional Democratic Convention last week. Except for last Friday when the balloting for the party's Presidential nomination took on the appearance of a knock-down, drag-out fight, business flourished at most of theatres.

Each day and evening of the convention telecasts, marked by more dull roll-calls than fiery contests, the theatres enjoyed good patronage turnovers. On Friday, however, when the hot weather abated and the Stevenson-Kefauver struggle arrived at the point where television and radio could lay claim to offering something in the way of "entertainment," milder returns were being recorded by some, but by no means all of the first-runs.

More than one theatre manager, when asked if the convention left any scars on the box-office, replied gleefully: "What convention?"

'Robin Hood' Strong

Meanwhile, during both the Democratic and earlier Republican convention, Walt Disney's "Story of Robin Hood" was heading for a place among the long runners and better grossers at the Criterion. The picture's fifth week is bringing $21,000, and the management has expressed confidence that a total of at least eight weeks is in store for the film at the Times Square house.

"High Noon" at the Mayfair is proving to be a first-week high grosser, with $49,000 indicated. Still demonstrating plenty of vigor in its second week at the Capitol is "Carrie," the figure being a smart $38,000. "Where's Charley?" and a stage presentation is giving Radio City Music Hall a nice fifth and final stanza, with $70,000 for Thursday-through-Sunday pointing to a seven-day "take" of $108,000. "Ivanhoe" will open at the Hall on Thursday.

$11,000 for 'Beacon'

A more-than-adequate $11,000 for the ninth and final week of "Walk East on Beacon" is indicated for the Victoria which will bring in "Affair in Trinidad" tomorrow. At the Astor, the second week of "The Story of Will Rogers" is seen registering $18,000, a good figure, but a drop of $8,000 from the opening week. Still strong in its second week at the Globe is up a pleasing $6,200 for the 17th 500 indicated. A mild $7,000 was indicated for the second and final week of "Paula" at Loew's State which will open "Glory Alley" today.

The off-Broadway Sutton did a good $7,600 for the 17th week of "The Man in the White Suit," and the similarly identified Normandie is racking up a pleasing $6,200 fo rthe 17th stanza of "Encore."

Openings yesterday included "The Spider and the Fly" at the Little Carnegie, and "The Strange Ones" at the Paris. "What Price Glory" will move into the Roxy on August 8.

NEED SPECIAL TRAILERS QUICK?
QUICK SERVICE
FREE COPY SERVICE
BEST ART-WORK
YOU'LL GET IT FROM
FILMACK
SEND US YOUR ORDER
ALL-AROUND KNOW-HOW
FINEST QUALITY
TRY US AND SEE
CHICAGO, 1327 S. Wabash Av - NEW YORK, 630 9th Av.

Review

"Lure of the Wilderness"

(20th Century-Fox)

THE OKEFENOKEE swamp in Georgia forms the background of this unusual drama which features Jean Peters, Jeffrey Hunter and Walter Brennan. The picture has some intriguing, nature-in-the-raw settings, presented in color by Technicolor, and it moves at a brisk pace. The narrative is developed along formula lines. Filmgoers should find it attractive entertainment.

Hunter plays the part of a young man who ventures daringly into the swamp to find his lost dog and becomes the captive of Brennan and his tomboyish daughter, Miss Peters. It seems that Brennan took to the swamps with his daughter years back to hide from a murder he never committed. After some initial hostilities, Brennan and Miss Peters win Hunter over to their side and he agrees to return to civilization, hire a lawyer, and fight for the vindication of Brennan.

The task becomes an involved and treacherous one, especially since the real murderers resort to a variety of efforts to block the emergence of justice.

The screenplay, by Louis Lantz, provides romantic interest between Miss Peters and Hunter and introduces a rivalry in the form of Constance Smith, a jealous, easily-enraged young lady. By the time the story runs its course justice triumphs and Hunter wins the hand of Miss Peters. Robert L. Jacks produced and Jean Negulesco directed.

Running time, 92 minutes. General audience classification. For September release.

MANDEL HERBSTMAN

Rackmil Plans 'U' Expansion

(Continued from page 1)

election to the Universal presidency July 15 that there will be no changes in the latter company's management. This time, he specifically included the studio in the statement. If Leo Spitz, studio executive, recovers from his current illness sufficiently to permit him to continue in an active capacity, he will do so, Rackmil said. He made it clear that the state of Spitz's health will be the deciding factor.

Nate J. Blumberg, new Universal board chairman who left here for the Coast over the past weekend, will also continue in an active capacity, Rackmil said. Blumberg's health, reportedly greatly improved in recent weeks, makes a genuinely active role for him in deciding production policy with William Goetz, Universal production head, and in other capacities, certain, it was indicated.

Rackmil said he would retain his post as president of Decca in addition to heading Universal and that he would work both here and at Universal City. He said he had no plans at present for adding to Decca's representation on the Universal board of directors, despite the fact that he is the only representative of Decca's 42 per cent interest in Universal. J. Arthur Rank, with no stock ownership in Universal now, has three representatives on the board and they will remain, Rackmil said. However, Rank himself and his financial aide, G. I. Woodham Smith, rarely attend Universal board meetings, having contented themselves in the past with the representation afforded by the third member of the Rank trio, Robert Benjamin.

"We have a winning team now," Rackmil said, referring to Universal's good earnings record and the stated determination not to make changes in the executive or directors' status. "When everything is going well it just doesn't make sense to shake things up."

Asserting that the Universal management under his presidency will "move slowly" in the direction of business expansion, Rackmil clearly indicated that he believes motion pictures have an important part to play in the future of television.

Financial instability has hurt TV film producers heretofore, he believes, but sees no problem in that area confronting Universal and Decca. Rackmil stated that TV programs on film will constitute the bulk of the eventual programming. Plans for distribution of the TV films by Decca's national outlets are now being discussed, he revealed.

Rackmil made it clear that he envisions the TV film future of his companies as entirely apart from the theatrical film operations. He said he is confident that the motion picture theatre will not be supplanted by television any more than the record business was supplanted by radio in the late 1920's. Just as radio strengthened the record business eventually, Rackmil feels that television will do much to help motion pictures.

"One medium of entertainment does not take the place of another," he said. "That has been demonstrated. There is a place for each of them."

Accompanying Rackmil to the luncheon were Al Daff, newly named executive vice-president of Universal; Maurice Bergman, public relations executive for "U," Phil Gerard, publicity manager, and Milton Livingston, trade press contact.

Father of Jack Harris

Funeral services were held yesterday for Philip Harris, father of Jack P. Harris, film buyer for Walter Reade Theatres. Harris died here Sunday after a long illness. He is survived by two other sons, Irving J. and Bernard, and by his widow, Lena. Services were held at the Brettschneider Funeral Home, with burial at New Mount Carmel Cemetery.

Mass for Mrs. King

HOLLYWOOD, July 28. — Requiem mass will be sung tomorrow morning at the Cathedral Chapel for Mrs. Gypsy Abbott King, wife of director Henry King, who died Friday. Two sons, two daughters and two grandchildren also survive.

UK Circuits

(Continued from page 1)

one shilling and above, A.B.C., Gaumont British, Granada Theatres and Odeon are reluctantly compelled for most of their theatres to make some small increases in the prices of admission with effect from and including Sunday, August 3."

A spot round-up of reactions reveals sharp division of opinion among independent exhibitors in regard to the circuit lead. Harry Mears, last year's Cinematograph Exhibitors' Association president, for example, feels that the circuits should have consulted CEA before coming to a decision.

Yorkshire's J. X. Prendergast will not accept the lead. Like other North-country theatremen he feels the pinch of the slump currently affecting the textile industries.

Hinge Approves

CEA's treasurer E. J. Hinge—accepted as one of the industry's elder statesmen—on the other hand takes count of rising costs. Hinge also operates in the North-country. He applauds the circuit decision. So does London's Theo Fligelstone.

Says Fligelstone: "The circuits have acted wisely, for this may be the last opportunity the industry will have of adjusting prices to the general cost-of-living level. Now that we have flexibility we should make the most of it."

It is regarded as significant that the joint statement from the circuits used the phrase "for most of their theatres." That, it is said, gives the circuits a useful escape-hatch in areas where independents embark on a price-cutting campaign.

Decentralization

(Continued from page 1)

most advance penetration for a picture, Kaufman observed that coordination of publicity, advertising and exploitation demands that a picture be made at least one year before its release.

Turning to "Sudden Fear," which RKO Radio is distributing, Kaufman called it an example of integrating selling with production.

"Plans on selling 'Sudden Fear' started with the writing of the script," he says, "and that took place over a year ago. Many things in the script were geared for exploitation and selling."

Cites Example

As an example, he cites cooperation with Western Pacific Railroad. A sequence of "Sudden Fear" brings Joan Crawford and Jack Palance together on the line's San Francisco-bound Zephyr. The railroad furnished the equipment, and has worked out an extensive advertising campaign of its own through 24 sheets for its railroad stations, and window displays in every location in its territory, with agents to be brought to San Francisco for the picture's presentation.

Kaufman estimates that Don Prince, publicity director of RKO Radio, has so far secured the equivalent of $5,000,000 of commercial advertising.

"'Sudden Fear' is one of the first big features that will use TV as a medium of advertising," said Kaufman. Radio's Terry Turner, RKO's exploitation director, has made 12 special TV trailers. The eight one-minute and four 20-second trailers will be a supplement to the newspaper advertising campaign.

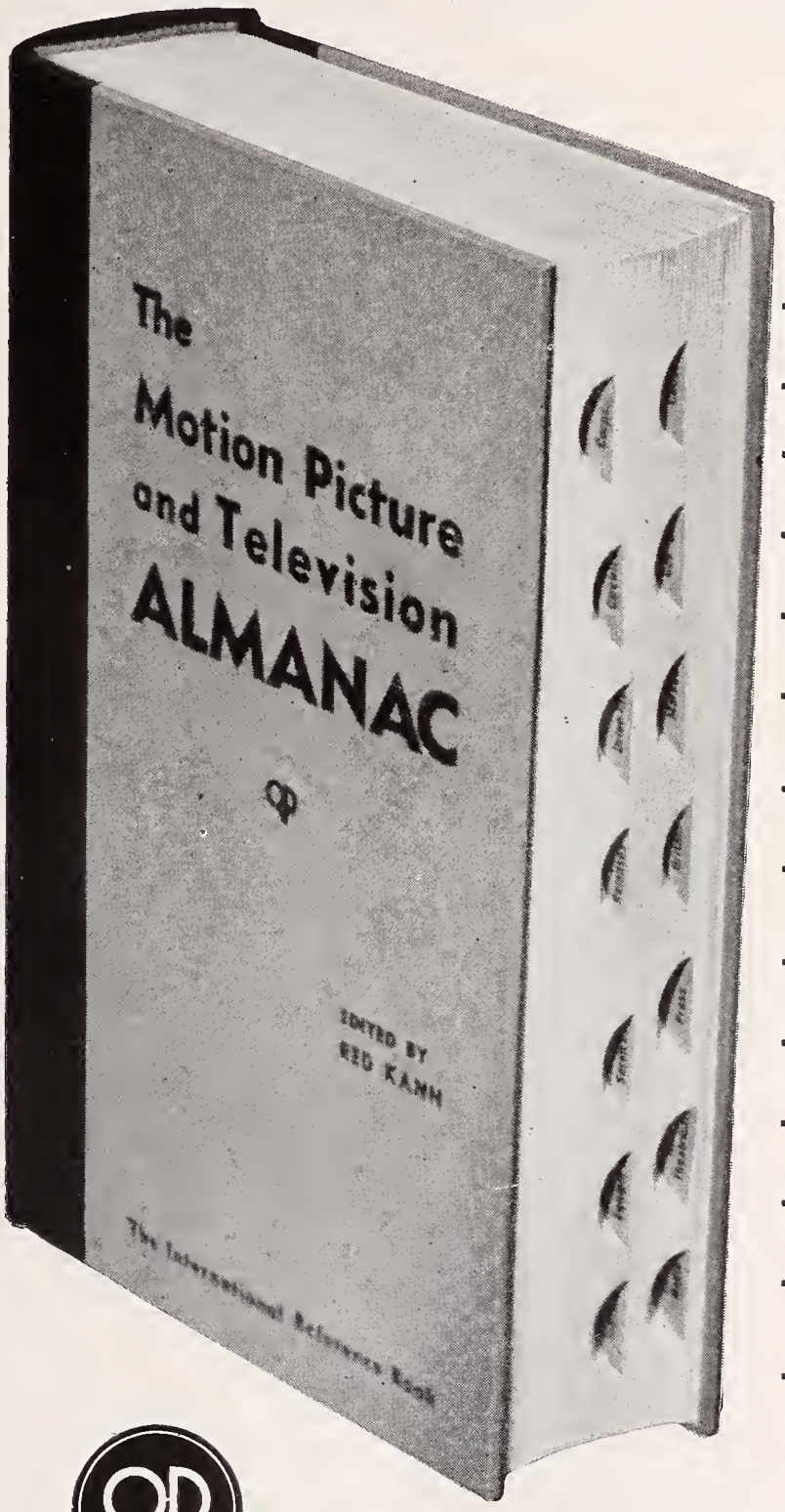
The Industry's Most-Wanted, Most-Often-Used Reference Book

No other publication contains this valuable information*

* The WHO'S WHO section alone—which is but one of the 15 thumb-indexed sections of the ALMANAC—is worth several times the price of the complete volume of highly useful information. The WHO'S WHO section contains over 12,000 concise biographies of executives, producers, performers and other personalities, covering the fields of *both* motion pictures and television.

* It is the *ONLY* WHO'S WHO in these fields, and it is being considerably enlarged for the 1952-53 edition of the ALMANAC, to include hundreds of additional names, with up-to-date biographies and career credits.

Also, the separately thumb-indexed TV data section has been expanded to include a wealth of additional information for many purposes, in—



Thumb Indexed . . .

- Who's Who
- Corps.
- Codes
- Circuits
- Gov. Case
- Drive-Ins
- Television and Radio
- Pictures
- Great Britain
- Services
- Press
- Equipment
- Organizations
- World Market

The 1952-53 Motion Picture and Television ALMANAC

A QUIGLEY PUBLICATION

Revised E-x-p-a-n-d-e-d 1952-53 Edition Now on the Presses

The previous edition was a sell-out!
To make sure of your copy, order NOW.

QUIGLEY PUBLISHING CO.
Rockefeller Center, 1270 Sixth Ave.
New York 20, N. Y.

Please reserve a copy of the 1952-53

Motion Picture and Television **ALMANAC**

Enclosed please find check for $5.00 in full payment, including shipping charges.
Mail to—

Name_____

Address_____

Gov't Suit

(Continued from page 1)

eral McGranery by Wilbur Snaper, president of National Allied. Snaper's letter declared that the wiping out of a $2,500,000,000 industry would be on the Justice Department's conscience.

Rotus Harvey, president of Western Theatre Owners, has sent from San Francisco to Eric A. Johnston, now on the Coast, a wire pledging to the Motion Picture Association of America president support in fighting the government's complaint. He also offered his personal services in the fight. "If the Government wins this case," Harvey said, "all of us will be run out of business."

Call It 'Squeeze'

The Dallas exhibitor group, composed of R. J. O'Donnell, Col. H. A. Cole, Ed Rowley, Claude Ezell, H. J. Griffith and Phil Isley, wired Stevenson that that the suit "is so illogical and its pleadings are so drastic that we cannot construe it as anything but a political 'squeeze' on personalities thought to be Republican in sympathies. The suit wears so many earmarks of punitive and extortionate motives that it will outrage the entire electorate and confirm a widely held belief that bureaus under a Democratic administration are strong-arm political operatives and not administrators of law and equity."

The telegram also said that American motion picture theatre owners may be goaded into using their screens in "partisan political warfare, the personnel of our group being fairly well divided between the two parties. But action such as this, attacking the very foundations of our industry and threatening our livelihood and very existence, must inevitably drive us to the use of this powerful publicity medium in self-defense."

"Shock and amazement" at the suit was expressed by Robert Wile, executive secretary of the Independent Theatre Owners of Ohio, in a letter to McGranery. He asked the Attorney-General to reconsider his department's action.

Skiatron President Sees Suit Benefitting Subscriber-Vision

"If the government succeeds in forcing the major motion picture companies to sell their films to television, subscription TV will be the only practical method of bridging the inevitable economic gap," Arthur Levey, President of Skiatron Electronics & Television Corporation, sponsors of the Subscriber-Vision pay-as-you-see television system, has indicated.

"Justice Department efforts to compel film distributors to make 16mm versions of their feature pictures available to television will inevitably strengthen the position of Subscriber-Vision and may hasten its introduction to the public," Mr. Levey said.

"Even if the government wins its case and the movie firms offer their pictures for sale, the question still remains: Who can afford this celluloid bounty? The picture people will undoubtedly put a stiff price on their product, and justly so. Neither the sponsors, nor the networks, nor the individual stations will be able to meet it.

"Only through subscription TV, which transfers the boxoffice directly and effectively to the living room, will television be able to afford Hollywood's better films."

Television--Radio

with Pinky Herman

EVERYTHING HAPPENS in cycles, mega, kilo and ordinary. Just about 20 years ago your reporter was writing a column about film folk and their doings at the Paramount Studios at Astoria, L. I. and Warner's Vitaphone plant in Flatbush. Last Thursday at the Seaboard Studios where they're producing a series of 13 Ed & Pegeen Fitzgerald TV comedies, we saw so many familiar faces on the set that for a brief moment or two we thought we were witnessing a flashback to 1932. Jack Etra was at the camera, Phil Rein on sound, Joe Redden, props, Dan Spillane and Jim Hennessy, grips, Art Kornfeld, chief electrician and Vince Matthews, former electrician, with Rein on sound, one of the crews that worked with Lubitsch on "The Big Pond" and "Smiling Lieutenant," with Maurice Chevalier, Claudette Colbert and other Paramount stars. Reminds us of the old days, we said. "Old days?" snorted Jim Hennessy,"the real good old days were when most of us here worked with D. W. Griffith up in Mamaroneck, later moving to the Claremont Studios in the Bronx and then to the Pathe Studios at 135th St. where we made the Pearl White Pictures." Which all goes to prove our "cycle" contention. With the wedding of motion pictures and television, the use of the camera has once again given work to hundreds of capable technicians and studios that had been dark and silent for lo these many years are once again resounding to "sound the bells" "up to speed, roll 'em."

• • •

Just step up and call the little lady "Dynamo." Who else but Kathi Norris, whose daily series (11 A.M.-12 noon) on DuMont, with different gimmicks on different days and unique and novel special films, guests, and other interesting items adds up to but one phase of the gal's activities. Then she does her Saturday show on NBC and another series on ABC which makes Kathi one of the busiest distaffers on the nets. What a package! Beauty PLUS Brains. . . . Announcer Joe King has drawn up plans for his new home which he plans to build (no, a professional contractor will do the building) at the place he just purchased in Nyack, overlooking the Hudson River. . . . Bernie Schubert just made a kind of a new audience-participation series, "One Good Turn," which one of our spies informs us is a honey. Howard Linkoff is the producer with Craig Allen directing. . . .



Kathi Norris

• • •

George Wallach is back at his NBC Chores as production manager, after a seven-week stay on the Coast where he was assistant producer to Arch Obeler on the filming of a three-demensional feature, in Ansco Color, which will be roadshown, after opening in New York some time in October. Story deals with the natural obstacles and thrilling adventures encountered during the building of the first railroad through darkest Africa. . . . After completing "Taxi" for 20th Century-Fox release, Gregory Ratoff will not return to Hollywood. He has taken a three-year lease on an apartment on 72nd St. and plans to devote all of his time to TV film production. . . . Stuart Buchanan, former program supervisor at ABC, who produces "The Ohio Story" for McCann-Erickson (featured over five key Ohio stations) dropped into town for a few days. . . . Maggi McNellis has been signed to be Piccadilly Ciggies' new ABC-TVenus. Her half-hour-a-week newsy chatter with Broadway and Hollywood celebs on "Maggi Round the Town," starts this Thursday night at 9:30 to 10 P.M. . . .

• • •

Hal Roach arrived in town yesterday with 2 full-hour (in four segments) film series, "The Children's Hour" and "The Actors' Hour." Roach feels that film stars can enhance and prolong their professional lives by appearing on TV once a week but in brief sequences. Pictures have eight conveniently-spaced ends for commercials without interrupting the action. . . . Can anyone imagine? The original producer of such TV classics as "Lights Out," "The Clock" and "The Amazing Mr. Malone" is currently unassigned and in fact unemployed. TV, or for that matter motion picture producers should immediately phone Larry Schwab, Jr., grab his talents and then thank us by sending a check to the Damon Runyan Cancer Fund. . . . Don't be too surprised if NBC acquires rights to "Breakfast In Hollywood" for a fall series of simulcasts.

A. T. & T. Facilities Extended in South

The long lines department of American Telephone and Telegraph has started laying a coaxial cable between Orlando and Tampa to provide additional long distance telephone, network radio and television circuits for Florida's West Coast. Planned for completion in time for the 1952-53 winter season, the new 101-mile route will connect with the nationwide network at Orlando.

Albany Unit Meets on Compo Tax Drive

ALBANY, N. Y., July 28.—Elimination of the 20 per cent Federal amusement tax could be the "salvation" of many exhibitors, Leo Greenfield, Universal branch manager here, and distributor chairman in the Council of Motion Picture Organizations' campaign, said today at a meeting of branch managers and salesmen. There being "no reason why the exhibitor cannot retain the money collected in the tax, if it is repealed," all exhibitors should contribute to COMPO for furtherance of the drive, Greenfield declared.

Branch managers were assigned to solicit smaller circuits and salesmen to independent exhibitors, with pledge cards. Division and district managers will contact larger circuits.

3 More Exhibitors Join 20% Tax Fight

Three more exhibitors sent word yesterday to Col. H. A. Cole and Pat McGee, co-chairmen of the national tax repeal campaign committee, that they will serve as committeemen to lead the campaign in their states. State campaign committeemen, representing all 48 states, now total 163.

Latest additions are Ralph E. McClanahan of Irvine, Ky., president of the Kentucky Association of Theatre Owners; Samuel B. Landrum of Dallas, and Leo Peterson of Rapid City, president of the South Dakota Exhibitors' Association.

Talks Still Being Held on Todd TV

Negotiations looking toward the theatre telecasting of Mike Todd's "Night in Venice" stage production at Jones Beach, Long Island, are currently being conducted by the Fabian circuit.

Todd recently acknowledged that he had talked with theatremen and other interested parties, including Nate Halpern, president of Theatre Network Television, on the possibility of using the new medium.

Lasky Here on Promotion

Jesse L. Lasky, completely recovered from his recent illness, arrived in New York yesterday from the Coast and will be the guest of the National Association of Music Merchants at its annual convention at the Hotel New Yorker where he will deliver an address outlining details of his next production, "The Big Brass Band." The several thousand members are to cooperate in an advertising campaign during 1953.

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 21 NEW YORK, U.S.A., WEDNESDAY, JULY 30, 1952 TEN CENTS

US-UK Pact Talks Set to Open Sept. 8

Lee Will Meet Here with MPAA, SIMPP Officials

Initial discussions in the negotiation of a new Anglo-American film agreement are scheduled to take place in Washington and New York beginning September 8, it was learned here yesterday from film export sources.

Sir Frank Lee, Undersecretary of the British Board of Trade, is due in Washington from London during the first week of September, the main purpose of his trip having to do with international matters unrelated to the motion picture business. He is said to have indicated, however, that he will use the opportunity to confer with Eric A. Johnston, Motion Picture Association of America president, and a representative

(*Continued on page 5*)

Universal Has 20 Films in Backlog

Universal-International has a backlog of 20 pictures completed and in various stages of editing or awaiting release, the company disclosed here yesterday.

Eleven of these have color by Technicolor, giving the studio the largest Technicolor backlog of its history. In addition, three Technicolor pictures are currently shooting and three others are being prepared for early starts.

In addition to "Mississippi Gambler," on which shooting has just been

(*Continued on page 4*)

Paris Talks Center On Subsidy Aspects

Talks have resumed in Paris between French government officials and Motion Picture Association of America representatives, and surrounding the new discussions is the possibility that the MPAA is leaning toward a unilateral film agreement providing some form of American subsidy for French production.

The Society of Independent Motion

(*Continued on page 5*)

Paramount Puts 25 On Production Schedule for 1953

Paramount has scheduled 25 pictures for filming in 1953, the home office announced yesterday, terming it "the greatest number ever programmed by the company so far in advance."

Credit was given to Don Hartman, executive in charge of production, for the long-range planning. Y. Frank Freeman said the number represents "a record investment and evidences Paramount's supreme faith in the future of the motion picture business."

The pictures are: "The Big Song and Dance," starring Donald O'Connor and produced by Robert Emmett Dolan; "Rhapsody," produced by Bernard Smith and directed by Charles Vidor; "A New Kind of Love," produced and directed by Billy Wilder; "White Christmas" (Technicolor), costarring Bing Crosby and Fred Astaire, produced by Dolan; "South

(*Continued on page 6*)

Film Censorship Is Assailed by Lust

ROCKVILLE, Md., July 29.—Censorship of motion pictures is an unconstitutional infringement of personal liberty, a curtailment of the public's choice to make its own decisions and an insult to the intelligence and inherent decencies of the American people, Sidney B. Lust, head of Sidney Lust Theatres, declared here before the Kiwanis Club.

Citing the Supreme Court's decision in the "Miracle" case, Lust declared that the Court "views any law that re-

(*Continued on page 6*)

20th-Fox to Organize 2 New Firms

Since the U. S. Government has as yet issued no regulations regarding the proposed tax "spin-off" provisions of the Revenue Act of 1951, 20th Century-Fox has decided to revert to its original plan of reorganization under the consent decree, namely to set up a new theatre company, to be called National Theatres, and a new picture company, to be known as Twentieth Century-Fox Film Corp.

The company, in announcing this yesterday, pointed out that it was abandoning the reorganization plan amendment authorized by a stockholders' meeting last October 4. This would have

(*Continued on page 5*)

'All Out' Ind. Allied Aid to 16mm. Fight

INDIANAPOLIS, July 29.—"All out support" was pledged to motion picture producers in fighting the government's suit to force them to sell film to telecasters by the board of directors of the Allied Theatre Owners of Indiana, meeting here this afternoon.

Caution was urged, however, against threats to use theatre screens for political retaliation or gestures that would make "free movies" a campaign issue.

Both the Allied unit and individual

(*Continued on page 4*)

TOA May Act As Defendant In U.S. Suit

Levy Will Seek Leaders' Decision at Sept. Meet

Herman M. Levy, Theatre Owners of America general counsel, will ask the organization's board at its meeting in Washington on September 15 to decide at that time whether or not it wishes to take the necessary steps to have TOA made a party defendant in the government's anti-trust suit to force the sale of 16mm. films to TV and other outlets in competition to regular theatres.



Herman Levy

Levy made this disclosure in a statement released here yesterday. The

(*Continued on page 4*)

D of J, Answering Irate Exhibitors, Says TV Suit Not Meant to Exterminate Them

Washington, July 29.—The Justice Department is assuring exhibitors that its anti-trust suit to force producers to make 16mm. films more readily available to television is not aimed at putting theatre owners out of business.

This is the tenor of a letter being sent by acting anti-trust chief Newell A. Clapp to Robert O'Donnell and other exhibitors who have protested the suit to the Department. The letter will also go out to other theatre owners who write in the future.

The letter declares that the Justice Department is well aware of the competition that theatre owners are getting from television, and that these problems will be carefully considered in any relief finally sought from the court if the producers are found guilty of violating the anti-trust laws. It promises that the Justice Department's purpose in bringing the suit is not to deprive theatre owners of an opportunity to show films for profit, and calls attention to Paragraph Four of the complaint, which Justice says proves that the Department means to continue a reasonable clearance between theatre showing and 16mm. showing on television and other media.

NEWS FLASHES

LONDON, July 29.--Peter Thorneycroft, president of the Board of Trade, told Commons today in replying to questioners that the British film industry, rather than the government, is expected to take the initiative in working out a plan to continue the Eady tax, which he said he believes to be an important factor in the well-being of British production.

•

TORONTO, July 29. -- A demonstration of a new projection development which permits a dual sound track on film was given here by the National Film Board of Canada. The invention was developed by the board's own technicians.

Personal Mention

LEONARD GOLDENSON, president of United Paramount Theatres, and MRS. GOLDENSON are due to return here from Europe on Monday.

•

F. H. FODOR, executive in charge of production for Filmcraft Productions in Hollywood, will speak at the 72nd semi-annual convention of the Society of Motion Picture and Television Engineers to be held in Washington in October.

•

RALPH E. MCCLANAHAN, of Louisville, newly-elected president of the Kentucky Association of Theatre Owners, plans to call upon every theatre owner in the state within the next three to four months.

•

ROBERT MOCHRIE, RKO Radio vice-president and general sales manager, and S. BARRET MCCORMICK, director of advertising, have returned here from the Coast.

•

ED SMITH, managing director of the Paramount Theatre, Springfield, Mass., has returned to his desk following recuperation from a heart attack.

•

HERBERT GELBSPAN, Eastern representative for Hal Roach, and MRS. GELBSPAN announce the birth of a girl at Flushing Hospital, Flushing, N. Y.

•

HERB STEINBERG, Paramount's publicity manager, will leave here for Hollywood today for meetings with TEET CARLE, studio publicity director.

•

PHYLLIS DEZEL, wife of ALBERT DEZEL, independent distributor in Chicago, is in a rest home following an attack of virus pneumonia.

•

L. E. TILLMAN, Columbia branch manager in San Francisco, is confined to his home with virus pneumonia.

•

AL GOLIN, M-G-M press representative in Des Moines, will arrive here from that city next week for a vacation.

•

LOUIS DE ROCHEMONT, producer, and his wife will leave here today for Europe aboard the *S.S. Queen Mary*.

•

LESTER ZUCKER, Universal branch manager in Cleveland, and his wife are vacationing in Canada.

•

JOHN ASH, M-G-M auditor, is spending several weeks at the Cleveland branch.

•

MAURICE KING of King Brothers has left Hollywood for Paris and Istanbul.

Scheuch Succeeds Gerson

CLEVELAND, July 29.—Carl Scheuch, Monogram salesman, has been taken off the road and appointed office manager-booker succeeding Nate Gerson, now with Warner Brothers.

1951 Year of Progress for Italian Film Industry

WASHINGTON, July 29. — The year 1951 was one of progress and prosperity for all segments of Italy's motion picture industry and there are indications that 1952 will bring even greater developments, the Department of Commerce reports. The volume and quality of Italian productions in 1951 reached an all-time high with record audience acceptance, as reflected in the level of box-office receipts and the marked increase in exports, particularly to the United States, it was said in the report, prepared by Nathan Golden, head of the film section of Commerce

Exports of Italian pictures inereased from 121 contracts in 16 countries in 1946 to 948 contracts in 62 countries in 1951. Imports of films, on the other hand, declined, which was said to indicate further the growing audience acceptance of Italian product. In 1946 Italian films represented only 13 per cent of the films exhibited in Italy, against about 30 per cent in 1951, said Commerce.

In 1951 Italian production reached its highest level with 110 feature films, 350 short subjects, and 300 newsreel and special event films produced. In 1951 production activities utilized 80 per cent of their capacity, affording almost full employment for all film workmen, technicians, and artists. About 80 per cent of Italy's production potential is now centered in the Rome area.

Gross box-office receipts in 1951 were estimated at 70,000,000,000 lire, compared with 61,450,000,000 lire in 1950. Approximately 60 per cent or 42,000,000,000 lire came from United States films, 24 per cent from Italian films, and 16 per cent from other foreign films. There are about 10,500 motion picture theatres in Italy, and attendance in 1951 was estimated at 700,000,000, compared with 653,000,000 in 1950, and 607,000,000 in 1949.

Import permits granted for feature films in 1951 totaled 342, of which 230 were for United States films, while in 1950 a total of 539 import permits were granted, 394 for United States films.

RKO Theatres Signs New TV-Radio Pact

A new 13 week contract for television and radio spots on WNBT and WNBC has been signed by RKO Theatres, it was announced by Harry Mandel, national advertising director.

The new contract includes 10-second, 20-second and one-minute announcements on TV and participation in several radio programs. With this agreement, the circuit will be continuing its use of television and radio started with WNBT and WNBC in January 1951.

'Charley' Screening Mon.

The national trade screening of Warner Brother's "Where's Charley" has been postponed from today to Monday, the company reported here yesterday.

Attacks on Industry Scored by Duggan

Asserting that it has become something of a vogue in certain circles to attack the industry, Pat Duggan, producer of Paramount's "Just for You," Technicolor musical with Bing Crosby and Jane Wyman, declared here yesterday that the trade press is the ideal medium for answering the attacks.

Duggan said better pictures are coming up all the time and the industry is in better shape today from a product viewpoint than "10 or 12 years ago."

Citing the importance of the industry, Duggan said that when the history of this century is written, the "Goldwyns, Mayers, Zukors and others will be high up on the list of industry makers."

Duggan said "Just for You" reflects the new musicals that will be coming from Paramount in the next few years under the influence of Don Hartman, in charge of production. He outlined them as having more substantial stories and more substantial characterizations rather than merely a series of songs put together around plot cliches.

"Just for You" was brought in at "around $2,000,000," Duggan said. It was his first production. Next on his agenda is "Reaching for the Stars," to start in October.

'Lady of Fatima' at N.Y. Astor and Bijou

"The Miracle of Our Lady of Fatima," Warner Brothers' new picture in WarnerColor about the shrine of a small town in Portugal, will open a two-theatre engagement in New York on August 21 at the Astor and Bijou theatres. A special invitation premiere will be held at the Astor on the previous evening.

The Bijou will present "The Miracle" on a reserved seat basis, with matinee performances Wednesdays, Saturdays and Sundays and evening performances daily. The Astor will show the film on a continuous performance basis.

RKO Theatres Will Hold JDA Meeting

Continuing the series of home office meetings in the industry's campaign on behalf of the Joint Defense Appeal, key executives and other personnel of RKO theatres will hold a meeting today in the company's projection room here, it was announced by Harry Kalmine, of Warner Brothers, chairman of the home office division of JDA. Leon Goldberg, Universal Pictures, and Edward L. Fabian, Fabian Theatres, are co-chairmen of the industry-wide drive.

Previous meetings in the home office division were held at Universal and at United Artists.

Newsreel Parade

THE DEMOCRATIC convention and the Olympic games are current newsreel highlights. Others items include a Red Cross meeting and action in Korea. Complete contents follow:

MOVIETONE NEWS, No. 62 — Democratic ticket Stevenson and Sparkman. Olympics.

NEWS OF THE DAY, No. 296—Democrats name Stevenson and Sparkman. Records set at Olympics.

PARAMOUNT NEWS, No. 59—Olympics. Argentines mourn Eva Peron. Farouk abdicates. Eisenhower, Stevenson map campaigns. WAVES mark 10th anniversary.

TELENEWS DIGEST, No. 31A—Red Cross meeting. Old-style weddings in Italy. Olympics. Margaret Truman in Paris. Queen Elizabeth presents colors. Foreign ministers meet in Paris. U.N. bombers raid Pyongyang.

UNIVERSAL NEWS, No. 532—Political campaign news. Korean front. Olympic games.

WARNER PATHE NEWS, No. 101—Presidential race. U.N. planes in action. Show on Korean front. Puerto Rico now a commonwealth. Library loans pets to youngsters. Red Cross meeting. Olympics.

Ford Meets the Press At Republic Party

Republic honored John Ford, director of its production, "The Quiet Man," at a cocktail-buffet party yesterday in the Essex House, where the director greeted representatives of the trade press. Ford arrived from the Coast Monday for promotions in connection with the opening of the production at the Capitol Theatre on August 21.

Republic executives who attended the reception included James R. Grainger, Walter L. Titus, Jr., James V. O'Gara, John P. Curtin, Richard G. Yates, Richard W. Altschuler, John J. Petrauskas, Jr., Joseph McMahon, William Murphy, Steve Edwards, Dennis Carlin, Beatrice Ross, Roberta Daniel and Ed Dowden, on special assignment in connection with the New York opening of "The Quiet Man." Loew executives invited included Joseph Vogel, Oscar Doob, Eugene Picker, John Murphy, Ernest Emerling and Harry Greenman.

RKO Radio Gets 'Toilers of the Sea'

RKO Radio will distribute "Toilers of the Sea," the Victor Hugo tale, which David Rose will produce in Europe, with Yvonne de Carlo and Rock Hudson in co-starring roles, Ned E. Depinet, company president, disclosed yesterday.

A Coronado Production, "Toilers of the Sea" will have color by Technicolor and will start filming August 18 on the Channel Islands, off the coast of France.

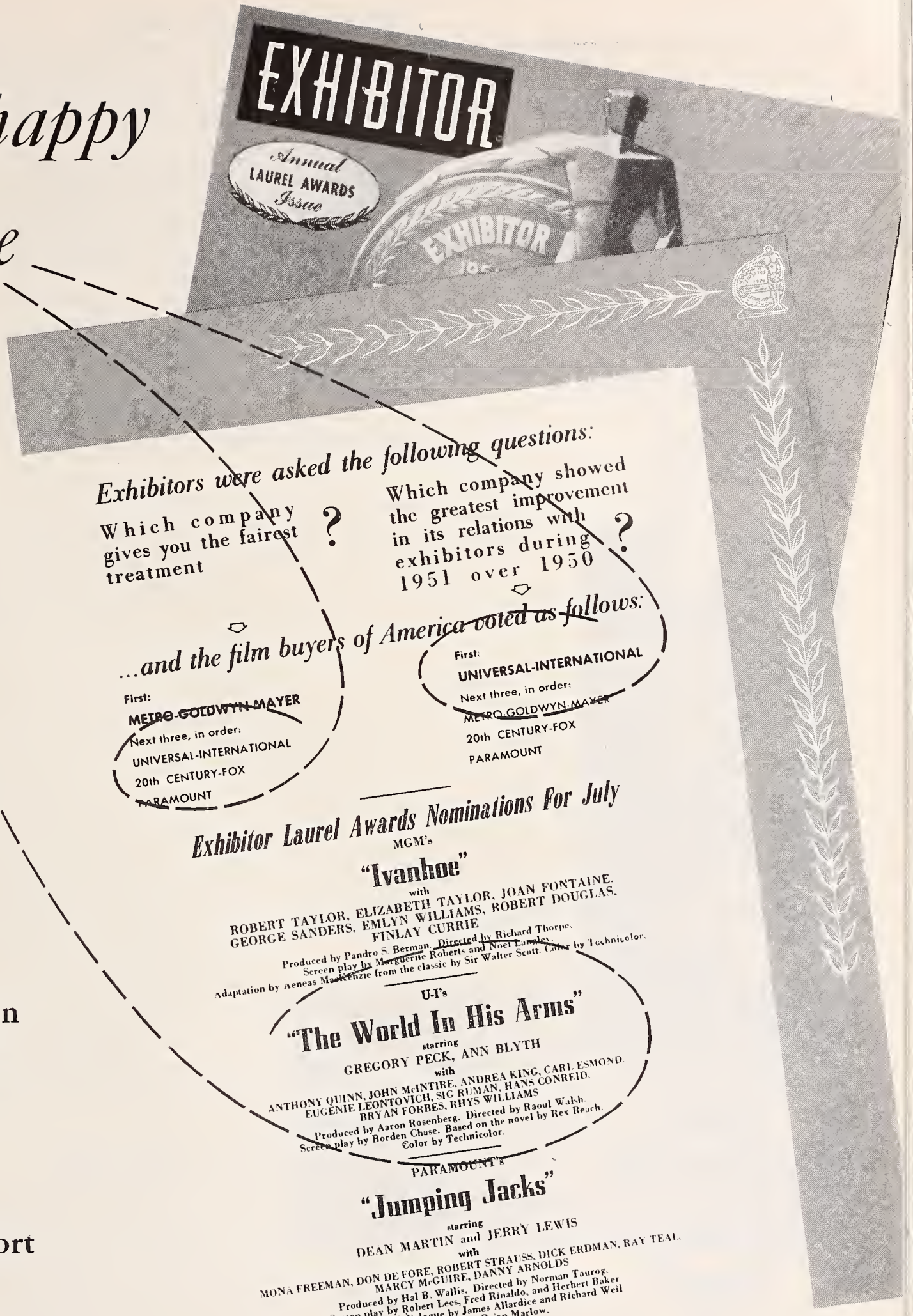
Two Tickets for One

HARTFORD, July 29.—A number of summer theatres in Connecticut, faced with only fair to better-than-average trade, are offering two admissions for the price of one several evenings per week.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

We're as happy about these

...as we are about this



We take the position that good exhibitor relations are just as important as good boxoffice product.

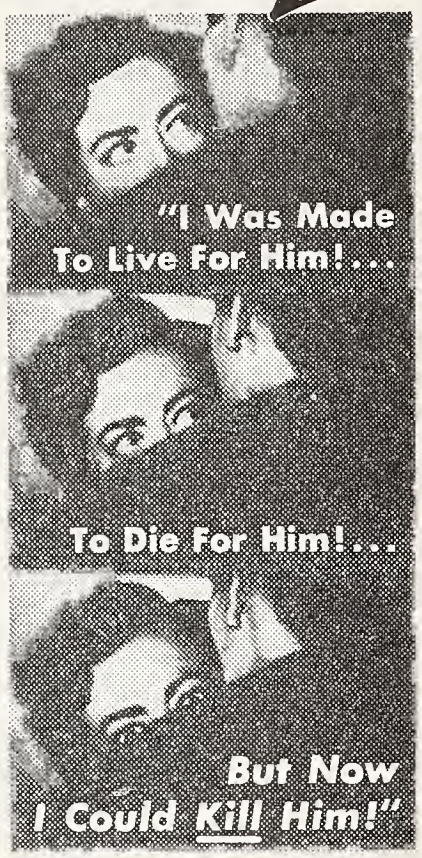
We put a lot of effort into both and are gratified to see it recognized.

Thanks, Mr. Exhibitor, for your encouraging vote.

(And thanks, too, to "The Exhibitor" whose annual Laurel Awards help us to evaluate the results of our constant efforts.)

Continue to Keep your eye on U-I ... it's still the best friend your boxoffice ever had!

Showmanship in the ads— and on the screen... Naturally from the Showmanship Company



JOSEPH KAUFMAN presents

Joan Crawford

in

Sudden Fear!

with

JACK PALANCE · GLORIA GRAHAME · BRUCE BENNETT

VIRGINIA HUSTON · TOUCH CONNORS

Produced by JOSEPH KAUFMAN

Directed by DAVID MILLER

Screenplay by LENORE COFFEE and ROBERT SMITH

Based on Edna Sherry's Story 'Sudden Fear'

A NEW HIGH IN SUSPENSE MELODRAMA!

Distributed by RKO RADIO

THIS IS NEWSPAPER AD NO. 106

Universal Names 12 To Promote Arms

Universal-International has named 12 special field exploitation representatives to cover the first 20 key city dates on "The World in His Arms," its 40th anniversary year picture which is being launched from Coast to Coast during August following a series of pre-release engagements throughout the Pacific Northwest.

The 12 are Julian Bowes, Maurice Harris, Tom Harris, Ben Hill, Duke Hickey, John McGrail, Ben Katz, Ed Borgan, Joe Blaufox, David Polland, William Gandall and Robert Ungerfeld.

The 20 assignments are at the Randolph Theatre, Philadelphia; Adams, Detroit; Keith's Memorial, Boston; Rivoli, Toledo; Loew's Palace, Memphis; Midwest, Oklahoma City; Omaha, Omaha; Center, Charlotte; Tennessee, Nashville; Loew's Palace, Washington; Des Moines and Ingersoll, Des Moines; Uptown, Tower, Fairway and Granada, Kansas City; Loew's, New Orleans; Hippodrome, Cleveland; Loew's, Dayton; Riverside, Milwaukee; Circle, Indianapolis; State Lake, Chicago; Loew's, Louisville, and the Ritz at Tulsa.

'U' Backlog

(*Continued from page* 1)

completed, Technicolor films include "A Man's Country," starring Audie Murphy, Susan Cabot, Paul Kelly and Mary Castle; "The Great Companions," Dan Dailey and Diana Lynn; "Cattle Kate," Maureen O'Hara and Alex Nicol; "The Lawless Breed," Rock Hudson and Julia Adams; "City Beneath the Sea," Robert Ryan, Mala Powers, Anthony Quinn and Suzan Ball; "The Raiders," Richard Conte and Viveca Lindfors; "Yankee Buccaneer," Jeff Chandler, Scott Brady and Suzan Ball "Horizons West," Robert Ryan, Julia Adams and Rock Hudson; "Against All Flags," Errol Flynn and Maureen O'Hara, and "The Duel At Silver Creek," starring Audie Murphy, Faith Domergue and Stephen McNally.

Black-and-white pictures include Bill Mauldin's Willie and Joe in "Back At the Front," starring Tom Ewell and Harvey Lembeck; "Because of You," Loretta Young, Jeff Chandler, Alex Nicol and Frances Dee; "Ma and Pa Kettle At Waikiki," Marjorie Main and Percy Kilbride; "Bonzo Goes to College," Maureen O'Sullivan, Edmund Gwenn, Charles Drake, Gigi Perreau and Gene Lockhart; "It Grows on Trees," Irene Dunne, Dean Jagger and Joan Evans; "The Black Castle," Richard Green, Boris Karloff, Stephen McNally, Paula Corday and Lon Chaney; "Francis Covers the Big Town," Donald O'Connor; and "Ma and Pa Kettle Go to Paris," with Marjorie Main and Percy Kilbride.

Legion of Decency Puts 10 in Class A

Latest report of the Legion of Decency places one film, "The Quiet Man," Republic, in Class A II and nine films in Class A I. The latter are: "Fearless Fagan" and "Washington Story," M-G-M; "Jumping Jacks," Paramount; "Lure of the Wilderness," 20th Century-Fox; "Miracle of Our Lady of Fatima," Warner Brothers; "One Minute to Zero," RKO Radio, "World in His Arms," Universal; "Pirate Submarine," Lippert, and "Rainbow' Round My Shoulder," Columbia.

$4,380,000 Set for 'Good' Mex. Films

Mexico City, July 29.—The trade's own bank, the semi-official Banco Nacional Cinematografico, has made $4,380,000 available to producers with the sole condition that they make really good pictures for the sake of Mexico and themselves. These pictures, the bank stressed, must be strictly in accord with President Miguel Aleman's demand for films that are entertaining and of high moral tone.

TOA, U.S. Suit

(*Continued from page* 1)

statement expressed TOA's "shock" at the Department of Justice's action and in its naming of TOA as a co-conspirator in "alleged claims of restraint of interstate commerce in 16mm. film." While it was named a co-conspirator, TOA was excluded from the government's list of defendants, who number 12.

With the board's approval, TOA would seek to intervene in the case, and thereby become one of the defendants. However, if the government opposed TOA's intervention the court would not sanction the organization's becoming a defendant.

TOA "knows no reason at all" why it should have been named a co-conspirator by the Justice Department, Levy said. "As general counsel," he added, "I feel very keenly TOA's and my obligations to our constituents, and to the entire industry, to do all in our power, by all means available to us, to strike down this brazen attack. I shall place the entire matter before our board of directors for full discussion at its next meeting in September, at the annual convention."

Levy said he would ask the board to decide whether or not it wishes to take the necessary steps to seek permission to be made a party defendant "so that we may better, and to the fullest possible extent, combat this unjustifiable and unwarranted attempt on the part of the Federal Government to invade the motion picture industry."

Ind. Allied Aid

(*Continued from page* 1)

members will write letters of protest to the Attorney General, U.S. Senators and nominees for the Senate in the November election. Allied officers also will make personal calls on party leaders, including Democratic national chairman Frank E. McKinney. Support of other trade associations and Chambers of Commerce will be invited.

ATOI will offer to intercede in the suit, Trueman Rembusch, president, said.

The meeting also gave final approval to plans for a motion picture exhibit at the Indiana State Fair to key a second "Movietime, U.S.A.," tour the first week in September. Bob Wile, executive secretary of Ohio Allied, was here to exchange ideas on the fair exhibit.

National Pre-Selling

THE new *Look*, dated August 12 and just received, carries Universal's full-page, full-color ad on "The World in His Arms" well up front, and RKO Radio's similarly strong color page on "The Big Sky" close by. There is also a "Sex Appeal Poll"—"what men notice first about women"—and while Marilyn Monroe isn't mentioned, she will be thought of. To top it off, a four-page section is titled simply "lana"—with one full page in color of the M-G-M star and three other pages of pictures, including one of "The Merry Widow" in her Victorian cradle tub. And for good measure, there is a back-of-the-book serious piece, entitled "Hollywood Goes TV," by *Look's* executive editor, and an article on "TV Bungling," by Abel Green. It's a lot of magazine for the money, with accent on pictures.

•

***Tide*, the advertising newsmagazine, devoted a recent special article to Irving Manheimer, chairman of the executive committee of Macfadden Publications, to his extraordinary feat of upping Macfadden profits by such a phenomenal degree that it rated two-pages of praise in his trade press. He makes the point, with regard to fan magazines, that increased fan magazine readership means that movies are really better than ever, for you can't fool the fans who read all about them so well in advance. He thinks fan magazines are closer to the public than the studios, and that we can believe they are standing right alongside the fans at the magazine counter.**

•

The second of a series of comic magazines featuring Paramount's cartoon characters has been published by Harvey Publications in New York and is now on sale through 1,000 *wholesalers. . . . Marilyn Monroe, star of 20th Century-Fox's "Don't Bother to Knock," is also on the covers of four national magazines, new and coming to news-stands. . . . National magazine publicity for 20th Century-Fox's "What Price Glory" will add up to* 115,000,000 *impressions through a tieup with V-8 vegetable juice advertising. . . .* Seventeen *for August in a giant issue will star* 11 *entertainment features, including profiles of five of today's top young performers of stage, screen and television. . . . Universal's "The World in His Arms" has been chosen as* Seventeen's *"Picture-of-the-Month" for August, with "Has Anybody Seen My Gal" getting a two-column picture review.*

•

Collier's for August 9 goes all out for Doris Day with her picture on the cover and three inside pages devoted to a story on Warner's "April in Paris" Technicolor musical, in which she stars with Ray Bolger. . . . Citing 20th Century-Fox's "We're Not Married" as the summer's best film comedy, *Life* magazine, in its July 28th issue, picks the production as its picture of the week, and gives three pages to the Nunnally Johnson production, showing five couples reacting to the news that their marriages, performed by Justice of the Peace Victor Moore, are not legal.

—WALTER BROOKS

20th Decides

(Continued from page 1)

saved stockholders the tax on the new stock they received following divorcement by avoiding the organization of one or more of the new companies.

Rather than delay the reorganization further, since it appears to the company that no "spin-off" regulations will be issued, it was proposed to proceed with the original plan and to complete the reorganization on or about September 27.

Adopted October 4

The plan, less the authorized amendment, also was adopted at the October 4 meeting. It contemplates (a) the organization of a new theatre company, to be called National Theatres, Inc., which will take over the interests of Twentieth Century-Fox Film Corporation in the common stock of Wesco Theatres Corporation and Roxy Theatre, Inc.; (b) the organization of a new picture company which will be incorporated in Delaware under the name of Twentieth Century-Fox Film Corporation and which will take over the balance of the assets of the present company; (c) the dissolution of the present Twentieth Century-Fox Film Corporation; and (d) the distribution of the stock in the new picture company and the new theatre company to the stockholders of the present Twentieth Century-Fox Film Corporation in exchange for their present shares, on the basis of one share of stock in each new company for each present share of the present company. Both these new companies have filed applications for the listing of their stock on the New York Stock Exchange.

Had the amendment been adopted, the new theatre company would have been known as Wesco Theatres.

Albany House Reopening

ALBANY, N. Y., July 29.—Neil Hellman will reopen the Royal Theatre Friday. It is the first theatre to be relighted hereabouts after a summer darkening. Hellman closed the Royal and Paramount in June due to poor business. During the interval he installed a new floor and made other improvements. The Paramount, which is undergoing alterations, will reopen in a month.

only $624* for a
10-DAY HAWAIIAN VACATION!



Includes Mainliner transportation, hotel accommodations and sightseeing.

That's just one of United Air Lines' low-expense Hawaiian Air Vacations. There are six others from which to choose, lasting up to 23 days. Call or write for a free descriptive folder. * From New York

UNITED AIR LINES
(Fares plus tax.)

Mexico City Theatres Averaging Gross Income of $250,000 Weekly

Mexico City, July 29.—The 127 theatres operating here are doing well judging from official figures which show that their combined weekly gross averages about $250,000. That income yields the municipal treasury some $47,300 weekly. Taxes on theatre receipts are on a sliding scale. Those charging up to 12 cents pay 12.65 per cent. Those charging more than 12 cents pay 16.10 per cent.

Theatre business here has improved greatly of late because of the exhibition of really good U. S., Mexican and foreign pictures, the Treasury said.

The de luxe Cine Roble, newest first-run theatre, did the biggest business during the first half of this year, grossing $404,000. The Cine Alameda, pioneer of Mexican picture houses, was runner-up with a $289,000 gross. Grossing more than $100,000 each were the Metropolitan, Palacio Chino, Mexico, Olimpia, Real Cinema and Nacional, all first-run, and the Opera, a subsequent run.

The municipal government is investigating complaints of an alleged racket practiced by minor city employes who are selling for half price passes to theatres that should be given gratis. The trade estimates that this costs it more than $250,000 yearly.

US-UK Pact Talks

(Continued from page 1)

of the Society of Independent Motion Picture Producers, on a new film agreement.

Others from the MPAA who also will sit in on the preliminary talks are Joyce O'Hara and John G. McCarthy, vice-presidents. James Mulvey and Alfred Crown probably will represent the SIMPP if Ellis G. Arnall, who is on leave as president during his service as U. S. Price Stabilizer, has not returned by that time.

Arrangements are expected to be made at the meetings for further talks, probably in London, at a later date. The present two-year agreement, which was renegotiated a year ago, will expire at the end of September. It provided for remittances of $17,000,000 and set up a "bonus" arrangement which established some 27 methods whereby additional remittances could be secured. These additional remittances are said to have totaled approximately $4,500,000.

Paris Talks

(Continued from page 1)

Picture Producers some time ago went on record as unqualifiedly opposed to entering into any agreement that would provide such subsidization.

The current talks in Paris were reported to be centering around Article III of the French government decree, which article authorizes the issuance of additional import permits to countries that assist French films. Some MPAA member companies are known to be willing to sign a subsidy agreement in order to increase exports to France.

Participating in the current talks are F. W. Allport, chairman of the MPAA delegation, and the Association's Theodore R. Smith and Gene Van Dee. It was indicated here that later on, after clarification of certain aspects of Article III are arrived at, the U. S. State Department will be invited to resume its role in the negotiations, which commenced on the government level.

Harrington Leaves MGM

CLEVELAND, July 29.—Phil Harrington, with the local M-G-M exchange for the past 18 years, has resigned to go into the lumber business. He had been booker, office manager and salesman.

200 Films Entered In Venice Festival

VENICE, Italy, July 29.—Two hundred films from 27 nations have been entered in the Venice Film Festival, it is reported.

The United States is presenting 11 films at the Scientific and Art Documentary Exhibition, under the auspices of the U. S. State Department, and nine other films selected from independent production by the Film Council of America, an organization appointed by the government to make this choice. Eighteen other films will be presented by the U. S. at the Festival of Films for Children.

Germans Produced 13 in 1st Quarter

WASHINGTON, July 29.—During the first quarter of 1952 Western German producers completed 13 feature films, according to Department of Commerce film chief Nathan D. Golden.

At present there are about 40 producers of feature films in Germany. There are 29 studios and 34 stages.

During the first quarter of 1952 a total of 141 feature films were approved for exhibition by the Voluntary Self Censorship Board, which censors all films shown in Germany. Of these 141 features, 120 were foreign productions, 12 were new German pictures and nine were German films produced prior to 1945. Of the 120 foreign features approved, 81 were United States films, 12 were French, eight Italian, five Austrian, five Mexican, five British, two Swedish, and one each from Czechoslovakia and Denmark. Six features were rejected by the censors, two of which were of German origin, three were United States films and one British.

Since the German Federal Republic has signed the General Agreement on Tariffs and Trade, the only possibility to curtail the showing of foreign films in Western Germany would be by a screen quota law. A draft quota law has been before the Federal Parliament for approximately a year, but no action has been taken. The practical value of such a law is questioned in several quarters. Film theatre owners are opposed to it, since it would compel them to reserve a certain amount of screen time for German productions, regardless of their quality or box-office appeal, Golden's report said.

NEW TRADE SHOW DATE For



FORMERLY JULY 30th
NEW DATE:
AUG. 4th

TIMES AND PLACES SAME AS PREVIOUSLY ANNOUNCED

Motion Picture Daily Feature Reviews

"Affair in Trinidad"

(Columbia)

THE RETURN OF RITA HAYWORTH to the screen after a three-year absence is in itself a factor that constitutes good box-office news. And playing opposite her in this drama of espionage in Trinidad is none other than her old partner of "Gilda," Glen Ford. More material for exploitation-minded exhibitors to work with are two torrid, native song-dances which Miss Hayworth delivers in appropriate style.

As for the story itself, it seems like a compound of routine elements and situations seen before in many spy melodramas. Miss Hayworth appears as an American nightclub entertainer in Trinidad who learns about the unaccountable suicide of her husband. Before the story is long underway it appears that he was actually caught up in the tentacles of a spy ring and liquidated as a safety measure. It gradually evolves that Alexander Scourby, a suave man-of-the-world, who is in love with Miss Hayworth, is the head of the ring. Action starts to percolate when Ford, brother of the deceased, arrives on the scene and starts digging at the roots of the murder. In good time he falls in love with Miss Hayworth, all of which creates a thorny triangle.

Complications and misunderstandings develop to a point where Miss Hayworth, fearing vengeance upon Ford, puts up a strategic act of wild abandon at a party. Ford slaps her sharply and walks out. In the meantime, Miss Hayworth does some private sleuthing and finds evidence which proves a plot against the U. S. And just when Miss Hayworth's life is about to be snuffed out, Ford makes a rescuing entrance.

Others in the cast of Vincent Sherman's production are Valerie Bettis, a shapely, loquacious member of the spy ring, and Torin Thatcher, of the British Colonial Police.

A Beckworth Corp. Production, it was directed by Sherman from the screenplay by Oscar Saul and James Gunn. Running time, 98 minutes. General audience classification. For August release. MANDEL HERBSTMAN

"Last Train from Bombay"

(Columbia)

INDIA IS THE LOCALE of this melodrama which pits Jon Hall against a terroristic Hindu band bent upon creating civil strife there. Youngsters may find the action in the film somewhat engrossing, but adults probably will react unfavorably to the episodic plot contrivances which makes the film incredulous to a large degree.

Hall, young American diplomat, learns of a plot to blow up a train upon his arrival in India. During the course of his attempts to thwart the plot, he is innocently accused of murder and hunted by the police. His adventures are highlighted by cloak-and-dagger developments, punctuated by dagger-throwing and fisticuffs. In true formula lines, the leader of the terroristic band is unveiled and Hall marries the girl.

The formula motif of this film, while it may be of some merit to those who like their story simple, yet action packed, fails to be enhanced either by good acting or credulous scenery.

The producer is Sam Katzman, while Fred F. Sears directed, from a story and screenplay by Robert Yale Libott. Others in the cast include Christine Larson, Lisa Ferraday, Douglas R. Kennedy and Michael Fox.

Running time, 72 minutes. General adult classification. For August release. MURRAY HOROWITZ

"Woman of the North Country"

(Republic)

"WOMAN OF THE NORTH COUNTRY" has several favorable qualities, not the least of which are the beauteous Minnesota country, enhanced by Trucolor, framed in a fairly interesting, although at times slow-moving, melodramatic story, and a cast containing some pretty marketable names, including Ruth Hussey, Rod Cameron, John Agar, Gale Storm, J. Carrol Naish, Jay Flippen and Grant Withers.

The tale concerns the development of Minnesota's Mesabi iron ore range at the turn of the century and pits Ruth Hussey, a woman of will and established wealth, against Cameron, rugged upstart out to develop the Mesabi to the detriment of Miss Hussey's iron holdings. The advantage held by Cameron, as title holder to the Mesabi range, is that the ore there lies only several feet below the surface and can be mined by steamshovel, as against the conventional and more expensive method of shaft mining.

The screenplay by Norman Reilly Raines depicts Miss Hussey as a beautiful but power-mad heiress to an established iron empire, the safety of which is threatened by Cameron's development of the Mesabi. When Miss Hussey's out-and-out gangster techniques (carried out by her brother—who gets killed in the process) fail to stop Cameron, she uses beauty to lure him into marriage. Cameron still doesn't realize that she is out to break him until she blows up a railroad bridge and later confesses her scheming in the mistaken notion that she already has forced him into bankruptcy. A bullet fired by a jealous lover puts an end to her, however, and leaves Cameron to resume with his first love, Gale Storm, whom he had forsaken for the lady of fortune.

Miss Hussey is a convincing villainess, giving the character a sort of sparkling insincerity. Cameron is handy with the fists, if slow on the up-take. Others in the cast include Jim Davis, Taylor Holmes, Barry Kelley, Stephen Bekassy, Howard Petrie, Hank Worden and Virginia Brissac. Joseph Kane was associate producer-director. The story is by Charles Marquis Warren and Prescott Chaplin.

Running time, 90 minutes. General audience classification. Release date, August 20.

"Sea Tiger"

(Monogram) *Hollywood, July 29*

WILLIAM F. BRODY, executive producer, and Wesley E. Barry, producer, have come up with a tortured tale of chicanery aboard ship and ashore. This venture into the field of suspense fiction goes all the way back to the film serials of the industry's unsophisticated infancy ("$1,000,000 Mystery," "Black Box," etc.) for its pattern, and that was going too far. In those blissful days the rules could be changed in the middle of the game, a hero made a villain or vice versa, and the destination of the plot revised without notice, but that was long ago. Today is too late for it.

The screenplay by Sam Roeca, from an original by Charles Yerkow, has to do with an American freighter abandoned by the Japs off New Guinea and the attempts of a wide variety of individuals to obtain possession of jewels secreted aboard the craft. The serial technique crops up when, the quest for the jewels having been on a long while, it comes out that the jewels are just a front for a fortune in gold bars also aboard. By this time it doesn't matter whether it's jewels or gold the baddies are after, because credibility went out the window long since.

John Archer, Harry Lauter and Marguerite Chapman bear the brunt of an acting burden that leaves them room for nothing but improvement.

Running time, 71 minutes. General audience classification. July release.

"Thundering Caravans"

(Republic)

IN A WESTERN of standard design and swift pace, Allan (Rocky) Lane triumphs over a crooked female newspaper publisher. Lending a hand with the fisticuffs and law enforcement are Rocky's old friend, Eddy Waller, the town sheriff, and Richard Crane, Waller's assistant, who is a reformed bad-man now on the side of the law.

M. Coates Webster's story casts Rocky in his usual role of U. S. Marshal, this time assigned to solve a series of ore wagon robberies in the community where Waller is sheriff. The blame for the robberies has been heaped on the sheriff, principally as a result of a newspaper campaign instigated by publisher Isabel Randolph. Miss Randolph is the mastermind of the holdup gang and is maneuvering to put her brother into the sheriff's post.

Her nefarious plans include the framing of young Crane in a holdup, to discredit the incumbent and bring in her brother by acclamation. Rocky eventually discovers the plot and brings all concerned to justice, but not however, before the usual riding and shooting and a knock-down, drag-out brawl at the bandits' ghost town retreat.

Mona Knox is Crane's pretty sweetheart while Roy Barcroft upholds the wrong cause, as usual. Rudy Ralston was associate producer. Harry Keller directed.

Running time, 54 minutes. General audience classification. July release.

Para. Production

(Continued from page 1)

Seas" (Technicolor), produced by Joseph Sistrom; "Legend of the Inca" (Technicolor), produced by Mel Epstein; "Away We Go" (Technicolor), starring Donald O'Connor, produced by Dolan; "Sad Sack," produced by Paul Jones; "Conquest of Space" (Technicolor), produced by George Pal.

Also, "The Parson of Panamint" (Technicolor), starring Alan Ladd, produced by Epstein; "Vanity Fair" (Technicolor), produced by Pat Duggan; "Papa's Delicate Condition," produced by Burton Lane; "The Country Girl" produced by William Perlberg and directed by George Seaton; "Topsy and Eva" (Technicolor), produced by Harry Tugend; "Elephant Walk" (Technicolor) produced by Irving Asher; "Turmoil," produced by Duggan; "Follow the Rainbow" starring Donald O'Connor, produced by William Hammerstein; "Teacher's Pet," produced by Perlberg and Seaton; "Red Garters" (Technicolor), produced by Robert Welch and directed by Frank Tashlin; "Persian Gulf" (Technicolor), produced by Joseph Sistrom.

Also, "Look, Ma, I'm Dancin'" (Technicolor), produced by Dolan; "Houdini," starring Tony Curtis and Janet Leigh, produced by George Pal and directed by George Marshall; "Jamaica Run" (Technicolor), starring Ray Milland, directed by Lewis R. Foster; "Little Boy Lost," starring Bing Crosby, produced by Perlberg, directed by Seaton; "Reaching for the Stars," starring Ginger Rogers and William Holden, directed by Julius Epstein, produced by Duggan; "Alaskan Seas," produced by Epstein; "Girls Are Here to Stay" (Technicolor), starring Bob Hope, directed by Claude Binyon, produced by Paul Jones.

The following, all in Technicolor, are on the Pine-Thomas production slate for 1953: "Those Sisters from Seattle," starring Rhonda Fleming and Arlene Dahl; "Sangaree," directed by Edward Ludwig; "Lost Treasure of the Andes"; "High Voltage"; "Brazen," starring John Payne and directed by Edward Ludwig.

Film Censorship

(Continued from page 1)

quires submission of films in advance of exhibition to a censor as an encroachment on constitutional rights to be guarded against." In the light of this, he said, none of the seven states maintaining censor boards have taken any action to revise their statutes.

The industry, armed with the dictum of the Supreme Court, is determined to give battle to censorship everywhere it exists, Lust asserted.

Lust pointed out the safeguards the industry has against indecency on the screen. They are the fact that films are produced by high-minded and honorable men and women and the existence of the Production Code which "tangibly demonstrates the industry's recognition of its responsibilities to the American public."

Kodak Awards $129,242

ROCHESTER, N. Y., July 29.—Eastman Kodak employes received $129,242 in suggestion awards during the first six months of 1952. That amount was nearly $15,000 above the total paid in awards during the same period of 1951.

Manos Gets Another

TORONTO, O., July 29.—George Manos, president of the Manos circuit, which operates some 20 theatres in Northern Ohio, will take over the Maple Grove Theatre, Windham, on August 1. The theatre was previously leased to Mrs. Sue Ramsey.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 21 NEW YORK, U. S. A., WEDNESDAY, JULY 30, 1952 TEN CENTS

US-UK Pact Talks Set to Open Sept. 8

Lee Will Meet Here with MPAA, SIMPP Officials

Initial discussions in the negotiation of a new Anglo-American film agreement are scheduled to take place in Washington and New York beginning September 8, it was learned here yesterday from film export sources.

Sir Frank Lee, Undersecretary of the British Board of Trade, is due in Washington from London during the first week of September, the main purpose of his trip having to do with international matters unrelated to the motion picture business. He is said to have indicated, however, that he will use the opportunity to confer with Eric A. Johnston, Motion Picture Association of America president, and a representative

(*Continued on page 5*)

Universal Has 20 Films in Backlog

Universal-International has a backlog of 20 pictures completed and in various stages of editing or awaiting release, the company disclosed here yesterday.

Eleven of these have color by Technicolor, giving the studio the largest Technicolor backlog of its history. In addition, three Technicolor pictures are currently shooting and three others are being prepared for early starts.

In addition to "Mississippi Gambler," on which shooting has just been

(*Continued on page 4*)

Paris Talks Center On Subsidy Aspects

Talks have resumed in Paris between French government officials and Motion Picture Association of America representatives, and surrounding the new discussions is the possibility that the MPAA is leaning toward a unilateral film agreement providing some form of American subsidy for French production.

The Society of Independent Motion

(*Continued on page 5*)

Paramount Puts 25 On Production Schedule for 1953

Paramount has scheduled 25 pictures for filming in 1953, the home office announced yesterday, terming it "the greatest number ever programmed by the company so far in advance."

Credit was given to Don Hartman, executive in charge of production, for the long-range planning. Y. Frank Freeman said the number represents "a record investment and evidences Paramount's supreme faith in the future of the motion picture business."

The pictures are: "The Big Song and Dance," starring Donald O'Connor and produced by Robert Emmett Dolan; "Rhapsody," produced by Bernard Smith and directed by Charles Vidor; "A New Kind of Love," produced and directed by Billy Wilder; "White Christmas" (Technicolor), costarring Bing Crosby and Fred Astaire, produced by Dolan; "South

(*Continued on page 6*)

Film Censorship Is Assailed by Lust

ROCKVILLE, Md., July 29.—Censorship of motion pictures is an unconstitutional infringement of personal liberty, a curtailment of the public's choice to make its own decisions and an insult to the intelligence and inherent decencies of the American people, Sidney B. Lust, head of Sidney Lust Theatres, declared here before the Kiwanis Club.

Citing the Supreme Court's decision in the "Miracle" case, Lust declared that the Court "views any law that re-

(*Continued on page 6*)

20th-Fox to Organize 2 New Firms

Since the U. S. Government has as yet issued no regulations regarding the proposed tax "spin-off" provisions of the Revenue Act of 1951, 20th Century-Fox has decided to revert to its original plan of reorganization under the consent decree, namely to set up a new theatre company, to be called National Theatres, and a new picture company, to be known as Twentieth Century-Fox Film Corp.

The company, in announcing this yesterday, pointed out that it was abandoning the reorganization plan amendment authorized by a stockholders' meeting last October 4. This would have

(*Continued on page 5*)

'All Out' Ind. Allied Aid to 16mm. Fight

INDIANAPOLIS, July 29.—"All out support" was pledged to motion picture producers in fighting the government's suit to force them to sell film to telecasters by the board of directors of the Allied Theatre Owners of Indiana, meeting here this afternoon.

Caution was urged, however, against threats to use theatre screens for political retaliation or gestures that would make "free movies" a campaign issue.

Both the Allied unit and individual

(*Continued on page 4*)

D of J, Answering Irate Exhibitors, Says TV Suit Not Meant to Exterminate Them

Washington, July 29.—The Justice Department is assuring exhibitors that its anti-trust suit to force producers to make 16mm. films more readily available to television is not aimed at putting theatre owners out of business.

This is the tenor of a letter being sent by acting anti-trust chief Newell A. Clapp to Robert O'Donnell and other exhibitors who have protested the suit to the Department. The letter will also go out to other theatre owners who write in the future.

The letter declares that the Justice Department is well aware of the competition that theatre owners are getting from television, and that these problems will be carefully considered in any relief finally sought from the court if the producers are found guilty of violating the anti-trust laws. It promises that the Justice Department's purpose in bringing the suit is not to deprive theatre owners of an opportunity to show films for profit, and calls attention to Paragraph Four of the complaint, which Justice says proves that the Department means to continue a reasonable clearance between theatre showing and 16mm. showing on television and other media.

TOA May Act As Defendant In U.S. Suit

Levy Will Seek Leaders' Decision at Sept. Meet

Herman M. Levy, Theatre Owners of America general counsel, will ask the organization's board at its meeting in Washington on September 15 to decide at that time whether or not it wishes to take the necessary steps to have TOA made a party defendant in the government's anti-trust suit to force the sale of 16mm. films to TV and other outlets in competition to regular theatres.



Herman Levy

Levy made this disclosure in a statement released here yesterday. The

(*Continued on page 4*)

Eady Plan Future Up to UK Industry

LONDON, July 29.—The British industry, rather than the government, is expected to take the initiative in working out a plan to continue the Eady tax, Peter Thorneycroft, president of the Board of Trade, told Commons today in replying to questioners.

Thorneycroft said he believes the Eady tax to be an important factor in the well-being of British production.

New Device Makes Dual Sound Track

Toronto, July 29.—The National Film Board, Canadian government film agency, gave a demonstration here of a new projection development which permits a dual sound track on film.

Through an attachment to the projector, a switch can be made from one track to the other, affording a choice of languages in the commentary, or a change from voice to music on the one print.

Personal Mention

LEONARD GOLDENSON, president of United Paramount Theatres, and MRS. GOLDENSON are due to return here from Europe on Monday.

•

F. H. FODOR, executive in charge of production for Filmcraft Productions in Hollywood, will speak at the 72nd semi-annual convention of the Society of Motion Picture and Television Engineers to be held in Washington in October.

•

RALPH E. MCCLANAHAN, of Louisville, newly-elected president of the Kentucky Association of Theatre Owners, plans to call upon every theatre owner in the state within the next three to four months.

•

ROBERT MOCHRIE, RKO Radio vice-president and general sales manager, and S. BARRET MCCORMICK, director of advertising, have returned here from the Coast.

•

ED SMITH, managing director of the Paramount Theatre, Springfield, Mass., has returned to his desk following recuperation from a heart attack.

•

HERBERT GELBSPAN, Eastern representative for Hal Roach, and MRS. GELBSPAN announce the birth of a girl at Flushing Hospital, Flushing, N. Y.

•

HERB STEINBERG, Paramount's publicity manager, will leave here for Hollywood today for meetings with TEET CARLE, studio publicity director.

•

PHYLLIS DEZEL, wife of ALBERT DEZEL, independent distributor in Chicago, is in a rest home following an attack of virus pneumonia.

•

L. E. TILLMAN, Columbia branch manager in San Francisco, is confined to his home with virus pneumonia.

•

AL GOLIN, M-G-M press representative in Des Moines, will arrive here from that city next week for a vacation.

•

LOUIS DE ROCHEMONT, producer, and his wife will leave here today for Europe aboard the *S.S. Queen Mary*.

•

LESTER ZUCKER, Universal branch manager in Cleveland, and his wife are vacationing in Canada.

•

JOHN ASH, M-G-M auditor, is spending several weeks at the Cleveland branch.

•

MAURICE KING of King Brothers has left Hollywood for Paris and Istanbul.

Scheuch Succeeds Gerson

CLEVELAND, July 29.—Carl Scheuch, Monogram salesman, has been taken off the road and appointed office manager-booker succeeding Nate Gerson, now with Warner Brothers.

1951 Year of Progress for Italian Film Industry

WASHINGTON, July 29. — The year 1951 was one of progress and prosperity for all segments of Italy's motion picture industry and there are indications that 1952 will bring even greater developments, the Department of Commerce reports. The volume and quality of Italian productions in 1951 reached an all-time high with record audience acceptance, as reflected in the level of box-office receipts and the marked increase in exports, particularly to the United States, it was said in the report, prepared by Nathan Golden, head of the film section of Commerce

Exports of Italian pictures increased from 121 contracts in 16 countries in 1946 to 948 contracts in 62 countries in 1951. Imports of films, on the other hand, declined, which was said to indicate further the growing audience acceptance of Italian product. In 1946 Italian films represented only 13 per cent of the films exhibited in Italy, against about 30 per cent in 1951, said Commerce.

In 1951 Italian production reached its highest level with 110 feature films, 350 short subjects, and 300 newsreel and special event films produced. In 1951 production activities utilized 80 per cent of their capacity, affording almost full employment for all film workmen, technicians, and artists. About 80 per cent of Italy's production potential is now centered in the Rome area.

Gross box-office receipts in 1951 were estimated at 70,000,000,000 lire, compared with 61,450,000,000 lire in 1950. Approximately 60 per cent or 42,000,000,000 lire came from United States films, 24 per cent from Italian films, and 16 per cent from other foreign films. There are about 10,500 motion picture theatres in Italy, and attendance in 1951 was estimated at 700,000,000, compared with 653,000,000 in 1950, and 607,000,000 in 1949.

Import permits granted for feature films in 1951 totaled 342, of which 230 were for United States films, while in 1950 a total of 539 import permits were granted, 394 for United States films.

RKO Theatres Signs New TV-Radio Pact

A new 13 week contract for television and radio spots on WNBT and WNBC has been signed by RKO Theatres, it was announced by Harry Mandel, national advertising director.

The new contract includes 10-second, 20-second and one-minute announcements on TV and participation in several radio programs. With this agreement, the circuit will be continuing its use of television and radio started with WNBT and WNBC in January 1951.

'Charley' Screening Mon.

The national trade screening of Warner Brother's "Where's Charley" has been postponed from today to Monday, the company reported here yesterday.

Attacks on Industry Scored by Duggan

Asserting that it has become something of a vogue in certain circles to attack the industry, Pat Duggan, producer of Paramount's "Just for You," Technicolor musical with Bing Crosby and Jane Wyman, declared here yesterday that the trade press is the ideal medium for answering the attacks.

Duggan said better pictures are coming up all the time and the industry is in better shape today from a product viewpoint than "10 or 12 years ago."

Citing the importance of the industry, Duggan said that when the history of this century is written, the "Goldwyns, Mayers, Zukors and others will be high up on the list of industry makers."

Duggan said "Just for You" reflects the new musicals that will be coming from Paramount in the next few years under the influence of Don Hartman, in charge of production. He outlined them as having more substantial stories and more substantial characterizations rather than merely a series of songs put together around plot cliches.

"Just for You" was brought in at "around $2,000,000," Duggan said. It was his first production. Next on his agenda is "Reaching for the Stars," to start in October.

'Lady of Fatima' at N.Y. Astor and Bijou

"The Miracle of Our Lady of Fatima," Warner Brothers' new picture in WarnerColor about the shrine of a small town in Portugal, will open a two-theatre engagement in New York on August 21 at the Astor and Bijou theatres. A special invitation premiere will be held at the Astor on the previous evening.

The Bijou will present "The Miracle" on a reserved seat basis, with matinee performances Wednesdays, Saturdays and Sundays and evening performances daily. The Astor will show the film on a continuous performance basis.

RKO Theatres Will Hold JDA Meeting

Continuing the series of home office meetings in the industry's campaign on behalf of the Joint Defense Appeal, key executives and other personnel of RKO theatres will hold a meeting today in the company's projection room here, it was announced by Harry Kalmine, of Warner Brothers, chairman of the home office division of JDA. Leon Goldberg, Universal Pictures, and Edward L. Fabian, Fabian Theatres, are co-chairmen of the industry-wide drive.

Previous meetings in the home office division were held at Universal and at United Artists.

Newsreel Parade

THE DEMOCRATIC convention and the Olympic games are current newsreel highlights. Others items include a Red Cross meeting and action in Korea. Complete contents follow:

MOVIETONE NEWS, No. 62 — Democratic ticket Stevenson and Sparkman. Olympics.

NEWS OF THE DAY, No. 296—Democrats name Stevenson and Sparkman. Records set at Olympics.

PARAMOUNT NEWS, No. 59—Olympics. Argentines mourn Eva Peron. Farouk abdicates. Eisenhower, Stevenson map campaigns. WAVES mark 10th anniversary.

TELENEWS DIGEST, No. 31A—Red Cross meeting. Old-style weddings in Italy. Olympics. Margaret Truman in Paris. Queen Elizabeth presents colors. Foreign ministers meet in Paris. U.N. bombers raid Pyongyang.

UNIVERSAL NEWS, No. 582—Political campaign news. Korean front. Olympic games.

WARNER PATHE NEWS, No. 101—Presidential race. U.N. planes in action. Show on Korean front. Puerto Rico now a commonwealth. Library loans pets to youngsters. Red Cross meeting. Olympics.

Ford Meets the Press At Republic Party

Republic honored John Ford, director of its production, "The Quiet Man," at a cocktail-buffet party yesterday in the Essex House, where the director greeted representatives of the trade press. Ford arrived from the Coast Monday for promotions in connection with the opening of the production at the Capitol Theatre on August 21.

Republic executives who attended the reception included James R. Grainger, Walter L. Titus, Jr., James V. O'Gara, John P. Curtin, Richard G. Yates, Richard W. Altschuler, John J. Petrauskas, Jr., Joseph McMahon, William Murphy, Steve Edwards, Dennis Carlin, Beatrice Ross, Roberta Daniel and Ed Dowden, on special assignment in connection with the New York opening of "The Quiet Man." Loew executives invited included Joseph Vogel, Oscar Doob, Eugene Picker, John Murphy, Ernest Emerling and Harry Greenman.

RKO Radio Gets 'Toilers of the Sea'

RKO Radio will distribute "Toilers of the Sea," the Victor Hugo tale, which David Rose will produce in Europe, with Yvonne de Carlo and Rock Hudson in co-starring roles, Ned E. Depinet, company president, disclosed yesterday.

A Coronado Production, "Toilers of the Sea" will have color by Technicolor and will start filming August 18 on the Channel Islands, off the coast of France.

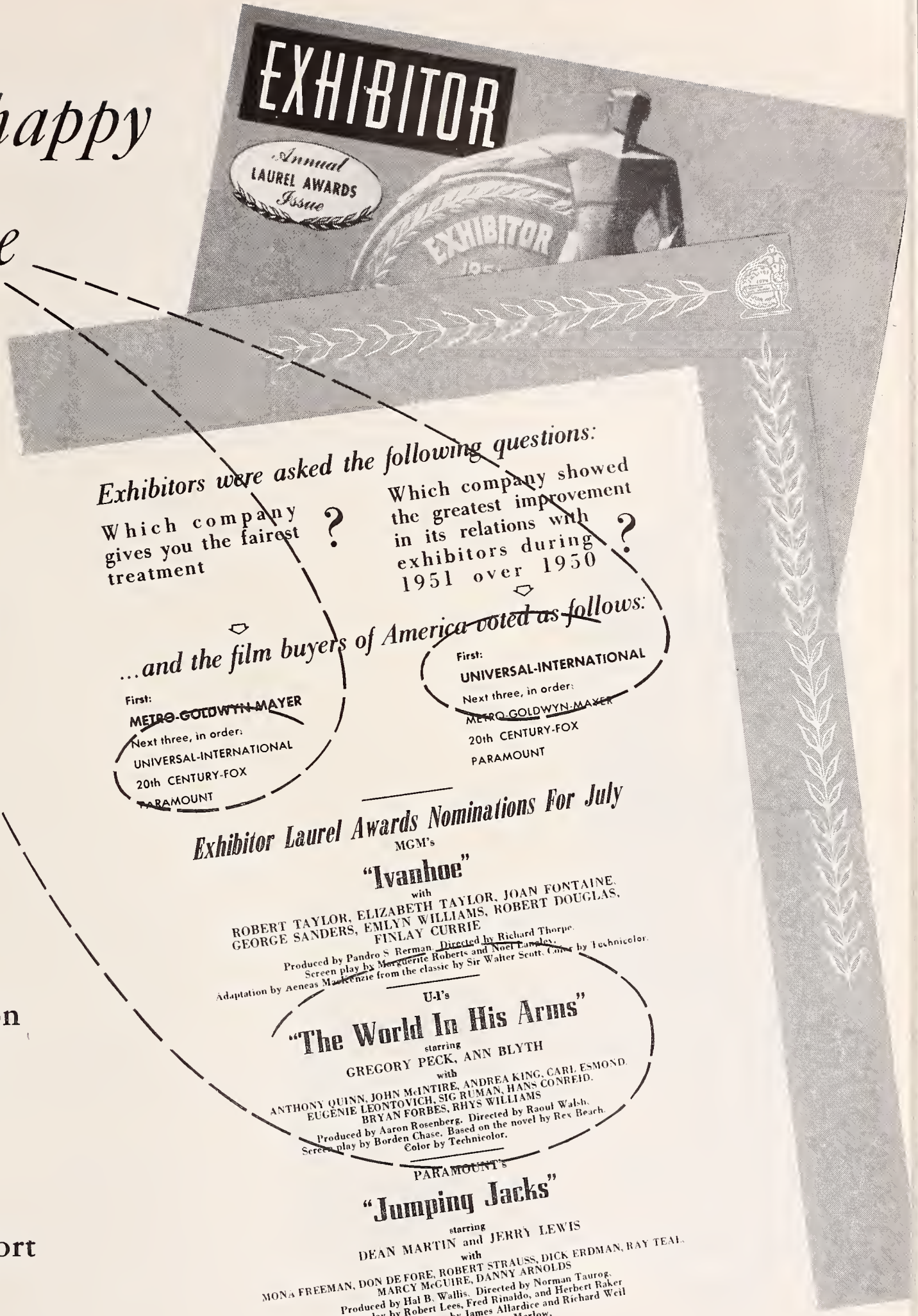
Two Tickets for One

HARTFORD, July 29.—A number of summer theatres in Connecticut, faced with only fair to better-than-average trade, are offering two admissions for the price of one several evenings per week.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, exeept Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden S.., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

We're as happy about these

...as we are about this



We take the position that good exhibitor relations are just as important as good boxoffice product.

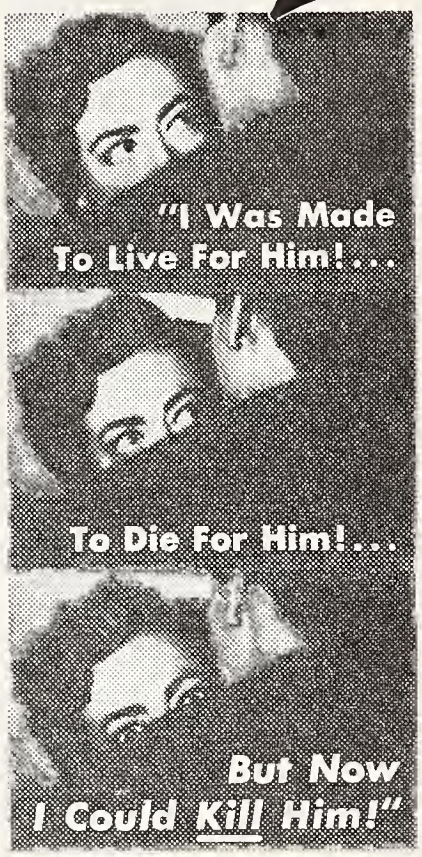
We put a lot of effort into both and are gratified to see it recognized.

Thanks, Mr. Exhibitor, for your encouraging vote.

(And thanks, too, to "The Exhibitor" whose annual Laurel Awards help us to evaluate the results of our constant efforts.)

Continue to Keep your eye on U-I... it's still the best friend your boxoffice ever had!

Showmanship in the ads— and on the screen... Naturally from the Showmanship Company



JOSEPH KAUFMAN presents

Joan Crawford in Sudden Fear!

with

JACK PALANCE · GLORIA GRAHAME · BRUCE BENNETT

VIRGINIA HUSTON · TOUCH CONNORS

Produced by JOSEPH KAUFMAN

Directed by DAVID MILLER

Screenplay by LENORE COFFEE and ROBERT SMITH

Based on Edna Sherry's Story 'Sudden Fear'

A NEW HIGH IN SUSPENSE MELODRAMA!

Distributed by RKO RADIO

THIS IS NEWSPAPER AD NO. 106

Universal Names 12 To Promote Arms

Universal-International has named 12 special field exploitation representatives to cover the first 20 key city dates on "The World in His Arms," its 40th anniversary year picture which is being launched from Coast to Coast during August following a series of pre-release engagements throughout the Pacific Northwest.

The 12 are Julian Bowes, Maurice Harris, Tom Harris, Ben Hill, Duke Hickey, John McGrail, Ben Katz, Ed Borgan, Joe Blaufox, David Polland, William Gandall and Robert Ungerfeld.

The 20 assignments are at the Randolph Theatre, Philadelphia; Adams, Detroit; Keith's Memorial, Boston; Rivoli, Toledo; Loew's Palace, Memphis; Midwest, Oklahoma City; Omaha, Omaha; Center, Charlotte; Tennessee, Nashville; Loew's Palace, Washington; Des Moines and Ingersoll, Des Moines; Uptown, Tower, Fairway and Granada, Kansas City; Loew's, New Orleans; Hippodrome, Cleveland; Loew's, Dayton; Riverside, Milwaukee; Circle, Indianapolis; State Lake, Chicago; Loew's, Louisville, and the Ritz at Tulsa.

'U' Backlog

(*Continued from page* 1)

completed, Technicolor films include "A Man's Country," starring Audie Murphy, Susan Cabot, Paul Kelly and Mary Castle; "The Great Companions," Dan Dailey and Diana Lynn; "Cattle Kate," Maureen O'Hara and Alex Nicol; "The Lawless Breed," Rock Hudson and Julia Adams; "City Beneath the Sea," Robert Ryan, Mala Powers, Anthony Quinn and Suzan Ball; "The Raiders," Richard Conte and Viveca Lindfors; "Yankee Buccaneer," Jeff Chandler, Scott Brady and Suzan Ball "Horizons West," Robert Ryan, Julia Adams and Rock Hudson; "Against All Flags," Errol Flynn and Maureen O'Hara, and "The Duel At Silver Creek," starring Audie Murphy, Faith Domergue and Stephen McNally.

Black-and-white pictures include Bill Mauldin's Willie and Joe in "Back At the Front," starring Tom Ewell and Harvey Lembeck; "Because of You," Loretta Young, Jeff Chandler, Alex Nicol and Frances Dee; "Ma and Pa Kettle At Waikiki," Marjorie Main and Percy Kilbride; "Bonzo Goes to College," Maureen O'Sullivan, Edmund Gwenn, Charles Drake, Gigi Perreau and Gene Lockhart; "It Grows on Trees," Irene Dunne, Dean Jagger and Joan Evans; "The Black Castle," Richard Green, Boris Karloff, Stephen McNally, Paula Corday and Lon Chaney; "Francis Covers the Big Town," Donald O'Connor; and "Ma and Pa Kettle Go to Paris," with Marjorie Main and Percy Kilbride.

Legion of Decency Puts 10 in Class A

Latest report of the Legion of Decency places one film, "The Quiet Man," Republic, in Class A II and nine films in Class A I. The latter are: "Fearless Fagan" and "Washington Story," M-G-M; "Jumping Jacks," Paramount; "Lure of the Wilderness," 20th Century-Fox; "Miracle of Our Lady of Fatima," Warner Brothers; "One Minute to Zero," RKO Radio, "World in His Arms," Universal; "Pirate Submarine," Lippert, and "Rainbow' Round My Shoulder," Columbia.

$4,380,000 Set for 'Good' Mex. Films

Mexico City, July 29.—The trade's own bank, the semi-official Banco Nacional Cinematografico, has made $4,380,000 available to producers with the sole condition that they make really good pictures for the sake of Mexico and themselves. These pictures, the bank stressed, must be strictly in accord with President Miguel Aleman's demand for films that are entertaining and of high moral tone.

TOA, U.S. Suit

(*Continued from page* 1)

statement expressed TOA's "shock" at the Department of Justice's action and in its naming of TOA as a co-conspirator in "alleged claims of restraint of interstate commerce in 16mm. film." While it was named a co-conspirator, TOA was excluded from the government's list of defendants, who number 12.

With the board's approval, TOA would seek to intervene in the case, and thereby become one of the defendants. However, if the government opposed TOA's intervention the court would not sanction the organization's becoming a defendant.

TOA "knows no reason at all" why it should have been named a co-conspirator by the Justice Department, Levy said. "As general counsel," he added, "I feel very keenly TOA's and my obligations to our constituents, and to the entire industry, to do all in our power, by all means available to us, to strike down this brazen attack. I shall place the entire matter before our board of directors for full discussion at its next meeting in September, at the annual convention."

Levy said he would ask the board to decide whether or not it wishes to take the necessary steps to seek permission to be made a party defendant "so that we may better, and to the fullest possible extent, combat this unjustifiable and unwarranted attempt on the part of the Federal Government to invade the motion picture industry."

Ind. Allied Aid

(*Continued from page* 1)

members will write letters of protest to the Attorney General, U.S. Senators and nominees for the Senate in the November election. Allied officers also will make personal calls on party leaders, including Democratic national chairman Frank E. McKinney. Support of other trade associations and Chambers of Commerce will be invited.

ATOI will offer to intercede in the suit, Trueman Rembusch, president, said.

The meeting also gave final approval to plans for a motion picture exhibit at the Indiana State Fair to key a second "Movietime, U.S.A.," tour the first week in September. Bob Wile, executive secretary of Ohio Allied, was here to exchange ideas on the fair exhibit.

National Pre-Selling

THE new *Look*, dated August 12 and just received, carries Universal's full-page, full-color ad on "The World in His Arms" well up front, and RKO Radio's similarly strong color page on "The Big Sky" close by. There is also a "Sex Appeal Poll"—"what men notice first about women"—and while Marilyn Monroe isn't mentioned, she will be thought of. To top it off, a four-page section is titled simply "lana"—with one full page in color of the M-G-M star and three other pages of pictures, including one of "The Merry Widow" in her Victorian cradle tub. And for good measure, there is a back-of-the-book serious piece, entitled "Hollywood Goes TV," by *Look's* executive editor, and an article on "TV Bungling," by Abel Green. It's a lot of magazine for the money, with accent on pictures.

•

***Tide*, the advertising newsmagazine, devoted a recent special article to Irving Manheimer, chairman of the executive committee of Macfadden Publications, to his extraordinary feat of upping Macfadden profits by such a phenomenal degree that it rated two-pages of praise in his trade press. He makes the point, with regard to fan magazines, that increased fan magazine readership means that movies are really better than ever, for you can't fool the fans who read all about them so well in advance. He thinks fan magazines are closer to the public than the studios, and that we can believe they are standing right alongside the fans at the magazine counter.**

•

The second of a series of comic magazines featuring Paramount's cartoon characters has been published by Harvey Publications in New York and is now on sale through 1,000 *wholesalers. . . . Marilyn Monroe, star of 20th Century-Fox's "Don't Bother to Knock," is also on the covers of four national magazines, now and coming to news-stands. . . . National magazine publicity for 20th Century-Fox's "What Price Glory" will add up to* 115,000,000 *impressions through a tieup with V-8 vegetable juice advertising. . . .* Seventeen *for August in a giant issue will star* 11 *entertainment features, including profiles of five of today's top young performers of stage, screen and television. . . . Universal's "The World in His Arms" has been chosen as* Seventeen's *"Picture-of-the-Month" for August, with "Has Anybody Seen My Gal" getting a two-column picture review.*

•

Collier's for August 9 goes all out for Doris Day with her picture on the cover and three inside pages devoted to a story on Warner's "April in Paris" Technicolor musical, in which she stars with Ray Bolger. . . . Citing 20th Century-Fox's "We're Not Married" as the summer's best film comedy, *Life* magazine, in its July 28th issue, picks the production as its picture of the week, and gives three pages to the Nunnally Johnson production, showing five couples reacting to the news that their marriages, performed by Justice of the Peace Victor Moore, are not legal.

—WALTER BROOKS

20th Decides

(*Continued from page* 1)

saved stockholders the tax on the new stock they received following divorcement by avoiding the organization of one or more of the new companies.

Rather than delay the reorganization further, since it appears to the company that no "spin-off" regulations will be issued, it was proposed to proceed with the original plan and to complete the reorganization on or about September 27.

Adopted October 4

The plan, less the authorized amendment, also was adopted at the October 4 meeting. It contemplates (a) the organization of a new theatre company, to be called National Theatres, Inc., which will take over the interests of Twentieth Century-Fox Film Corporation in the common stock of Wesco Theatres Corporation and Roxy Theatre, Inc.; (b) the organization of a new picture company which will be incorporated in Delaware under the name of Twentieth Century-Fox Film Corporation and which will take over the balance of the assets of the present company; (c) the dissolution of the present Twentieth Century-Fox Film Corporation; and (d) the distribution of the stock in the new picture company and the new theatre company to the stockholders of the present Twentieth Century-Fox Film Corporation in exchange for their present shares, on the basis of one share of stock in each new company for each present share of the present company. Both these new companies have filed applications for the listing of their stock on the New York Stock Exchange.

Had the amendment been adopted, the new theatre company would have been known as Wesco Theatres.

Albany House Reopening

ALBANY, N. Y., July 29.—Neil Hellman will reopen the Royal Theatre Friday. It is the first theatre to be relighted hereabouts after a summer darkening. Hellman closed the Royal and Paramount in June due to poor business. During the interval he installed a new floor and made other improvements. The Paramount, which is undergoing alterations, will reopen in a month.

only $624* for a
10-DAY HAWAIIAN VACATION!



Includes Mainliner transportation, hotel accommodations and sightseeing.

That's just one of United Air Lines' low-expense Hawaiian Air Vacations. There are six others from which to choose, lasting up to 23 days. Call or write for a free descriptive folder. * From New York

UNITED AIR LINES
(Fares plus tax.)

Mexico City Theatres Averaging Gross Income of $250,000 Weekly

Mexico City, July 29.—The 127 theatres operating here are doing well judging from official figures which show that their combined weekly gross averages about $250,000. That income yields the municipal treasury some $47,300 weekly. Taxes on theatre receipts are on a sliding scale. Those charging up to 12 cents pay 12.65 per cent. Those charging more than 12 cents pay 16.10 per cent.

Theatre business here has improved greatly of late because of the exhibition of really good U. S., Mexican and foreign pictures, the Treasury said.

The de luxe Cine Roble, newest first-run theatre, did the biggest business during the first half of this year, grossing $404,000. The Cine Alameda, pioneer of Mexican picture houses, was runner-up with a $289,000 gross. Grossing more than $100,000 each were the Metropolitan, Palacio Chino, Mexico, Olimpia, Real Cinema and Nacional, all first-run, and the Opera, a subsequent run.

The municipal government is investigating complaints of an alleged racket practiced by minor city employes who are selling for half price passes to theatres that should be given gratis. The trade estimates that this costs it more than $250,000 yearly.

US-UK Pact Talks

(*Continued from page* 1)

of the Society of Independent Motion Picture Producers, on a new film agreement.

Others from the MPAA who also will sit in on the preliminary talks are Joyce O'Hara and John G. McCarthy, vice-presidents. James Mulvey and Alfred Crown probably will represent the SIMPP if Ellis G. Arnall, who is on leave as president during his service as U. S. Price Stabilizer, has not returned by that time.

Arrangements are expected to be made at the meetings for further talks, probably in London, at a later date. The present two-year agreement, which was renegotiated a year ago, will expire at the end of September. It provided for remittances of $17,000,000 and set up a "bonus" arrangement which established some 27 methods whereby additional remittances could be secured. These additional remittances are said to have totaled approximately $4,500,000.

Paris Talks

(*Continued from page* 1)

Picture Producers some time ago went on record as unqualifiedly opposed to entering into any agreement that would provide such subsidization.

The current talks in Paris were reported to be centering around Article III of the French government decree, which article authorizes the issuance of additional import permits to countries that assist French films. Some MPAA member companies are known to be willing to sign a subsidy agreement in order to increase exports to France.

Participating in the current talks are F. W. Allport, chairman of the MPAA delegation, and the Association's Theodore R. Smith and Gene Van Dee. It was indicated here that later on, after clarification of certain aspects of Article III are arrived at, the U. S. State Department will be invited to resume its role in the negotiations, which commenced on the government level.

Harrington Leaves MGM

CLEVELAND, July 29.—Phil Harrington, with the local M-G-M exchange for the past 18 years, has resigned to go into the lumber business. He had been booker, office manager and salesman.

200 Films Entered In Venice Festival

VENICE, Italy, July 29.—Two hundred films from 27 nations have been entered in the Venice Film Festival, it is reported.

The United States is presenting 11 films at the Scientific and Art Documentary Exhibition, under the auspices of the U. S. State Department, and nine other films selected from independent production by the Film Council of America, an organization appointed by the government to make this choice. Eighteen other films will be presented by the U. S. at the Festival of Films for Children.

Germans Produced 13 in 1st Quarter

WASHINGTON, July 29.—During the first quarter of 1952 Western German producers completed 13 feature films, according to Department of Commerce film chief Nathan D. Golden.

At present there are about 40 producers of feature films in Germany. There are 29 studios and 34 stages.

During the first quarter of 1952 a total of 141 feature films were approved for exhibition by the Voluntary Self Censorship Board, which censors all films shown in Germany. Of these 141 features, 120 were foreign productions, 12 were new German pictures and nine were German films produced prior to 1945. Of the 120 foreign features approved, 81 were United States films, 12 were French, eight Italian, five Austrian, five Mexican, five British, two Swedish, and one each from Czechoslovakia and Denmark. Six features were rejected by the censors, two of which were of German origin, three were United States films and one British.

Since the German Federal Republic has signed the General Agreement on Tariffs and Trade, the only possibility to curtail the showing of foreign films in Western Germany would be by a screen quota law. A draft quota law has been before the Federal Parliament for approximately a year, but no action has been taken. The practical value of such a law is questioned in several quarters. Film theatre owners are opposed to it, since it would compel them to reserve a certain amount of screen time for German productions, regardless of their quality or box-office appeal, Golden's report said.

NEW TRADE SHOW DATE For



FORMERLY JULY 30th
NEW DATE:
AUG. 4th

TIMES AND PLACES SAME AS PREVIOUSLY ANNOUNCED

Motion Picture Daily Feature Reviews

"Affair in Trinidad"

(Columbia)

THE RETURN OF RITA HAYWORTH to the screen after a three-year absence is in itself a factor that constitutes good box-office news. And playing opposite her in this drama of espionage in Trinidad is none other than her old partner of "Gilda," Glen Ford. More material for exploitation-minded exhibitors to work with are two torrid, native song-dances which Miss Hayworth delivers in appropriate style.

As for the story itself, it seems like a compound of routine elements and situations seen before in many spy melodramas. Miss Hayworth appears as an American nightclub entertainer in Trinidad who learns about the unaccountable suicide of her husband. Before the story is long underway it appears that he was actually caught up in the tentacles of a spy ring and liquidated as a safety measure. It gradually evolves that Alexander Scourby, a suave man-of-the-world, who is in love with Miss Hayworth, is the head of the ring. Action starts to percolate when Ford, brother of the deceased, arrives on the scene and starts digging at the roots of the murder. In good time he falls in love with Miss Hayworth, all of which creates a thorny triangle.

Complications and misunderstandings develop to a point where Miss Hayworth, fearing vengeance upon Ford, puts up a strategic act of wild abandon at a party. Ford slaps her sharply and walks out. In the meantime, Miss Hayworth does some private sleuthing and finds evidence which proves a plot against the U. S. And just when Miss Hayworth's life is about to be snuffed out, Ford makes a rescuing entrance.

Others in the cast of Vincent Sherman's production are Valerie Bettis, a shapely, loquacious member of the spy ring, and Torin Thatcher, of the British Colonial Police.

A Beckworth Corp. Production, it was directed by Sherman from the screenplay by Oscar Saul and James Gunn. Running time, 98 minutes. General audience classification. For August release. MANDEL HERBSTMAN

"Last Train from Bombay"

(Columbia)

INDIA IS THE LOCALE of this melodrama which pits Jon Hall against a terroristic Hindu band bent upon creating civil strife there. Youngsters may find the action in the film somewhat engrossing, but adults probably will react unfavorably to the episodic plot contrivances which makes the film incredulous to a large degree.

Hall, young American diplomat, learns of a plot to blow up a train upon his arrival in India. During the course of his attempts to thwart the plot, he is innocently accused of murder and hunted by the police. His adventures are highlighted by cloak-and-dagger developments, punctuated by dagger-throwing and fisticuffs. In true formula lines, the leader of the terroristic band is unveiled and Hall marries the girl.

The formula motif of this film, while it may be of some merit to those who like their story simple, yet action packed, fails to be enhanced either by good acting or credulous scenery.

The producer is Sam Katzman, while Fred F. Sears directed, from a story and screenplay by Robert Yale Libott. Others in the cast include Christine Larson, Lisa Ferraday, Douglas R. Kennedy and Michael Fox.

Running time, 72 minutes. General adult classification. For August release. MURRAY HOROWITZ

"Woman of the North Country"

(Republic)

"WOMAN OF THE NORTH COUNTRY" has several favorable qualities, not the least of which are the beauteous Minnesota country, enhanced by Trucolor, framed in a fairly interesting, although at times slow-moving, melodramatic story, and a cast containing some pretty marketable names, including Ruth Hussey, Rod Cameron, John Agar, Gale Storm, J. Carrol Naish, Jay Flippen and Grant Withers.

The tale concerns the development of Minnesota's Mesabi iron ore range at the turn of the century and pits Ruth Hussey, a woman of will and established wealth, against Cameron, rugged upstart out to develop the Mesabi to the detriment of Miss Hussey's iron holdings. The advantage held by Cameron, as title holder to the Mesabi range, is that the ore there lies only several feet below the surface and can be mined by steamshovel, as against the conventional and more expensive method of shaft mining.

The screenplay by Norman Reilly Raines depicts Miss Hussey as a beautiful but power-mad heiress to an established iron empire, the safety of which is threatened by Cameron's development of the Mesabi. When Miss Hussey's out-and-out gangster techniques (carried out by her brother—who gets killed in the process) fail to stop Cameron, she uses beauty to lure him into marriage. Cameron still doesn't realize that she is out to break him until she blows up a railroad bridge and later confesses her scheming in the mistaken notion that she already has forced him into bankruptcy. A bullet fired by a jealous lover puts an end to her, however, and leaves Cameron to resume with his first love, Gale Storm, whom he had forsaken for the lady of fortune.

Miss Hussey is a convincing villainess, giving the character a sort of sparkling insincerity. Cameron is handy with the fists, if slow on the up-take. Others in the cast include Jim Davis, Taylor Holmes, Barry Kelley, Stephen Bekassy, Howard Petrie, Hank Worden and Virginia Brissac. Joseph Kane was associate producer-director. The story is by Charles Marquis Warren and Prescott Chaplin.

Running time, 90 minutes. General audience classification. Release date, August 20.

"Sea Tiger"

(Monogram) *Hollywood, July 29*

WILLIAM F. BRODY, executive producer, and Wesley E. Barry, producer, have come up with a tortured tale of chicanery aboard ship and ashore. This venture into the field of suspense fiction goes all the way back to the film serials of the industry's unsophisticated infancy ("$1,000,000 Mystery," "Black Box," etc.) for its pattern, and that was going too far. In those blissful days the rules could be changed in the middle of the game, a hero made a villain or vice versa, and the destination of the plot revised without notice, but that was long ago. Today is too late for it.

The screenplay by Sam Roeca, from an original by Charles Yerkow, has to do with an American freighter abandoned by the Japs off New Guinea and the attempts of a wide variety of individuals to obtain possession of jewels secreted aboard the craft. The serial technique crops up when, the quest for the jewels having been on a long while, it comes out that the jewels are just a front for a fortune in gold bars also aboard. By this time it doesn't matter whether it's jewels or gold the baddies are after, because credibility went out the window long since.

John Archer, Harry Lauter and Marguerite Chapman bear the brunt of an acting burden that leaves them room for nothing but improvement.

Running time, 71 minutes. General audience classification. July release.

"Thundering Caravans"

(Republic)

IN A WESTERN of standard design and swift pace, Allan (Rocky) Lane triumphs over a crooked female newspaper publisher. Lending a hand with the fisticuffs and law enforcement are Rocky's old friend, Eddy Waller, the town sheriff, and Richard Crane, Waller's assistant, who is a reformed bad-man now on the side of the law.

M. Coates Webster's story casts Rocky in his usual role of U. S. Marshal, this time assigned to solve a series of ore wagon robberies in the community where Waller is sheriff. The blame for the robberies has been heaped on the sheriff, principally as a result of a newspaper campaign instigated by publisher Isabel Randolph. Miss Randolph is the mastermind of the holdup gang and is maneuvering to put her brother into the sheriff's post.

Her nefarious plans include the framing of young Crane in a holdup, to discredit the incumbent and bring in her brother by acclamation. Rocky eventually discovers the plot and brings all concerned to justice, but not however, before the usual riding and shooting and a knock-down, drag-out brawl at the bandits' ghost town retreat.

Mona Knox is Crane's pretty sweetheart while Roy Barcroft upholds the wrong cause, as usual. Rudy Ralston was associate producer. Harry Keller directed.

Running time, 54 minutes. General audience classification. July release.

Para. Production

(Continued from page 1)

Seas" (Technicolor), produced by Joseph Sistrom; "Legend of the Inca" (Technicolor), produced by Mel Epstein; "Away We Go" (Technicolor), starring Donald O'Connor, produced by Dolan; "Sad Sack," produced by Paul Jones; "Conquest of Space" (Technicolor), produced by George Pal.

Also, "The Parson of Panamint" (Technicolor), starring Alan Ladd, produced by Epstein; "Vanity Fair" (Technicolor), produced by Pat Duggan; "Papa's Delicate Condition," produced by Burton Lane; "The Country Girl," produced by William Perlberg and directed by George Seaton; "Topsy and Eva" (Technicolor), produced by Harry Tugend; "Elephant Walk" (Technicolor) produced by Irving Asher; "Turmoil," produced by Duggan; "Follow the Rainbow," starring Donald O'Connor, produced by William Hammerstein; "Teacher's Pet," produced by Perlberg and Seaton; "Red Garters" (Technicolor), produced by Robert Welch and directed by Frank Tashlin; "Persian Gulf" (Technicolor), produced by Joseph Sistrom.

Also, "Look, Ma, I'm Dancin'" (Technicolor), produced by Dolan; "Houdini," starring Tony Curtis and Janet Leigh, produced by George Pal and directed by George Marshall; "Jamaica Run" (Technicolor), starring Ray Milland, directed by Lewis R. Foster; "Little Boy Lost," starring Bing Crosby, produced by Perlberg, directed by Seaton; "Reaching for the Stars," starring Ginger Rogers and William Holden, directed by Julius Epstein, produced by Duggan; "Alaskan Seas," produced by Epstein; "Girls Are Here to Stay" (Technicolor), starring Bob Hope, directed by Claude Binyon, produced by Paul Jones.

The following, all in Technicolor, are on the Pine-Thomas production slate for 1953: "Those Sisters from Seattle," starring Rhonda Fleming and Arlene Dahl; "Sangaree," directed by Edward Ludwig; "Lost Treasure of the Andes"; "High Voltage"; "Brazen," starring John Payne and directed by Edward Ludwig.

Film Censorship

(Continued from page 1)

quires submission of films in advance of exhibition to a censor as an encroachment on constitutional rights to be guarded against." In the light of this, he said, none of the seven states maintaining censor boards have taken any action to revise their statutes.

The industry, armed with the dictum of the Supreme Court, is determined to give battle to censorship everywhere it exists, Lust asserted.

Lust pointed out the safeguards the industry has against indecency on the screen. They are the fact that films are produced by high-minded and honorable men and women and the existence of the Production Code which "tangibly demonstrates the industry's recognition of its responsibilities to the American public."

Kodak Awards $129,242

ROCHESTER, N. Y., July 29.—Eastman Kodak employes received $129,242 in suggestion awards during the first six months of 1952. That amount was nearly $15,000 above the total paid in awards during the same period of 1951.

Manos Gets Another

TORONTO, O., July 29. — George Manos, president of the Manos circuit, which operates some 20 theatres in Northern Ohio, will take over the Maple Grove Theatre, Windham, on August 1. The theatre was previously leased to Mrs. Sue Ramsey.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 22 NEW YORK, U. S. A., THURSDAY, JULY 31, 1952 TEN CENTS

Contests Pend For Top Posts In the IATSE

Jacobi Opposes Brennan In First Test Since '46

The IATSE convention in Minneapolis next week will differ from any of the labor union's biennial conclaves since 1946 in that one or more international officers making up the "official family" will be compelled to risk their posts in a balloting election.

This became known here yesterday when Vincent Jacobi, president of New York Stage Hands Local No. 1, which includes motion picture theatres in its jurisdiction, indicated that he has decided to run against James J. Brennan, candidate for reelection as third vice-president.

Brennan has the support of Richard F. Walsh, "IA" international president. However, during the past three

(*Continued on page 3*)

Monogram Cites 'Largest Backlog'

HOLLYWOOD, July 30.—Monogram-Allied Artists exchanges throughout the world were advised by Steve Broidy, president, by telegraph today that the companies' "largest backlog of films ever inventoried by them" is now on hand and represents the studio's "greatest box-office potential."

Broidy, recently returned from Europe, dispatched the message after viewing 14 completed features being readied for release. His message also

(*Continued on page 3*)

Schwartz to Become NY Justice Today

Arthur H. Schwartz, partner in the New York law firm of Schwartz & Frohlich, which has many film industry clients, will be inducted at ceremonies here today as a Justice of the New York Supreme Court, to which he was appointed by Gov. Thomas E. Dewey.

Schwartz, who has been active in Republican politics for many years, will fill the vacancy caused by the

(*Continued on page 3*)

'Heat Sent Them to Theatres, Now They're Coming Back for More'

Cleveland, July 30.—Theatre attendance in a majority of spots in this territory that started an upswing with the TV Presidential convention presentations, is holding up, theatre owners report in the first expression of optimism displayed here in recent months. It is felt that all houses destined to shutter due to neighborhood changes, old age or lack of modern equipment, have closed and that from now on remaining theatres can look for a return to normalcy.

The excessive heat of June and July drove many into theatres to cool off. Many, managers report, had not been inside a theatre in a year or more. They like what they found and came back for more. "Now," one of the optimistic exhibitors states, "all we need is a steady flow of good pictures and we can reestablish our occasional patrons into permanent patrons."

Report Milwaukee, Baltimore Upswing

Two more key cities — Baltimore and Milwaukee—can be added to the growing list of those in which exhibitors report improved box-office conditions.

In Baltimore, business at neighborhood motion picture theatres during the past two weeks scored the best grosses of any similar period during the past year, or more, according to Leon B. Back, president of the Allied Motion Picture Theatre Owners of Maryland.

The question whether screen attractions drew increased audiences or patrons merely sought relief from an all-time record heat wave, only slightly dampened the optimism of his comment.

Milwaukee exhibitors report improved business and are optimistic for a continuance.

Reports Conditions In Corn Belt Good

OMAHA, July 30.—Ted Emerson, publicity director for Tri-States Theatres, who is touring this territory serving as substitute manager for vacationing managers of all of the circuit's theatres, finds farm crops to be in very good condition. "It looks like a prosperous fall season for theatres in this area," Emerson observed.

Rename Irving Mack Head of Filmack

CHICAGO, July 30. — Irving Mack was reelected president of Filmack Trailor Corp. at a meeting of the board of directors.

Other officers elected were Joseph Mack, vice-president; Bernard Mack, secretary, and Donald Mack, treasurer. John Wenner of Daniel F. Rice and Co., stock brokers, was elected a member of the board.

Philadelphia Area In Tax Campaign

PHILADELPHIA, July 30.—The first local organizational meeting to enlist full support financially for the Council of Motion Picture Organizations was held by Philadelphia branch managers and exchange personnel in the Paramount exchange.

The meeting was presided over by exhibitor co-chairman Ted Schlanger, Warner zone manager in the Philadelphia area, and area exchange co-chairman Ulrick Smith, local Paramount branch manager.

The group appeared to have entered into the campaign with determination to fight the Federal admission tax and with a will to bring about complete unity and cooperation from all in the campaign.

John Ford Cited by Irish Consul Here

A citation honoring John Ford for "The Quiet Man," Republic production which opens at the Capitol Theatre here on August 21, was presented to the director by Garth Healy, Consul General of Ireland, at a press reception held yesterday at the Essex House here.

The citation commends Ford "for

(*Continued on page 3*)

Rackmil Will Start Coast Meets Aug. 11

The first of a series of Coast studio conferences to be conducted by Milton R. Rackmil since his election as president of Universal Pictures will start on Monday, August 11. General policy and production matters will be formulated during the meetings.

Attending the sessions will be Alfred E. Daff, executive vice-president; N. J. Blumberg, chairman of the

(*Continued on page 3*)

Says US Suit Is Ruinous, Despite 'Aim'

Bidding Analogy Put to Government by Brandt

While conceding that the Justice Department's objective in filing its 16mm. anti-trust suit "is neither to destroy theatres nor to bar the production of feature films of high quality," Harry Brandt, president of the Independent Theatre Owners Association of New York, in a letter sent yesterday to the Department contended that, notwithstanding, "these would be the incidental and most important by-products of a successful prosecution of this suit."

Brandt's letter, sent in reply to one received from Newell A. Clapp, acting Assistant Attorney-General, who has been answering many exhibitor protests against the action, points out that the complaint calls for a decree "directing each of the defendants to grant unrestricted licenses for an unspecified

(*Continued on page 3*)

Files Suit to Bar Competitive Bidding

CHICAGO, July 30.—An action in equity was filed in U. S. District Court here today against major distributors and Balaban and Katz based on the charge that the Oakley Theatre was forced to engage in competitive bidding against B. and K.'s Biltmore Theatre for films for a second outlying run.

The action, filed by attorney Seymour Simon, asks the court to direct that the Oakley be permitted to play day and date with the Biltmore without engaging in competitive bidding.

IATSE Jurisdiction Over Set Designers

HOLLYWOOD, July 30. — Jurisdiction over studio set designers, illustrators and model builders formerly held by the recently dissolved Local No. 1420 has been won by the IATSE, according to NLRB election results announced here. Local 1420, then under the Painters Brotherhood, was the focal point in the early stages of the 1945 studio strike, which was opposed by the IATSE.

Personal Mention

HOWARD DIETZ, M-G-M vice-president and director of advertising-publicity is due back here from the Coast next Thursday.

•

SOL A. SCHWARTZ, RKO Theatres president, and Mrs. SCHWARTZ will sail from here for Europe Wednesday aboard the *S.S. Queen Elizabeth* for a four-week stay.

•

LOIS LEFKOWICH, daughter of MAX LEFKOWICH, president of the Community Circuit in Cleveland, is engaged to DR. DANIEL BUTLER of Cleveland.

•

JACQUES KOPFSTEIN, vice-president of Astor Pictures and Atlantic Television, will leave here for Chicago over the weekend and will return next week.

•

JIM HENDERING, M-G-M studio auditor, will arrive here by plane from the Coast Saturday en route to Nairobi, South Africa.

•

FRANK D. PHELPS, labor head of Warner Brothers theatre department, left here yesterday for the IATSE convention in Indianapolis.

•

DORE SCHARY, M-G-M production vice-president, is due here from the Coast late in September or early in October.

•

WILLIAM JOSEPH DEVANEY, M-G-M resident manager in Chicago, has married MARY CAROLYN GWALTNEY of Memphis.

•

WILLIAM MISKELL, Omaha district manager of Tri-States Theatres, has returned there from a two-weeks' vacation at Lake Okoboji, Iowa.

•

CARD WALKER, Walt Disney Productions advertising director, has returned to the Coast from New York.

•

IRVING LUDWIG, Walt Disney Productions executive, is on vacation from New York.

•

ALFRED HITCHCOCK will arrive in New York today from Hollywood.

B. D. Gordon, Cleve. Film Lawyer, Dead

CLEVELAND, July 30.—Benjamin D. Gordon, 60, of the law firm of Ulmer, Berne, Gordon and Glickman of this city, died today. Gordon was one of the outstanding corporate, real estate and theatre attorneys of Cleveland. For many years his firm has represented RKO Theatres and other circuits and numerous independent theatre owners in this area.

Vaudeville for Garden

CLEVELAND, July 30.—The 1,300-seat Garden Theatre here has introduced vaudeville one night a week as a mid-week business booster. Initial program consisted of three acts with Kousin Kay as master-of-ceremonies.

Review

"Just for You"

(Paramount)

BING CROSBY'S back, and Jane Wyman's got him. The self-styled "old groaner's" latest for Paramount is a dandy hunk of entertainment and a distinct credit to the production acumen of Pat Duggan. It is, for the most part, a frothy affair in color by Technicolor, with a rich cargo of production numbers and a light story in which humor, some mild family anxieties and song-making intertwine to form a delightful fabric of diversion for audiences of every composition.

There is a genuine stand-out quality in the production numbers, which reflects to the credit of director Elliott Nugent, choreographer Helen Tamiris, cameramen George Barnes, Gordon Jennings, Paul Lerpae and Farciot Edouart, and art directors Hal Pereira and Roland Anderson. All deserve mention because their efforts have combined to bring forth a superior piece of merchandise—a picture which should be as easy as pie to sell, and which should strike a bonanza at the box-office.

The plot: Crosby, a stage producer, and Miss Wyman, the star of his new musical, are in love. Being a busy man, widower Crosby hadn't been able to give as much attention as he would have liked to his 'teen-aged youngsters, Robert Arthur, who has fallen victim to the illusion that Miss Wyman is in love with him, and Natalie Wood, whose main ambition is to be admitted to an exclusive girls' school. Papa, faced with Arthur's hostility, when the truth about Miss Wyman's love interest is exposed, sets things in order with easy-going grace and uncommonly good understanding of the youngster's emotional problem. And Bing's well-known way with a song and a wink so captivates school supervisor Ethel Barrymore that Natalie is allowed to matriculate despite the trustee's aversion for "theatre people."

Rounding out the amiable supporting cast are Cora Witherspoon, Ben Lessy, Regis Toomey, Art Smith, Leon Tyler, Willis Bouchey and Herbert Vigran. Robert Carson's screenplay was based on the Stephen Vincent Benet story, "Famous."

Running time, 95 minutes. General audience classification. For September release.

CHARLES L. FRANKE

Don Prince on Tour With Joan Crawford

Don Prince, RKO Radio's Eastern director of publicity, will accompany Joan Crawford on a tour of Cleveland, Toronto, Detroit and Boston in advance of showings in those cities of Joseph Kaufman's production of "Sudden Fear."

Miss Crawford will visit Cleveland today and tomorrow, returning to New York to attend the world premiere of the picture at Loew's State on August 7. She will be in Toronto on August 11-12; in Detroit, August 13-14, and in Boston on August 16-17.

Two More Showmen Join Tax Campaign

Rube Shor of Cincinnati and Edgar J. Doob of Wilmington, have sent word to Col. H. A. Cole and Pat McGee, co-chairmen of the national committee conducting the campaign for repeal of the 20 per cent Federal admission tax, that they will serve as members of campaign committees of their states.

Their acceptances raise the total of state committeemen to 165, with all 48 states represented.

Raze Cincinnati House

CINCINNATI, July 30.—The 2,100-seat Orpheum Theatre, an old landmark in suburban Walnut Hills, is to be razed and the site used for a large variety store. Built by private interests at the turn of the century, the house was subsequently acquired by RKO as a second-run and was later taken over by Stanley Cooper, who negotiated the present deal.

Lapidus Presides at Boston Meet Today

Jules Lapidus, Warner Brothers Eastern and Canadian division sales manager, will preside over a meeting of the company's Eastern district in Boston today. Attending will be Norman J. Ayers, Eastern district manager, with headquarters in New York, and R. S. Smith, Albany; William Twig, Boston; C. G. Eastman, Buffalo; Max Birnbaum, New Haven, and Ben Abner, New York.

Also attending from the home office will be Bernard R. Goodman, supervisor of exchanges.

Cantor Named to Yeshiva Drive Post

Eddie Cantor will be honorary chairman of the national campaign to establish a medical center in the Bronx under the sponsorship of Yeshiva University, it was announced by New York State Attorney General Nathaniel L. Goldstin, national chairman.

The University is now seeking to establish the nation's first non-sectarian college of medicine under Jewish auspices as the first unit of a $25,000,000 national medical center.

Cleve. Tax Meet Held

CLEVELAND, July 30.—Before leaving for a vacation in Canada, Lester Zucker, chairman of the local industry's public relations committee, held a preliminary anti-Federal tax meeting in the 20th Century-Fox screening room to outline a course for participation in the industry's anti-tax drive.

30 Films in Work on Coast

HOLLYWOOD, July 30.—The production index showed a six-point drop for a total of 30 pictures in work, 10 new pictures having been started and 16 completed.

Started were: "Street of Shadows" (Nassour Pictures) United Artists; "Jeopardy," Metro-Goldwyn-Mayer; "Stranglehold," Monogram; "Never Wave at A Wac" (Independent Artists), RKO Radio; "My Cousin Rachel," "Taxi" and "60 Saddles for Gobi," 20th Century-Fox; "Lone Hand," Universal - International; "His Majesty O'Keefe" and "Back to Broadway," Warner Brothers.

List Completed Films

Completed were: "Ambush at Tomahawk Gap" and "The Member of the Wedding," (Kramer) Columbia; "Mesa of Lost Women" (Howco), and "Bwana Devil" (Arch Oboler), Independent; "Small Town Girl," Metro-Goldwyn-Mayer; "Pony Express," "Scared Stiff" (Hal Wallis), "Pleasure Island" and "The Stars Are Singing," Paramount; "The Lady Wants Mink," Republic; "The Difference" (Filmakers), "Murder" and "Blackbeard the Pirate" (Edmund Grainger), RKO Radio; "The Farmer Takes A Wife" and "Niagara," 20th Century-Fox; "Mississippi Gambler," Universal-International.

Skouras Helps Tent's Boys Club to Reopen

LOS ANGELES, July 30.—The Variety Boys Club of the Eastside here, said to have the largest enrollment among youth-serving agencies on the West Coast, will re-open Friday, it was announced by George Bowser, chief barker of the Variety Club of Los Angeles, which first sponsored establishment of the club in 1942.

Closed for several months to permit redecoration and completion of a fund raising campaign, the re-opening was made possible when Charles P. Skouras, on behalf of Fox West Coast Theatres, which he heads, assumed responsibility for any deficit in the club's operating expenses. Skouras likewise spearheaded the fund raising campaign among theatres of Southern California.

Success for Toronto Tent Benefit Seen

TORONTO, July 30.—Local Variety Tent No. 28 is on its way to go over the top in proceeds for Variety Village, vocational school for crippled boys, through the sixth annual benefit baseball game scheduled for August 15 between the Toronto and Ottawa teams of the International League.

Chief Barker R. W. Bolstad, who is also vice-president of Famous Players, announced that advertising space in the souvenir program totaling $18,445 had already been sold. Special donations to the fund had also reached $4,732, making a total of more than $23,000, with returns from ticket sales yet to come. The benefit feature is counted on to raise $50,000.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

IATSE

(*Continued from page* 1)

months leaders in various locals across the country are known to have urged Jacobi to make the race. During the past year, it was reported in labor circles here, there has been a movement among leaders of locals to "crack" the "official family" headed by Walsh. Jacobi returned to New York yesterday following out-of-town meetings with opponents of the "official family" and disclosed his intention to run.

Jacobi said he has been pledged sufficient support by delegates from various parts of the country to make him feel certain he can unseat Brennan, a long-time rival in contests for the presidency of Local No. 1, which Jacobi heads. Jacobi has defeated Brenan in the last two elections for the local's presidency.

Except for the 1946 convention, when William P. Bennett of Washington ran unsuccessfully against Walsh for the "IA" presidency, the union's biennial elections have been voice-vote affairs, with the "official family" winning hands down. Walsh became president in 1941 following the Brown-Bioff scandals.

Jacobi's action is expected by other leaders of New York locals to encourage other aspirants to one or more of the nine "IA" vice-presidencies to run. The ninth vice-presidency, held by Louise Wright of Dallas, is very likely to be thrown open to balloting, according to observers. Balloting could extend the convention from its scheduled four days to at least six, it was said.

'IA' Convention Preliminaries Set at Board Meet This Week

MINNEAPOLIS, July 30.—Preliminaries to next week's IATSE convention here are being disposed of at a meeting of the organization's general executive board this week.

The "official family" of the Alliance was welcomed to Minneapolis by a committee consisting of William Donelly and Fred Ebert of Stage Employes Local No. 13, Al Kuiper and Wallace Yutzy of Moving Picture Machine Operators Local No. 219, Elizabeth Marietta of Theatrical Wardrobe Attendants Local No. 781 and Nora J. Gaines of Film Exchange Employes Local No. B-31.

Convention plans will be completed at this week's session of the board, with International president Richard F. Walsh, of Brooklyn, N. Y., presiding. Others in attendance are general secretary-treasurer William P. Raoul, Atlanta, Ga., and vice-presidents Harland Holmden, Cleveland, Ohio; James J. Brennan, New York City; Roger M. Kennedy, Detroit, Mich.; Felix D. Snow, Kansas City, Mo.; Carl G. Cooper, Los Angeles, Calif; Harry J. Abbott, Philadelphia, Pa.; Orin M. Jacobson, Tacoma, Wash., and Louise Wright, Dallas, Texas.

About 1,200 delegates to the convention will begin arriving this weekend from all parts of the United States and Canada.

John Ford

(*Continued from page* 1)

bringing to people the world over a jovial interpretation of the essential good humor and spirit of the Irish people against the glorious beauty of their native landscape."

Reviews

"Island of Desire"

(Coronado—United Artists)

WHAT PRODUCER DAVID E. ROSE'S "Island of Desire," a Coronado production, lacks in credulity, is made up aplenty by the engrossing scenic wonder of the romantic British Indies island of Jamaica, whose long, entwining, exotic sandy beaches are thrillingly framed in color by Technicolor. For this photographic gem, credit should by given at the outset to cameraman Arthur Ibbetson who performed under the able direction of Stuart Heisler.

The latter did the best he could with a somewhat unconvincing tale of a beautiful woman, in the person of Linda Darnell, who is cast ashore from the wreck of a ship returning from the Far East with service men and women that is struck by a mine. Fate and the raging waters throw returning Corporal Tab Hunter on a raft with Linda and the two finally reach the unpopulated beaches. From that point onward, Hunter, who plays the part of a very young and unsophisticated soldier, develops a strong affection for Miss Darnell, who in more or less high sophistication does not return the affection, taking full cognizance of Hunter's youth.

The lad is really a miracle man in the construction of huts and gadgets to make life easier on the island. Like the proverbial rabbit in the hat he creates all kinds of cooking and eating and living utensils without tools or other implements, and even weaves clothes from plants on the beachside. A happy finale is reached after a plane crashes with Donald Gray, whose injuries are healed by Army Nurse Darnell. Both fall in love. The inevitable rescue ship steams over the horizon and young corporal Hunter steps aside as Linda and Gray sail homeward on their romantic way.

Others in the cast are John Laurie, Sheila Chong, Russell Waters, Hilda Fenemore, Brenda Hogan, Diana Decker, Peggy Hassard and Michael Newell. Stephanie Nordli wrote the screenplay, from the novel, "Saturday Island," by Hugh Brooke.

Most audiences will be entertained, despite the lack of credulity in spots and nearly all will be engrossed by the scenic beauty at the oceanside.

Running time, 103 minutes. General audience classification. Release date, August 4.

JAMES P. CUNNINGHAM

"Beware, My Lovely"

(Filmakers—RKO Radio)

IDA LUPINO, as a war widow back in the era of the first World War, goes through a strange one-day nightmare in "Beware, My Lovely." She hires an itinerant houseworker who turns out to be a "psycho." Robert Ryan plays the lead opposite Miss Lupino as the deranged man who holds her captive in her own house.

Both roles are acted with considerable strength and conviction. Although there is not much variation to the story, it becomes an unusual exercise in suspense as the tension mounts and the audience wonders what violence will befall Miss Lupino.

Although the screenplay by Mel Dinelli, based on his story and play, does not clearly outline the nature of Ryan's fitful disturbance, the whole sequence of events is entirely credible. Exhibitors in general will find audiences completely engrossed.

The story builds up gradually to the point where Miss Lupino, to her horror, learns that she is in the grip of a madman. Subsequent attempts to flee the house or get out messages seeking help are cunningly frustrated by Ryan. The picture concentrates on this interplay between captor and captive, although there are other roles of a secondary nature, played by Taylor Holmes, Barbara Whiting and James Willmas.

The picture ends on a note as unusual as everything that preceded. The mad mood suddenly leaves Ryan, and forgetting everything as though it were some passing siege of amnesia, Ryan quietly takes leave of Miss Lupino.

Harry Horner directed and Collier Young produced this Filmakers presentation.

Running time, 77 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Monogram Backlog

(*Continued from page* 1)

pointed out to the sales force that the casts of the films reflect the policy, instituted several months ago, of emphasizing the importance of name players.

List Features

Features mentioned in the message include "Flat Top," with Sterling Hayden and Richard Carlson; "Down Periscope," with Mark Stevens and Dorothy Malone; "Battle Zone," with John Hodiak, Linda Christian and Stephen McNally, and "Rose Bowl Story," with Marshall Thompson and Vera Miles.

Register Optical Unit

ALBANY, N. Y., July 30.—Screen Opticals, Ltd., has registered for a certificate to render optical effects services to the motion picture industry. Incorporators are: Robert Young and Arthur Jacks, New York, and Morris H. Jacks, Red Bank, N. J. Mervin H. Riseman was incorporating attorney.

SAG Meets Producers

The Screen Actors Guild here yesterday held informal talks with independent producers and representatives of advertising agencies regarding proposals covering the use of commercial spots on TV. Formal negotiations will be held in about a month.

U.S. Suit

(*Continued from page* 1)

number of feature films as the court may deem necessary to eliminate the effects of this alleged conspiracy."

The Justice Department also asks for such other relief as the court may deem appropriate to establish competition in the distribution and exhibition of feature films, Brandt noted.

"We would like to remind the Justice Department," Brandt's letter continued, "that it was a similar request for relief that first brought competitive bidding into the motion picture industry. In seeking this relief, the Justice Department is proving that it is not 'cognizant of the problems confronting exhibitors' and that it will deprive theatre owners of an opportunity to exhibit motion pictures at a profit."

In his letters to Brandt and other exhibitors, Clapp averred that the objective of the suit is not to deprive theatres of an opportunity to exhibit films at a profit "nor do we think that the relief we ask for in the suit is reasonably subject to such an interpretation."

Brandt contended that "if the court ever directs the compulsory sale of feature films to TV, it will in effect be a more tragic error than the court-sponsored system of competitive bidding, which was later discredited by the Supreme Court but nevertheless continues to work severe hardships on innocent bystanders and alleged beneficiaries of the suit—the independent exhibitors."

Terming the suit ill-advised and contrary to the principle of free enterprise, Brandt's letter stated: "It appears to us that this is not a suit to protect 16mm. exhibition for shutins, hospitals, churches, the Armed Forces and other groups. Although they are now being serviced, their inclusion makes good 'window dressing.' The real beneficiaries of this suit are the fly-by-night itinerant film merchants and the television interests. We are firmly convinced that this suit would have been brought for the release of 35mm. prints to TV even if these companies didn't have 16mm. departments. At least, it would have been a more honest approach."

Schwartz to Become

(*Continued from page* 1)

death of Justice Bernard L. Shientag. Justice Charles D. Breitel will preside at the induction ceremonies, which will take place at the New York County Court House.

Rackmil

(*Continued from page* 1)

board; William Goetz, executive in charge of production; Edward Muhl, vice-president and general manager of the studio; David Lipton, vice-president in charge of advertising and publicity, and various studio departmental executives.

Dennison Reopening

CLEVELAND, July 30.—The Dennison Square Theatre, operated by Associated Circuit until it closed a year ago, will reopen next week under the operation of Ted Dandreo.

JOHN W

He's a Go-Get-'em G
Terror-Trail that le



"BIG JIM

CO-STARRING

NANCY OLSON · JAMES ARNESS

SCREEN PLAY BY JAMES EDWARD GRANT PRODUCED BY ROBERT

VAYNE

for the U.S.A. on a
s Half-a-World Away!



ALL OF ITS EXCITEMENT-STORY FILMED ON-THE-SPOT IN HAWAII!
Ancient jungle, modern city, tropic splendor and tropic terror! Man-hunt off the beaten path to every sinister haunt of the Islands! Presented by Warner Bros.

McLAIN"

/S DIRECTED BY EDWARD LUDWIG - A WAYNE-FELLOWS PRODUCTION

DISTRIBUTED BY WARNER BROS.

BEN KALMERSON DRIVE

. . . a typical example —

SECTION VI | AMUSEMENTS
Movies—Art—Schools

THE WASHINGTON POST
Sunday, July 13, 1952

Same Old Loose Charges, But Not One Specific Case

By Richard L. Coe

SPEAKING in this city two weeks ago, the counsel for the New York State Board of Regents said he was "concerned over pictures which apparently teach communism" and that "it is useless to eliminate the teaching of communism in the school system and condone it for the same children in theaters."

Pressed for specific pictures of subversive quality, the speaker refused to name one. Pressed further, he indicated that the pictures he had in mind were "of foreign origin," but he again refused to be specific.

Charles A. Brind, jr., the speaker, occupies a unique position in the film world. The New York State seal of approval, from a subcommittee of the Board of Regents, is vital to the exhibition of films in that key State and most of the existing State boards follow the Empire State lead. It was Brind who led the losing fight against "The Miracle" before the Supreme Court and he has since suggested licensing all motion picture houses as a way to get around the high court's rulings in "The Miracle" and "Pinky" cases.

IT IS not our purpose this morning to go into the reasons for and against forms of censorship in our films, although the birthday reminders of the Declaration of Independence still ring in our ears. It is a long, involved story and the reasoning behind the industry's own "Production Code" has its points.

But it seems to me that the industry, both through the Motion Picture Association and through all its individuals should firmly press Brind for specific cases to which he so vaguely alludes as "a lot of letters from the public."

What public, Mr. Brind? What kind of letters? How many? What pictures? What scenes? What lines?

For so important a figure in the film world to issue such vague charges seems to me to demand the full attention of the industry's spokesmen.

Brind's audience was an important one of key Washington people interested in films both as entertainment and as thought control. The meeting was held by the Motion Picture Council of the District of Columbia and was most unfortunately terminated by some equally irresponsible words from a member of the motion picture trade press. The audience, following this hot head's insult to its members, rather naturally seemed to wind up on Mr. Brind's side.

But it is hard to believe, even in the hot weather, that by now the excited audience has not found its calm and with it reason.

FORTUNATELY, the Motion Picture Herald has lately been devoting space to a panel on this matter and the discussion is on a far higher plane than Brind put it. Exhibitors, for instance, note that a majority of their patrons have not made adverse comments on the subject of communism in Hollywood. They note that adverse comments by phone are less than 10 percent.

The panel does note, however, that the publicity about communism in Hollywood has had "a measurably depressing effect on box offices, principally in the larger cities," but that "there have been relatively few organized demonstrations against specific pictures or players."

Reading the considered findings in Martin Quigley's business-minded weekly, one is struck by the public's general level-headedness as to subversive influences in pictures and also by the moviemakers' own lack of punch in fighting charges that such influences exist.

What the moviemakers should do with such accusations as Brind's—and other fear-mongers of the West Coast—is to make them put up or shut up. A dynamic, positive quality is needed to dispute this loose talk which can not only harm the theather owners, the studios and particular individuals, but result in films even more unrelated to life than they have been.

IN THE Quigley magazine, M-G-M's Dore Schary speaks up for a sane approach. Discussing the question of whether film workers should take a loyalty oath, Schary states his opposition to the oath:

"Because a wholesale declaration of loyalty would only be viewed as a whitewash by our critics and would be insulting to men and women who have served this country again and again in many, many ways.

"Write one loyalty oath and swear to it and some group will tell you that it is not specific enough and you will be asked to swear to another loyalty oath. Then you will be told that loyalty oaths mean nothing because Communists will swear to anything and soon we will be judging our contemporaries' patriotism on the volume of oaths they recite rather than on the deeds they do as citizens of their community and their Nation. I am very wary about loyalty oaths that a Communist would sign also along with a man like Gerald L. K. Smith."

This line of talk, not based on the new-fangled and entirely revolutionary idea of guilty until proved innocent, seems the tack the industry should take at such gusts as Brind's cloudy accusations.

As one who sees 8 to 10 pictures a week from all countries outside the Iron Curtain, I'd be very interested to know what Communist ideas I've swallowed, and apparently Brind could oblige.

But until he can back up his accusations, I have to lift an answer from Gen. MacAuliffe as to what communistic doctrine I've been swallowing from the celluloid idea package. "Nuts."

The HERALD INSTITUTE of Industry Opinion

WHEN the Herald Institute of Industry Opinion was organized in November 1951, one of its announced purposes was to provide: *"A source of reliably gathered facts for release to the public via the press, etc.—when incorrect concepts have been published to the detriment of the industry—or to enlighten those who write for widespread readership. . . ."*

Reproduced here is a typical example of the manner in which the Institute's Reports are used to refute fallacies.

FCC Still Silent on ABC-UPT Merger

Washington, July 30. — The Federal Communications Commission held another closed-door session today on what to do about the ABC-UPT merger, but there was no indication as to whether the commissioners had made up their minds or when a decision would be announced. The Commission discussed the matter at two lengthy sessions last week, as well as today's session. Most of the industry lawyers in the case have been expecting a decision by the end of the week.

Hondouras Has 22 16mm. Theatres

WASHINGTON, July 30.—At present there are 22 motion picture theatres in Honduras which exhibit 16mm. entertainment motion pictures, according to Nathan D. Golden, head of the film division of the U. S. Commerce Department. However, these houses are not regular exhibitors in the sense that they hold regular showings in properly constructed theatres. Their performances are given spasmodically, depending upon the weather (many are held in the open), the time of harvest, and the amount of money currently available in the various localities for entertainment purposes.

Television--Radio

with Pinky Herman

FLASHBACK. . . . This happened so long ago it seems to go back to the prehistoric days or possibly the neolithic age and yet perhaps it happened in the much later period, the Dark Ages. . . . Yep. that's when it happened, back in the modern Dark Ages, in the depression year of 1931. Your reporter, during his chores as vaudeville critic on the *Motion Picture Herald*, had occasion to rave about the talents of a young comic, fresh from Cleveland named Bob Hope, discovered by Al Boasberg (then a top scripter for M-G-M), who left Hollywood and came East to write material for Bob and to lend the Boasberg wit to radio. During an interview with Boasberg in his suite at the Essex House, Al told us that he had signed to write a new radio series titled, "Manhattan Merry-Go-Round" for Blackett Sample & Hummert and that he needed a songwriter to write a theme song. That's how come we were assigned to compose the song of that title (with the melody composed by Gus Haenschen). From October, 1931, until late in 1949 this composition was broadcast every Sunday night on a Coast-to-Coast network over NBC. That program, endured and prospered for a complete radio cycle, bridging the gap from vaudeville to television. Last week we interviewed Donald Voorhees in studio 6B at NBC and learned that the maestro seems a sure thing to beat the longevity record of 'M. M. G. R.' not once but twice and simultaneously. He's now rounding out his 13th year and 16th year on the "Bell Telephone Hour" and "Cavalcade of America," respectively.

Bill Cullen, who temporarily replaced Meredith Wilson as panelist on "The Name's The Same," ABC-TV, is now a regular member of the show. The young quizmaster thus finds himself appearing on seven radio and TV programs a week. . . . Johnny Olsen's "Kids & Co." sponsored by Red Goose Shoes, resumes on DuMont Network, Aug. 9. . . . Starting next week when he subs for Don McNeill on the ABC "Breakfast Club" stanzas, Peter Donald will spend as much time in the air as on it. The carrot-topped comic, on Mondays, will do the "B.C." show from Chicago, then fly to New York for his regular "Masquerade Party," NBCommercial and thence back to Chicago for Tuesday morning's "Breakfast Club."

Children's Program Set by British Unit

WASHINGTON, July 30.—The first annual report of the Children's Film Foundation, Ltd., shows that the £159,000 so far made available to the Foundation from the British Film Production Fund, will meet the cost of five of the six features in the 1951-52 program, according to Nathan D. Golden, head of film division of the U. S. Dept. of Commerce. This program includes the following pictures: "John of the Fair" and "The Stolen Plans," already completed; "Alpine Rally," now on location; "Johnny on the Run," awaiting a studio; an untitled adventure story, production of which is expected to start in August; and an untitled social comedy.

The program also includes a series of six short stories dealing with animals and children, production of six magazine one-reelers, and a cartoon. Associated British Film Distributors will be responsible for the distribution of all of the Foundation's 35mm. films in the United Kingdom. It is hoped that distribution to all theatres will commence in September.

For its 1952-53 program the Foundation has under consideration adventure serial stories in Gibraltar and South Africa, a slapstick serial, and features set in New Zealand and the Kent hop fields.

UA Re-issues 'Vanishes'

"The Lady Vanishes," Alfred Hitchcock's production, will have its first return engagement under United Artists auspices at the Trans Lux 60th Street Theatre here tomorrow.

ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!



"Now we'll take a short breather for a bit of refreshment!"

HERBERT J. YATES presents

THE QUIET MAN

Color by TECHNICOLOR · Directed by JOHN FORD

A REPUBLIC PICTURE

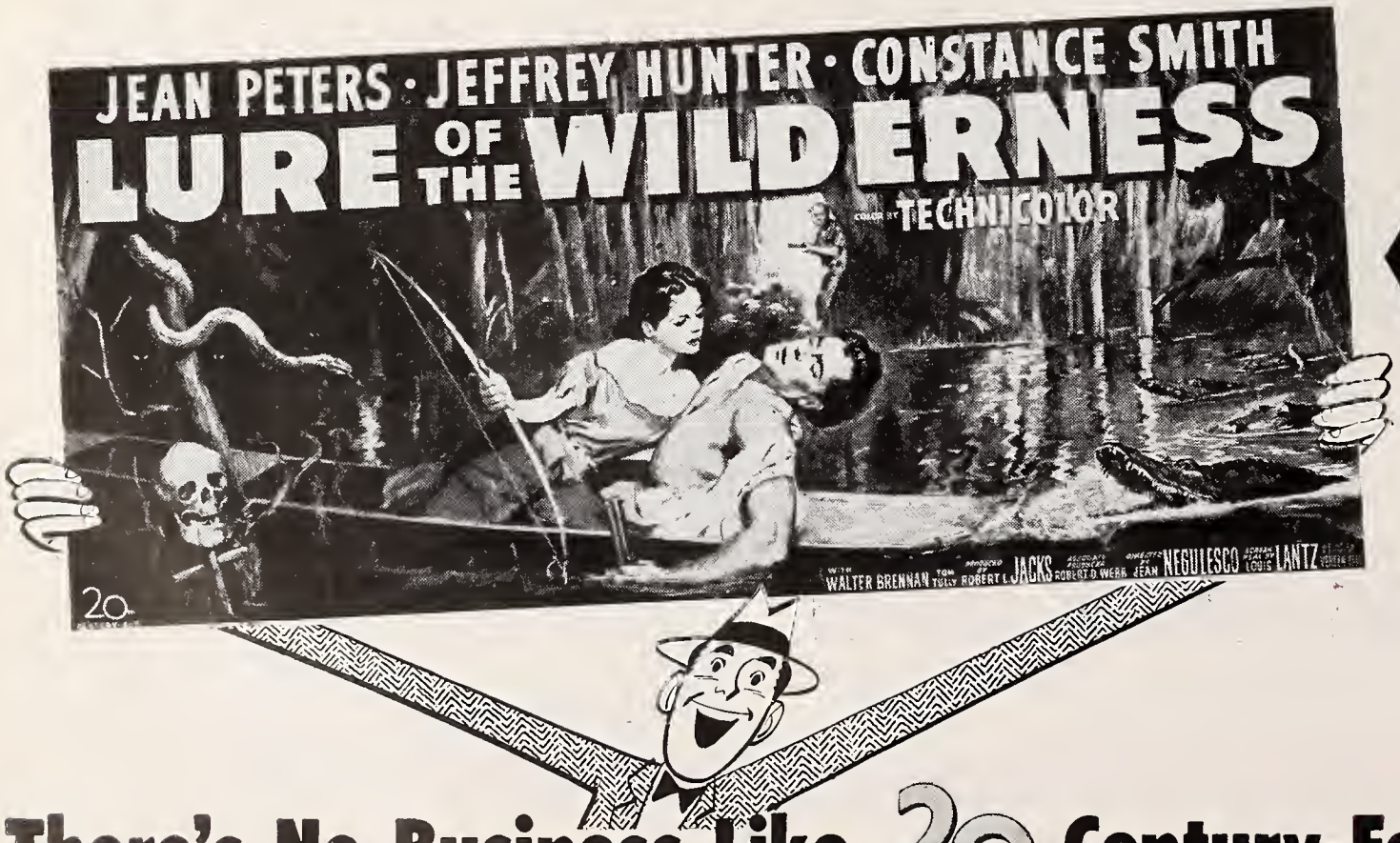
starring
JOHN WAYNE
MAUREEN O'HARA
BARRY FITZGERALD
with
WARD BOND
VICTOR McLAGLEN
MILDRED NATWICK
FRANCIS FORD
ARTHUR SHIELDS



and
THE ABBEY THEATER PLAYERS

"LURE OF THE WILDERNESS" IS OUTGROSSING "WITH A SONG IN MY HEART" IN 48 OF ITS FIRST 53 ENGAGEMENTS

—INCLUDING FOX, Atlanta; PARAMOUNT, Nashville; ALABAMA, Birmingham and IMPERIAL, Asheville!



POST THIS SENSATIONAL 24-SHEET EARLY!

There's No Business Like 20th Century-Fox Business!

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 22 NEW YORK, U. S. A., THURSDAY, JULY 31, 1952 TEN CENTS

Contests Pend For Top Posts In the IATSE

Jacobi Opposes Brennan In First Test Since '46

The IATSE convention in Minneapolis next week will differ from any of the labor union's biennial conclaves since 1946 in that one or more international officers making up the "official family" will be compelled to risk their posts in a balloting election.

This became known here yesterday when Vincent Jacobi, president of New York Stage Hands Local No. 1, which includes motion picture theatres in its jurisdiction, indicated that he has decided to run against James J. Brennan, candidate for reelection as third vice-president.

Brennan has the support of Richard F. Walsh, "IA" international president. However, during the past three

(*Continued on page 3*)

Monogram Cites 'Largest Backlog'

HOLLYWOOD, July 30.—Monogram-Allied Artists exchanges throughout the world were advised by Steve Broidy, president, by telegraph today that the companies' "largest backlog of films ever inventoried by them" is now on hand and represents the studio's "greatest box-office potential."

Broidy, recently returned from Europe, dispatched the message after viewing 14 completed features being readied for release. His message also

(*Continued on page 3*)

Schwartz to Become NY Justice Today

Arthur H. Schwartz, partner in the New York law firm of Schwartz & Frohlich, which has many film industry clients, will be inducted at ceremonies here today as a Justice of the New York Supreme Court, to which he was appointed by Gov. Thomas E. Dewey.

Schwartz, who has been active in Republican politics for many years, will fill the vacancy caused by the

(*Continued on page 3*)

'Heat Sent Them to Theatres, Now They're Coming Back for More'

Cleveland, July 30.—Theatre attendance in a majority of spots in this territory that started an upswing with the TV Presidential convention presentations, is holding up, theatre owners report in the first expression of optimism displayed here in recent months. It is felt that all houses destined to shutter due to neighborhood changes, old age or lack of modern equipment, have closed and that from now on remaining theatres can look for a return to normalcy.

The excessive heat of June and July drove many into theatres to cool off. Many, managers report, had not been inside a theatre in a year or more. They like what they found and came back for more. "Now," one of the optimistic exhibitors states, "all we need is a steady flow of good pictures and we can reestablish our occasional patrons into permanent patrons."

Report Milwaukee, Baltimore Upswing

Two more key cities — Baltimore and Milwaukee—can be added to the growing list of those in which exhibitors report improved box-office conditions.

In Baltimore, business at neighborhood motion picture theatres during the past two weeks scored the best grosses of any similar period during the past year, or more, according to Leon B. Back, president of the Allied Motion Picture Theatre Owners of Maryland.

The question whether screen attractions drew increased audiences or patrons merely sought relief from an all-time record heat wave, only slightly dampened the optimism of his comment.

Milwaukee exhibitors report improved business and are optimistic for a continuance.

Reports Conditions In Corn Belt Good

OMAHA, July 30.—Ted Emerson, publicity director for Tri-States Theatres, who is touring this territory serving as substitute manager for vacationing managers of all of the circuit's theatres, finds farm crops to be in very good condition. "It looks like a prosperous fall season for theatres in this area," Emerson observed.

Rename Irving Mack Head of Filmack

CHICAGO, July 30. — Irving Mack was reelected president of Filmack Trailor Corp. at a meeting of the board of directors.

Other officers elected were Joseph Mack, vice-president; Bernard Mack, secretary, and Donald Mack, treasurer. John Wenner of Daniel F. Rice and Co., stock brokers, was elected a member of the board.

Philadelphia Area In Tax Campaign

PHILADELPHIA, July 30.—The first local organizational meeting to enlist full support financially for the Council of Motion Picture Organizations was held by Philadelphia branch managers and exchange personnel in the Paramount exchange.

The meeting was presided over by exhibitor co-chairman Ted Schlanger, Warner zone manager in the Philadelphia area, and area exchange co-chairman Ulrick Smith, local Paramount branch manager.

The group appeared to have entered into the campaign with determination to fight the Federal admission tax and with a will to bring about complete unity and cooperation from all in the campaign.

John Ford Cited by Irish Consul Here

A citation honoring John Ford for "The Quiet Man," Republic production which opens at the Capitol Theatre here on August 21, was presented to the director by Garth Healy, Consul General of Ireland, at a press reception held yesterday at the Essex House here.

The citation commends Ford "for

(*Continued on page 3*)

Rackmil Will Start Coast Meets Aug. 11

The first of a series of Coast studio conferences to be conducted by Milton R. Rackmil since his election as president of Universal Pictures will start on Monday, August 11. General policy and production matters will be formulated during the meetings.

Attending the sessions will be Alfred E. Daff, executive vice-president; N. J. Blumberg, chairman of the

(*Continued on page 3*)

Says US Suit Is Ruinous, Despite 'Aim'

Bidding Analogy Put to Government by Brandt

While conceding that the Justice Department's objective in filing its 16mm. anti-trust suit "is neither to destroy theatres nor to bar the production of feature films of high quality," Harry Brandt, president of the Independent Theatre Owners Association of New York, in a letter sent yesterday to the Department contended that, notwithstanding, "these would be the incidental and most important by-products of a successful prosecution of this suit."

Brandt's letter, sent in reply to one received from Newell A. Clapp, acting Assistant Attorney-General, who has been answering many exhibitor protests against the action, points out that the complaint calls for a decree "directing each of the defendants to grant unrestricted licenses for an unspecified

(*Continued on page 3*)

NEWS FLASHES

CHICAGO, July 30. -- Attorney Seymour Simon today filed in U. S. District Court here an action in equity against the major distributors and Balaban and Katz, based on the charge that the Oakley Theatre was forced to engage in competitive bidding against B. and K's Biltmore for films for a second outlying run.

HOLLYWOOD, July 30. -- According to NLRB election results announced here, the IATSE has won jurisdiction over studio set designers, illustrators and model builders formerly held by the recently dissolved Local No. 1420, which was the focal point in the early stages of the 1945 strike.

Personal Mention

HOWARD DIETZ, M-G-M vice-president and director of advertising-publicity is due back here from the Coast next Thursday.

•

SOL A. SCHWARTZ, RKO Theatres president, and Mrs. SCHWARTZ will sail from here for Europe Wednesday aboard the *S.S. Queen Elizabeth* for a four-week stay.

•

LOIS LEFKOWICH, daughter of MAX LEFKOWICH, president of the Community Circuit in Cleveland, is engaged to DR. DANIEL BUTLER of Cleveland.

•

JACQUES KOPFSTEIN, vice-president of Astor Pictures and Atlantic Television, will leave here for Chicago over the weekend and will return next week.

•

JIM HENDERING, M-G-M studio auditor, will arrive here by plane from the Coast Saturday en route to Nairobi, South Africa.

•

FRANK D. PHELPS, labor head of Warner Brothers theatre department, left here yesterday for the IATSE convention in Indianapolis.

•

DORE SCHARY, M-G-M production vice-president, is due here from the Coast late in September or early in October.

•

WILLIAM JOSEPH DEVANEY, M-G-M resident manager in Chicago, has married MARY CAROLYN GWALTNEY of Memphis.

•

WILLIAM MISKELL, Omaha district manager of Tri-States Theatres, has returned there from a two-weeks' vacation at Lake Okoboji, Iowa.

•

CARD WALKER, Walt Disney Productions advertising director, has returned to the Coast from New York.

•

IRVING LUDWIG, Walt Disney Productions executive, is on vacation from New York.

•

ALFRED HITCHCOCK will arrive in New York today from Hollywood.

B. D. Gordon, Cleve. Film Lawyer, Dead

CLEVELAND, July 30.—Benjamin D. Gordon, 60, of the law firm of Ulmer, Berne, Gordon and Glickman of this city, died today. Gordon was one of the outstanding corporate, real estate and theatre attorneys of Cleveland. For many years his firm has represented RKO Theatres and other circuits and numerous independent theatre owners in this area.

Vaudeville for Garden

CLEVELAND, July 30.—The 1,300-seat Garden Theatre here has introduced vaudeville one night a week as a mid-week business booster. Initial program consisted of three acts with Kousin Kay as master-of-ceremonies.

Review

"Just for You"

(*Paramount*)

BING CROSBY'S back, and Jane Wyman's got him. The self-styled "old groaner's" latest for Paramount is a dandy hunk of entertainment and a distinct credit to the production acumen of Pat Duggan. It is, for the most part, a frothy affair in color by Technicolor, with a rich cargo of production numbers and a light story in which humor, some mild family anxieties and song-making intertwine to form a delightful fabric of diversion for audiences of every composition.

There is a genuine stand-out quality in the production numbers, which reflects to the credit of director Elliott Nugent, choreographer Helen Tamiris, cameramen George Barnes, Gordon Jennings, Paul Lerpae and Farciot Edouart, and art directors Hal Pereira and Roland Anderson. All deserve mention because their efforts have combined to bring forth a superior piece of merchandise—a picture which should be as easy as pie to sell, and which should strike a bonanza at the box-office.

The plot: Crosby, a stage producer, and Miss Wyman, the star of his new musical, are in love. Being a busy man, widower Crosby hadn't been able to give as much attention as he would have liked to his 'teen-aged youngsters, Robert Arthur, who has fallen victim to the illusion that Miss Wyman is in love with him, and Natalie Wood, whose main ambition is to be admitted to an exclusive girls' school. Papa, faced with Arthur's hostility, when the truth about Miss Wyman's love interest is exposed, sets things in order with easy-going grace and uncommonly good understanding of the youngster's emotional problem. And Bing's well-known way with a song and a wink so captivates school supervisor Ethel Barrymore that Natalie is allowed to matriculate despite the trustee's aversion for "theatre people."

Rounding out the amiable supporting cast are Cora Witherspoon, Ben Lessy, Regis Toomey, Art Smith, Leon Tyler, Willis Bouchey and Herbert Vigran. Robert Carson's screenplay was based on the Stephen Vincent Benet story, "Famous."

Running time, 95 minutes. General audience classification. For September release.

CHARLES L. FRANKE

Don Prince on Tour With Joan Crawford

Don Prince, RKO Radio's Eastern director of publicity, will accompany Joan Crawford on a tour of Cleveland, Toronto, Detroit and Boston in advance of showings in those cities of Joseph Kaufman's production of "Sudden Fear."

Miss Crawford will visit Cleveland today and tomorrow, returning to New York to attend the world premiere of the picture at Loew's State on August 7. She will be in Toronto on August 11-12; in Detroit, August 13-14, and in Boston on August 16-17.

Two More Showmen Join Tax Campaign

Rube Shor of Cincinnati and Edgar J. Doob of Wilmington, have sent word to Col. H. A. Cole and Pat McGee, co-chairmen of the national committee conducting the campaign for repeal of the 20 per cent Federal admission tax, that they will serve as members of campaign committees of their states.

Their acceptances raise the total of state committeemen to 165, with all 48 states represented.

Raze Cincinnati House

CINCINNATI, July 30.—The 2,100-seat Orpheum Theatre, an old landmark in suburban Walnut Hills, is to be razed and the site used for a large variety store. Built by private interests at the turn of the century, the house was subsequently acquired by RKO as a second-run and was later taken over by Stanley Cooper, who negotiated the present deal.

Lapidus Presides at Boston Meet Today

Jules Lapidus, Warner Brothers Eastern and Canadian division sales manager, will preside over a meeting of the company's Eastern district in Boston today. Attending will be Norman J. Ayers, Eastern district manager, with headquarters in New York, and R. S. Smith, Albany; William Twig, Boston; C. G. Eastman, Buffalo; Max Birnbaum, New Haven, and Ben Abner, New York.

Also attending from the home office will be Bernard R. Goodman, supervisor of exchanges.

Cantor Named to Yeshiva Drive Post

Eddie Cantor will be honorary chairman of the national campaign to establish a medical center in the Bronx under the sponsorship of Yeshiva University, it was announced by New York State Attorney General Nathaniel L. Goldstin, national chairman.

The University is now seeking to establish the nation's first non-sectarian college of medicine under Jewish auspices as the first unit of a $25,000,000 national medical center.

Cleve. Tax Meet Held

CLEVELAND, July 30.—Before leaving for a vacation in Canada, Lester Zucker, chairman of the local industry's public relations committee, held a preliminary anti-Federal tax meeting in the 20th Century-Fox screening room to outline a course for participation in the industry's anti-tax drive.

30 Films in Work on Coast

HOLLYWOOD, July 30.—The production index showed a six-point drop for a total of 30 pictures in work, 10 new pictures having been started and 16 completed.

Started were: "Street of Shadows" (Nassour Pictures) United Artists; "Jeopardy," Metro-Goldwyn-Mayer; "Stranglehold," Monogram; "Never Wave at A Wac" (Independent Artists), RKO Radio; "My Cousin Rachel," "Taxi" and "60 Saddles for Gobi," 20th Century-Fox; "Lone Hand," Universal - International; "His Majesty O'Keefe" and "Back to Broadway," Warner Brothers.

List Completed Films

Completed were: "Ambush at Tomahawk Gap" and "The Member of the Wedding," (Kramer) Columbia; "Mesa of Lost Women" (Howco), and "Bwana Devil" (Arch Oboler), Independent; "Small Town Girl," Metro-Goldwyn-Mayer; "Pony Express," "Scared Stiff" (Hal Wallis), "Pleasure Island" and "The Stars Are Singing," Paramount; "The Lady Wants Mink," Republic; "The Difference" (Filmakers), "Murder" and "Blackbeard the Pirate" (Edmund Grainger), RKO Radio; "The Farmer Takes A Wife" and "Niagara," 20th Century-Fox; "Mississippi Gambler," Universal-International.

Skouras Helps Tent's Boys Club to Reopen

LOS ANGELES, July 30.—The Variety Boys Club of the Eastside here, said to have the largest enrollment among youth-serving agencies on the West Coast, will re-open Friday, it was announced by George Bowser, chief barker of the Variety Club of Los Angeles, which first sponsored establishment of the club in 1942.

Closed for several months to permit redecoration and completion of a fund raising campaign, the re-opening was made possible when Charles P. Skouras, on behalf of Fox West Coast Theatres, which he heads, assumed responsibility for any deficit in the club's operating expenses. Skouras likewise spearheaded the fund raising campaign among theatres of Southern California.

Success for Toronto Tent Benefit Seen

TORONTO, July 30.—Local Variety Tent No. 28 is on its way to go over the top in proceeds for Variety Village, vocational school for crippled boys, through the sixth annual benefit baseball game scheduled for August 15 between the Toronto and Ottawa teams of the International League.

Chief Barker R. W. Bolstad, who is also vice-president of Famous Players, announced that advertising space in the souvenir program totaling $18,445 had already been sold. Special donations to the fund had also reached $4,732, making a total of more than $23,000, with returns from ticket sales yet to come. The benefit feature is counted on to raise $50,000.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

IATSE

(*Continued from page* 1)

months leaders in various locals across the country are known to have urged Jacobi to make the race. During the past year, it was reported in labor circles here, there has been a movement among leaders of locals to "crack" the "official family" headed by Walsh. Jacobi returned to New York yesterday following out-of-town meetings with opponents of the "official family" and disclosed his intention to run.

Jacobi said he has been pledged sufficient support by delegates from various parts of the country to make him feel certain he can unseat Brennan, a long-time rival in contests for the presidency of Local No. 1, which Jacobi heads. Jacobi has defeated Brenan in the last two elections for the local's presidency.

Except for the 1946 convention, when William P. Bennett of Washington ran unsuccessfully against Walsh for the "IA" presidency, the union's biennial elections have been voice-vote affairs, with the "official family" winning hands down. Walsh became president in 1941 following the Brown-Bioff scandals.

Jacobi's action is expected by other leaders of New York locals to encourage other aspirants to one or more of the nine "IA" vice-presidencies to run. The ninth vice-presidency, held by Louise Wright of Dallas, is very likely to be thrown open to balloting, according to observers. Balloting could extend the convention from its scheduled four days to at least six, it was said.

'IA' Convention Preliminaries Set at Board Meet This Week

MINNEAPOLIS, July 30.—Preliminaries to next week's IATSE convention here are being disposed of at a meeting of the organization's general executive board this week.

The "official family" of the Alliance was welcomed to Minneapolis by a committee consisting of William Donelly and Fred Ebert of Stage Employes Local No. 13, Al Kuiper and Wallace Yutzy of Moving Picture Machine Operators Local No. 219, Elizabeth Marietta of Theatrical Wardrobe Attendants Local No. 781 and Nora J. Gaines of Film Exchange Employes Local No. B-31.

Convention plans will be completed at this week's session of the board, with International president Richard F. Walsh, of Brooklyn, N. Y., presiding. Others in attendance are general secretary-treasurer William P. Raoul, Atlanta, Ga., and vice-presidents Harland Holmden, Cleveland, Ohio; James J. Brennan, New York City; Roger M. Kennedy, Detroit, Mich.; Felix D. Snow, Kansas City, Mo.; Carl G. Cooper, Los Angeles, Calif; Harry J. Abbott, Philadelphia, Pa.; Orin M. Jacobson, Tacoma, Wash., and Louise Wright, Dallas, Texas.

About 1,200 delegates to the convention will begin arriving this weekend from all parts of the United States and Canada.

John Ford

(*Continued from page* 1)

bringing to people the world over a jovial interpretation of the essential good humor and spirit of the Irish people against the glorious beauty of their native landscape."

Reviews

"Island of Desire"

(Coronado—United Artists)

WHAT PRODUCER DAVID E. ROSE'S "Island of Desire," a Coronado production, lacks in credulity, is made up aplenty by the engrossing scenic wonder of the romantic British Indies island of Jamaica, whose long, entwining, exotic sandy beaches are thrillingly framed in color by Technicolor. For this photographic gem, credit should by given at the outset to cameraman Arthur Ibbetson who performed under the able direction of Stuart Heisler.

The latter did the best he could with a somewhat unconvincing tale of a beautiful woman, in the person of Linda Darnell, who is cast ashore from the wreck of a ship returning from the Far East with service men and women that is struck by a mine. Fate and the raging waters throw returning Corporal Tab Hunter on a raft with Linda and the two finally reach the unpopulated beaches. From that point onward, Hunter, who plays the part of a very young and unsophisticated soldier, develops a strong affection for Miss Darnell, who in more or less high sophistication does not return the affection, taking full cognizance of Hunter's youth.

The lad is really a miracle man in the construction of huts and gadgets to make life easier on the island. Like the proverbial rabbit in the hat he creates all kinds of cooking and eating and living utensils without tools or other implements, and even weaves clothes from plants on the beachside. A happy finale is reached after a plane crashes with Donald Gray, whose injuries are healed by Army Nurse Darnell. Both fall in love. The inevitable rescue ship steams over the horizon and young corporal Hunter steps aside as Linda and Gray sail homeward on their romantic way.

Others in the cast are John Laurie, Sheila Chong, Russell Waters, Hilda Fenemore, Brenda Hogan, Diana Decker, Peggy Hassard and Michael Newell. Stephanie Nordli wrote the screenplay, from the novel, "Saturday Island," by Hugh Brooke.

Most audiences will be entertained, despite the lack of credulity in spots and nearly all will be engrossed by the scenic beauty at the oceanside.

Running time, 103 minutes. General audience classification. Release date, August 4.

JAMES P. CUNNINGHAM

"Beware, My Lovely"

(Filmakers—RKO Radio)

IDA LUPINO, as a war widow back in the era of the first World War, goes through a strange one-day nightmare in "Beware, My Lovely." She hires an itinerant houseworker who turns out to be a "psycho." Robert Ryan plays the lead opposite Miss Lupino as the deranged man who holds her captive in her own house.

Both roles are acted with considerable strength and conviction. Although there is not much variation to the story, it becomes an unusual exercise in suspense as the tension mounts and the audience wonders what violence will befall Miss Lupino.

Although the screenplay by Mel Dinelli, based on his story and play, does not clearly outline the nature of Ryan's fitful disturbance, the whole sequence of events is entirely credible. Exhibitors in general will find audiences completely engrossed.

The story builds up gradually to the point where Miss Lupino, to her horror, learns that she is in the grip of a madman. Subsequent attempts to flee the house or get out messages seeking help are cunningly frustrated by Ryan. The picture concentrates on this interplay between captor and captive, although there are other roles of a secondary nature, played by Taylor Holmes, Barbara Whiting and James Willmas.

The picture ends on a note as unusual as everything that preceded. The mad mood suddenly leaves Ryan, and forgetting everything as though it were some passing siege of amnesia, Ryan quietly takes leave of Miss Lupino.

Harry Horner directed and Collier Young produced this Filmakers presentation.

Running time, 77 minutes. General audience classification. Release date, not set.

MANDEL HERBSTMAN

Monogram Backlog

(*Continued from page* 1)

pointed out to the sales force that the casts of the films reflect the policy, instituted several months ago, of emphasizing the importance of name players.

List Features

Features mentioned in the message include "Flat Top," with Sterling Hayden and Richard Carlson; "Down Periscope," with Mark Stevens and Dorothy Malone; "Battle Zone," with John Hodiak, Linda Christian and Stephen McNally, and "Rose Bowl Story," with Marshall Thompson and Vera Miles.

Register Optical Unit

ALBANY, N. Y., July 30.—Screen Opticals, Ltd., has registered for a certificate to render optical effects services to the motion picture industry. Incorporators are: Robert Young and Arthur Jacks, New York, and Morris H. Jacks, Red Bank, N. J. Mervin H. Riseman was incorporating attorney.

SAG Meets Producers

The Screen Actors Guild here yesterday held informal talks with independent producers and representatives of advertising agencies regarding proposals covering the use of commercial spots on TV. Formal negotiations will be held in about a month.

U.S. Suit

(*Continued from page* 1)

number of feature films as the court may deem necessary to eliminate the effects of this alleged conspiracy."

The Justice Department also asks for such other relief as the court may deem appropriate to establish competition in the distribution and exhibition of feature films, Brandt noted.

"We would like to remind the Justice Department," Brandt's letter continued, "that it was a similar request for relief that first brought competitive bidding into the motion picture industry. In seeking this relief, the Justice Department is proving that it is not 'cognizant of the problems confronting exhibitors' and that it will deprive theatre owners of an opportunity to exhibit motion pictures at a profit."

In his letters to Brandt and other exhibitors, Clapp averred that the objective of the suit is not to deprive theatres of an opportunity to exhibit films at a profit "nor do we think that the relief we ask for in the suit is reasonably subject to such an interpretation."

Brandt contended that "if the court ever directs the compulsory sale of feature films to TV, it will in effect be a more tragic error than the court-sponsored system of competitive bidding, which was later discredited by the Supreme Court but nevertheless continues to work severe hardships on innocent bystanders and alleged beneficiaries of the suit—the independent exhibitors."

Terming the suit ill-advised and contrary to the principle of free enterprise, Brandt's letter stated: "It appears to us that this is not a suit to protect 16mm. exhibition for shutins, hospitals, churches, the Armed Forces and other groups. Although they are now being serviced, their inclusion makes good 'window dressing.' The real beneficiaries of this suit are the fly-by-night itinerant film merchants and the television interests. We are firmly convinced that this suit would have been brought for the release of 35mm. prints to TV even if these companies didn't have 16mm. departments. At least, it would have been a more honest approach."

Schwartz to Become

(*Continued from page* 1)

death of Justice Bernard L. Shientag. Justice Charles D. Breitel will preside at the induction ceremonies, which will take place at the New York County Court House.

Rackmil

(*Continued from page* 1)

board; William Goetz, executive in charge of production; Edward Muhl, vice-president and general manager of the studio; David Lipton, vice-president in charge of advertising and publicity, and various studio departmental executives.

Dennison Reopening

CLEVELAND, July 30.—The Dennison Square Theatre, operated by Associated Circuit until it closed a year ago, will reopen next week under the operation of Ted Dandreo.

JOHN W

He's a Go-Get-'em G
Terror-Trail that le:



"BIG JIM

CO-STARRING

NANCY OLSON · JAMES ARNESS

SCREEN PLAY BY JAMES EDWARD GRANT PRODUCED BY ROBERT F

VAYNE

for the U.S.A. on a
s Half-a-World Away!



ALL OF ITS EXCITEMENT-STORY FILMED ON-THE-SPOT IN HAWAII!

Ancient jungle, modern city, tropic splendor and tropic terror! Man-hunt off the beaten path to every sinister haunt of the Islands! Presented by Warner Bros.

McLAIN

/S DIRECTED BY EDWARD LUDWIG A WAYNE-FELLOWS PRODUCTION

DISTRIBUTED BY WARNER BROS.

BEN KALMENSON DRIVE

. . . a typical example —

SECTION VI | AMUSEMENTS
Movies—Art—Schools

THE WASHINGTON POST
Sunday, July 13, 1952

Same Old Loose Charges, But Not One Specific Case

By Richard L. Coe

SPEAKING in this city two weeks ago, the counsel for the New York State Board of Regents said he was "concerned over pictures which apparently teach communism" and that "it is useless to eliminate the teaching of communism in the school system and condone it for the same children in theaters."

Pressed for specific pictures of subversive quality, the speaker refused to name one. Pressed further, he indicated that the pictures he had in mind were "of foreign origin," but he again refused to be specific.

Charles A. Brind, jr., the speaker, occupies a unique position in the film world. The New York State seal of approval, from a subcommittee of the Board of Regents, is vital to the exhibition of films in that key State and most of the existing State boards follow the Empire State lead. It was Brind who led the losing fight against "The Miracle" before the Supreme Court and he has since suggested licensing all motion picture houses as a way to get around the high court's rulings in "The Miracle" and "Pinky" cases.

IT IS not our purpose this morning to go into the reasons for and against forms of censorship in our films, although the birthday reminders of the Declaration of Independence still ring in our ears. It is a long, involved story and the reasoning behind the industry's own "Production Code" has its points.

But it seems to me that the industry, both through the Motion Picture Association and through all its individuals should firmly press Brind for specific cases to which he so vaguely alludes as "a lot of letters from the public."

What public, Mr. Brind? What kind of letters? How many? What pictures? What scenes? What lines?

For so important a figure in the film world to issue such vague charges seems to me to demand the full attention of the industry's spokesmen.

Brind's audience was an important one of key Washington people interested in films both as entertainment and as thought control. The meeting was held by the Motion Picture Council of the District of Columbia and was most unfortunately terminated by some equally irresponsible words from a member of the motion picture trade press. The audience, following this hot head's insult to its members, rather naturally seemed to wind up on Mr. Brind's side.

But it is hard to believe, even in the hot weather, that by now the excited audience has not found its calm and with it reason.

FORTUNATELY, the Motion Picture Herald has lately been devoting space to a panel on this matter and the discussion is on a far higher plane than Brind put it. Exhibitors, for instance, note that a majority of their patrons have not made adverse comments on the subject of communism in Hollywood. They note that adverse comments by phone are less than 10 percent.

The panel does note, however, that the publicity about communism in Hollywood has had "a measurably depressing effect on box offices, principally in the larger cities," but that "there have been relatively few organized demonstrations against specific pictures or players."

Reading the considered findings in Martin Quigley's business-minded weekly, one is struck by the public's general level-headedness as to subversive influences in pictures and also by the moviemakers' own lack of punch in fighting charges that such influences exist.

What the moviemakers should do with such accusations as Brind's—and other fear-mongers of the West Coast—is to make them put up or shut up. A dynamic, positive quality is needed to dispute this loose talk which can not only harm the theather owners, the studios and particular individuals, but result in films even more unrelated to life than they have been.

IN THE Quigley magazine, M-G-M's Dore Schary speaks up for a sane approach. Discussing the question of whether film workers should take a loyalty oath, Schary states his opposition to the oath:

"Because a wholesale declaration of loyalty would only be viewed as a whitewash by our critics and would be insulting to men and women who have served this country again and again in many, many ways.

"Write one loyalty oath and swear to it and some group will tell you that it is not specific enough and you will be asked to swear to another loyalty oath. Then you will be told that loyalty oaths mean nothing because Communists will swear to anything and soon we will be judging our contemporaries' patriotism on the volume of oaths they recite rather than on the deeds they do as citizens of their community and their Nation. I am very wary about loyalty oaths that a Communist would sign also along with a man like Gerald L. K. Smith."

This line of talk, not based on the newfangled and entirely revolutionary idea of guilty until proved innocent, seems the tack the industry should take at such gusts as Brind's cloudy accusations.

As one who sees 8 to 10 pictures a week from all countries outside the Iron Curtain, I'd be very interested to know what Communist ideas I've swallowed, and apparently Brind could oblige.

But until he can back up his accusations, I'd have to lift an answer from Gen. MacAuliffe as to what communistic doctrine I've been swallowing from the celluloid idea package. "Nuts."

The HERALD INSTITUTE of Industry Opinion

WHEN the Herald Institute of Industry Opinion was organized in November 1951, one of its announced purposes was to provide: *"A source of reliably gathered facts for release to the public via the press, etc.—when incorrect concepts have been published to the detriment of the industry—or to enlighten those who write for widespread readership. . . ."*

Reproduced here is a typical example of the manner in which the Institute's Reports are used to refute fallacies.

FCC Still Silent on ABC-UPT Merger

Washington, July 30. — The Federal Communications Commission held another closed-door session today on what to do about the ABC-UPT merger, but there was no indication as to whether the commissioners had made up their minds or when a decision would be announced. The Commission discussed the matter at two lengthy sessions last week, as well as today's session. Most of the industry lawyers in the case have been expecting a decision by the end of the week.

Hondouras Has 22 16mm. Theatres

WASHINGTON, July 30.—At present there are 22 motion picture theatres in Honduras which exhibit 16mm. entertainment motion pictures, according to Nathan D. Golden, head of the film division of the U. S. Commerce Department. However, these houses are not regular exhibitors in the sense that they hold regular showings in properly constructed theatres. Their performances are given spasmodically, depending upon the weather (many are held in the open), the time of harvest, and the amount of money currently available in the various localities for entertainment purposes.

Television--Radio

with Pinky Herman

FLASHBACK. . . . This happened so long ago it seems to go back to the prehistoric days or possibly the neolithic age and yet perhaps it happened in the much later period, the Dark Ages. . . . Yep. that's when it happened, back in the modern Dark Ages, in the depression year of 1931. Your reporter, during his chores as vaudeville critic on the *Motion Picture Herald*, had occasion to rave about the talents of a young comic, fresh from Cleveland named Bob Hope, discovered by Al Boasberg (then a top scripter for M-G-M), who left Hollywood and came East to write material for Bob and to lend the Boasberg wit to radio. During an interview with Boasberg in his suite at the Essex House, Al told us that he had signed to write a new radio series titled, "Manhattan Merry-Go-Round" for Blackett Sample & Hummert and that he needed a songwriter to write a theme song. That's how come we were assigned to compose the song of that title (with the melody composed by Gus Haenschen). From October, 1931, until late in 1949 this composition was broadcast every Sunday night on a Coast-to-Coast network over NBC. That program, endured and prospered for a complete radio cycle, bridging the gap from vaudeville to television. Last week we interviewed Donald Voorhees in studio 6B at NBC and learned that the maestro seems a sure thing to beat the longevity record of 'M. M. G. R.' not once but twice and simultaneously. He's now rounding out his 13th year and 16th year on the "Bell Telephone Hour" and "Cavalcade of America," respectively.

Bill Cullen, who temporarily replaced Meredith Wilson as panelist on "The Name's The Same," ABC-TV, is now a regular member of the show. The young quizmaster thus finds himself appearing on seven radio and TV programs a week. . . . Johnny Olsen's "Kids & Co." sponsored by Red Goose Shoes, resumes on DuMont Network, Aug. 9. . . . Starting next week when he subs for Don McNeill on the ABC "Breakfast Club" stanzas, Peter Donald will spend as much time in the air as on it. The carrot-topped comic, on Mondays, will do the "B.C." show from Chicago, then fly to New York for his regular "Masquerade Party," NBCommercial and thence back to Chicago for Tuesday morning's "Breakfast Club."

Children's Program Set by British Unit

WASHINGTON, July 30.—The first annual report of the Children's Film Foundation, Ltd., shows that the £159,000 so far made available to the Foundation from the British Film Production Fund, will meet the cost of five of the six features in the 1951-52 program, according to Nathan D. Golden, head of film division of the U. S. Dept. of Commerce. This program includes the following pictures: "John of the Fair" and "The Stolen Plans," already completed; "Alpine Rally," now on location; "Johnny on the Run," awaiting a studio; an untitled adventure story, production of which is expected to start in August; and an untitled social comedy.

The program also includes a series of six short stories dealing with animals and children, production of six magazine one-reelers, and a cartoon. Associated British Film Distributors will be responsible for the distribution of all of the Foundation's 35mm. films in the United Kingdom. It is hoped that distribution to all theatres will commence in September.

For its 1952-53 program the Foundation has under consideration adventure serial stories in Gibraltar and South Africa, a slapstick serial, and features set in New Zealand and the Kent hop fields.

UA Re-issues 'Vanishes'

"The Lady Vanishes," Alfred Hitchcock's production, will have its first return engagement under United Artists auspices at the Trans Lux 60th Street Theatre here tomorrow.

ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!



"Now we'll take a short breather for a bit of refreshment!"

HERBERT J. YATES presents

THE QUIET MAN

Color by TECHNICOLOR • Directed by JOHN FORD

A REPUBLIC PICTURE

starring
JOHN WAYNE
MAUREEN O'HARA
BARRY FITZGERALD
with
WARD BOND
VICTOR McLAGLEN
MILDRED NATWICK
FRANCIS FORD
ARTHUR SHIELDS



and
THE ABBEY THEATER PLAYERS

"LURE OF THE WILDERNESS" IS OUTGROSSING "WITH A SONG IN MY HEART" IN 48 OF ITS FIRST 53 ENGAGEMENTS

— INCLUDING FOX, Atlanta; PARAMOUNT, Nashville; ALABAMA, Birmingham and IMPERIAL, Asheville!



POST THIS SENSATIONAL 24-SHEET EARLY!

There's No Business Like 20th Century-Fox Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 23 NEW YORK, U.S.A., FRIDAY, AUGUST 1, 1952 TEN CENTS

'IA' Plans Tax Fight and Aid For Box-office

Day's Work for A Day's Pay Principle Up, Too

MINNEAPOLIS, July 31.—Plans for the full participation of the thousands of IATSE members in efforts to stimulate theatre attendance and to join in the all-industry campaign to win repeal of the Federal admission tax have been formulated by the "IA" executive board in session here this week.

The programs for both endeavors will be disclosed to the IA annual convention, which will open here on Monday.

Also understood to have been dis-

(*Continued on page 6*)

Walsh 'Neutral' in Jacobi-Brennan Tilt

MINNEAPOLIS, July 31.—Next week's election contest for the IATSE vice-presidency occupied by James J. Brennan is expected to provide the labor union's biennial convention here with more controversy than many an "IA" convention has engendered. This became apparent today as reports circulating in Minneapolis film labor circles indicated that Richard F. Walsh, "IA"

(*Continued on page 6*)

A Call to Arms!

by MARTIN QUIGLEY

THE Government's so-called anti-trust suit, which is an attempt to force the release of motion pictures to enterprises which seek to compete against the theatres for public attention, is a challenge that should be answered promptly and forcefully.

The industry is confronted with an attack that leaves no room for divided or conflicting interests or viewpoints. An arcused and fully united industry should respond. The development should be met head-on, not with mealy-mouthed and weak-kneed argument but with an all-out counter attack. Anything less will virtually proclaim that the industry is fair game for anyone who wishes to take a shot at it—a notion which is likely enough in face of the do-nothing attitude which has come to settle upon so many of the industry's problems in recent times.

This suit, if properly dealt with, may prove a well-disguised blessing to the industry. On many fronts the industry stands in urgent need of hearty and thorough-going cooperation among its various elements. Up to now various petty divergencies of interests and viewpoints have kept the industry divided and working at cross purposes.

We are now confronted with an attack that imperils to its core the commercial industry of motion pictures. The development provides ample reason for immediate introduction of that kind of cooperation and united front action which is necessary to defeat the attack and is needed as well to deal with many intra-industry problems.

This attack should not alone be answered with the slow, tedi-

(*Continued on page 3*)

$4,958,000 Is Warner's 9-Month Net

$5,100,000 Indicated As Tax Bite for Period

A net profit of $4,958,000, after provision of $5,100,000 for taxes and $400,000 for contingent liabilities, was reported here yesterday by Warner Brothers for the nine months ended May 31.

This compares with a net of $5,808,000 for the corresponding period last year after provision of $5,800,000 was made for taxes and $500,000 for contingent liabilities.

Film rentals, theatre admissions, sales, etc., after eliminating inter-

(*Continued on page 7*)

New Reorganization Plan Due for W. B.

The Warner Brothers board of directors is convinced that a new plan of reorganization will be necessary for the company under the consent judgment entered in the industry anti-trust suit, it was indicated in a company financial statement issued here yesterday.

The step would be taken to permit

(*Continued on page 7*)

14,900 Firms in the Industry, Says U. S.

Washington, July 31.—The number of firms in the motion picture industry remained steady at about 14,900 in the fourth quarter of 1951, the Commerce Department announced.

This was the same figure as at the end of the third quarter, but below the second quarter figure of 15,000.

First Pay to Actors On Films Sold to TV

HOLLYWOOD, July 31.—A precedent considered far-reachingly important was established today when Monogram paid the Screen Actors Guild $8,000 to be distributed to actors who appeared in five theatrical films sold by Monogram to television.

One hundred fourteen individual actors will share in this additional compensation, which is the first ever paid an actor under the SAG basic contract terms covering sales to tele-

(*Continued on page 3*)

Budget Cuts Hit CDA TV Plans

By J. A. OTTEN

WASHINGTON, July 31.—Despite the marked success of previous experiments with theatre television for civil defense training work, officials of the Civilian Defense Administration said that a budget cut had been so great they did not know whether they would be able to carry on further theatre TV training experiments.

This was revealed in a CDA report on the 10-city theatre

(*Continued on page 7*)

'Ivanhoe' Opens at Hall, Takes $23,000

An opening day's gross exceeding $23,000 was reported by Radio City Music Hall here for M-G-M's "Ivanhoe" which bowed yesterday at the theatre along with a new stage presentation.

Long lines extended from the theatre's box-offices during most of the day. By four P.M. the picture had broken the grossing record of every previous Metro picture to play the Hall.

"IT WILL SCARE THE PANTS OFF YOU—IT DID ME"
—Hedda Hopper

American Pictures Corp. presents

INVASION USA

Directed by Alfred E. Green
Produced by Albert Zugsmith and Robert Smith

Personal Mention

JACK WARNER, Warner Brothers vice-president, will arrive here from Europe on Tuesday.

•

HOWARD STRICKLING, M-G-M studio publicity head, DAN S. TERRELL, exploitation head, and ERNEST EMERLING, Loew's circuit advertising-publicity head, will return here today from Boston.

•

HERBERT WEISNER, business agent of IATSE Motion Picture Home Office Employes Local No. H-63, New York, and MRS. WEISNER, are parents of a newborn son.

•

WALTER MIRISCH, Monogram-Allied Artists executive producer, has returned to Hollywood from New York.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, will return here from Boston over the weekend.

•

HOMER WALL, theatre supervisor for Westland Theatres, underwent surgery at Mary's Help Hospital, San Francisco.

•

FRED SAWASKE, city manager of Hardy Theatres, Fresno, Cal., was operated on at St. Agnes Hospital there.

•

GEORGE A. HICKEY, West Coast sales manager for M-G-M, was in San Francisco from Los Angeles all week.

Award to 'Fatima' From Coast Group

LOS ANGELES, July 31.—The Los Angeles Electrical Engineers Association today announced a special award to Warner Brothers' "The Miracle of Our Lady of Fatima" for unusual lighting effects, reports Howard Mattison, executive secretary of the organization. "The intelligent use of lighting enhances the new WarnerColor," stated Mattison.

Big $48,000 for 'Jacks'

BOSTON, July 31. — Paramount's "Jumping Jacks," starring Dean Martin and Jerry Lewis, closed its first week's engagement at the Metropolitan Theatre tonight with an approximate gross of $48,000. This is $6,000 more than Johnny Ray grossed when he made a personal appearance at the Metropolitan during the week of July 18. A gross of $75,000 was reached when Martin and Lewis made a personal appearance at the same theatre.

Blumenstock Due Here

Mort Blumenstock, Warner Brothers vice-president in charge of advertising-publicity, is scheduled to arrive here on Monday from his headquarters at the Burbank studio for a brief home office visit. It will be Blumenstock's first visit to New York since transferring to the Coast last spring.

Theatres, Nets Vie for 'Million Dollar' Bout TV

Bidding for the electronics' rights to the coming heavyweight championship fight between Jersey Joe Walcott and Rocky Marciano already has entered upon a spirited but still wide-open stage, with two television-radio networks and Theatre Network Television pitted against each other.

The International Boxing Club, sponsor of the bout, has stated it will accept the best offer from any source for the TV rights, whether theatre or home.

The bout, tentatively scheduled for Sept. 23 at the Yankee Stadium here, shapes up as one of the biggest attractions of its kind in years. IBC's president, James Norris, is freely predicting a $1,000,000 gate, "with or without the sale of TV and radio rights." By way of comparison, the last Robinson-Maxim bout grossed $431,000.

An unusual situation involving the inability of Walcott's manager, Felix Bocchicchio, to obtain a license in New York State because of a past conviction for a felony of which he was subsequently pardoned, might possibly force the fight outside New York and, should TNT be successful in bidding for the theatre television rights, New York City's TV-equipped theatres then would be in on their first and biggest TV fight attraction. With most of the recent bouts available to theatre TV having been held in New York, the Metropolitan area was "blacked out" to protect the gate and hence it has been some time since New York City theatres have been able to offer a big scale TV attraction on their large screens.

With nearly a dozen large New York City theatres equipped with TV, their seating capacity conceivably could add strength to the bidding for theatre TV rights to the Walcott-Marciano bout. However, if the fight were to be moved outside New York, it would also open up the Metropolitan area for home TV of the fight and that would also strengthen NBC and CBS bidding for the home TV and radio rights.

Bocchicchio has an application pending for a New York license. If it is turned down, IBC has indicated the bout would be transferred to Boston, Philadelphia or New Jersey. In the latter instance, New York City probably would be blacked out also because of its close proximity to Jersey City and Newark, either of which would be the likely site for the transferred bout.

Home TV has never yet had a fight of the calibre of the Walcott-Marciano affair and can be expected to go the limit in the bidding. If successful, theatres nationally would be injured seriously the night of the bout.

TV-equipped theatres have paid a high of $1.05 per seat for TV rights. They would have to go higher to win the Walcott-Marciano TV rights, indicating a ticket price scale of $3.50 to $5. However, the fights draw crowds accoustomed to paying a tariff of that kind for what they want to see and theatre tickets to lesser fights have been "scalped" at those prices and higher on a large scale already.

The theatres' position presumably would be strengthened as it was a year ago when RKO Radio contracted independently for the motion picture rights to the Robinson-Turpin bout, should another such large-scale film rights deal help to keep the Walcott-Marciano bout away from home TV and to deliver it to theatre TV.

Arkansas Is 1st to Organize Tax Group

Arkansas is the first state to report the organization of its state committee to campaign for the repeal of the Federal admission tax and the appointment of committee chairmen for each of its Congressional districts.

Jack Bomar, chairman of the Arkansas committee, listed the following exhibitors as having been appointed to the state committee, reports the Council of Motion Picture Organizations here:

M. S. McCord, M. J. Pruniski, Roy Cochran and W. B. Sockwell, North Little Rock; B. F. Busby, James Carbery, Leon B. Catlett, O. G. Wren, Little Rock; L. G. Renfro, Jr., Holly Grove; W. S. Talbutt, Rogers; C. B. King, McGehee; Charles Bonner, Pine Bluff; Terry Axley, England; Bill Malin, Jr., Augusta; Bartus Gray, Jacksonville; Warren Kaufman, Benton.

Congressional district chairman are: First District, Orris Collins, Paragould; Second, K. K. King, Searcy; Third, E. W. Savage, Booneville; Fourth, Cecil Cupp, Arkadelphia; Fifth, Sam B. Kirby, Little Rock; Sixth, Travis Arnold, Malvern.

Tax Cut Meetings Held In Virginia; Bowden Presides

RICHMOND, July 31.—Sidney Bowden conducted the first of the tax cut Congressional district organizational meetings for Virginia at Hampton today with 20 exhibitors from the Tidewater Peninsula and Eastern shore present. Plans for the campaign were discussed with G. E. Ward, Jr. of Cape Charles, appointed chairman for the first district and Jeff Hofheimer of Norfolk chairman for the second.

Other meetings planned to complete the statewide organization as quickly as possible are as follows: Congressional districts three and four, Hotel Petersburg, Petersburg; District Five, Old Drewry Place, Martinsville; District Six, Salem Theatre, Salem; District Seven, Kavenaugh Hotel, Harrisonburg; Districts Eight and 10, Princess Anne Hotel, Fredericksburg; District Nine, Wimpy Jones Cafe, Richlands.

Cinerama Deal Nearly Closed

Arrangements are due to be completed momentarily for leasing of the Broadway Theatre here by Thomas-Todd Productions from owners Lee and J. J. Shubert for the initial public exhibition of Cinerama, "three-dimensional" sight and sound process, it was indicated by the Thomas-Todd firm yesterday.

The production organization includes Frank Smith, Lowell Thomas and Michael Todd.

Terms of the deal, whereby new sound apparatus, three coordinated projectors and a huge screen will be installed in the now inactivated legitimate stage showcase, call for a run of the show lease, with 10 weeks guaranteed as minimum playing time and a tentative opening date of September 15. The production company will receive 10 per cent of the total admission gross, with a guarantee from 16 weekly performances of $3,000 on a sliding scale above a possible $30,000 total.

The attraction will be "This Is Cinerama," a program of short subjects, photographed in color here and abroad running for "approximately two hours" and now in the process of final editing and musical scoring. It will feature two brief intermissions. The top admission price will be $2.40, which "may be raised."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

DEAN MARTIN and JERRY LEWIS in HAL WALLIS' Jumping Jacks
in person DON CORNELL TRUDY RICHARDS MICKEY DEEMS FOUR EVANS ELLIOT LAWRENCE And His Orchestra
PARAMOUNT TIMES SQUARE Midnight Feature Nightly

Walt Disney's Story of ROBIN HOOD
Color by TECHNICOLOR
—and—
Walt Disney's WATER BIRDS
A True Life Adventure
Walt Disney's "LITTLE HOUSE"
Technicolor Cartoon
Print by Technicolor—Distributed by RKO
COOL CRITERION B'WAY & 45th St.

NEED SPECIAL TRAILERS QUICK?
QUICK SERVICE
FREE COPY SERVICE
BEST ART-WORK
YOU'LL GET IT FROM FILMACK
SEND-US YOUR ORDER
ALL-AROUND KNOW-HOW
FINEST QUALITY
TRY US AND SEE
CHICAGO, 1327 S. Wabash Av - NEW YORK, 630 9th Av.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Industry Leaders at Schwartz Induction

A packed courtroom of New York state and New York city civic leaders, members of the judiciary and the bar, motion picture industry leaders and friends of the newly-appointed Judge Arthur H. Schwartz, participated in his induction ceremony as a Justice of the New York State Supreme Court at the New York County Court House Building here yesterday.

Judge Schwartz, well-known industry attorney and a former partner in the law firm of Schwartz and Frohlich which represents many motion picture industry clients, was appointed by Governor Thomas E. Dewey to fill the vacancy caused by the death of the late Judge Bernard L. Scheintag. Speakers who paid tribute to Judge Schwartz indicated that he will be a candidate in the fall for election for the full 14-year term in the First Judicial District which includes Manhattan and the Bronx.

Among those who paid tribute to Judge Schwartz were Bethuel M. Webster, president of the Association of the New York City Bar; Edward M. Outterbourg, president of the New York County Lawyers Association; Walter Dillon, vice-president of the Bronx Bar Association; Thomas J. Curran, Secretary of State of New York; State Senator Walter J. Mahoney and Louis D. Frohlich, senior partner of Schwartz and Frohlich, with whom Judge Schwartz had been associated for 25 years.

Supreme Court Justice Charles D. Breitel, inducted the new Justice with Justice Samuel Hoffstatter and Morris Eder participating.

Among industry leaders who were present were Spyros P. Skouras, Emanuel Silverstone, Harry Brandt, George P. Skouras, Abe Schneider, Leo Jaffe, Sam Rosen, Saul E. Rogers, Charles Schwartz, Louis Weber, Arthur Israel, Jr., and others.

See SWG Strike vs. ATFP on Tuesday

HOLLYWOOD, July 31.—Strike action against the Alliance of Television Film Producers probably will be taken by the Screen Writers Guild next Tuesday in sequel to the breakdown of the five-month negotiations last night.

The SWG television negotiating committee and the SWG board, already authorized to call a strike, will meet Monday night to formulate a decision. SWG today telegraphed Authors League of America president Rex Stout, acquainting him with developments, and also notified all writers working for television, plus their agents, to make no agreements with Alliance members which would conflict with their obeying the strike order.

Negotiations broke down when Alliance refused to meet SWG's insistence on a formula providing that writers receive a minimum plus participation in revenues. Conversely, SWG had refused to accept a formula similar to recent deals between Alliance and SAG and SDG, which provides for re-payment for re-use of television films. Alliance members reportedly turn out 85 per cent of the television films now made in the West.

A Call to Arms!

(*Continued from page* 1)

ous and often fruitless processes of legal defense. It should under a somehow invigorated leadership be answered as well with an explosion of outraged public opinion, informed by direct and positive use of the industry's own incomparable engine of propaganda—the screen itself.

This industry badly needs a renewal of faith, confidence and courage. It has become punch-drunk through a succession of reverses and disappointments. It has too often had wobbly leadership when positive, straight-line action was needed. This suit may prove a heaven-sent test out of which may come a victory which will restore to the industry confidence in itself and reinvigorate and extend public confidence and interest.

But this is not to be achieved through any half-way measures. If the industry has the necessary leadership, courage and determination it will have to show it promptly and effectively. There can be no beating about the bush. The Government's incredible attempt to force the industry to give over to competing enterprises the product it creates is typical of the New Deal-Fair Deal philosophy, aimed toward the domination and manipulation of all elements of American life, including business, for political purposes.

THE obvious purpose in this high-handed, so-called anti-trust suit is a grandstand effort in the midst of a national political campaign to hoodwink gullible people into believing that a paternal administration is going to get for them all the good movies free of charge with their television set, with their glass of beer at the neighboring saloon and with the bunch of spinach at the supermarket.

Together with all these pleasant purposes it will not be overlooked that in the background there would be well-served various commercial and financial interests who wish to exploit for their own purposes the motion picture the industry makes. The gratitude of all such, especially in the midst of a political campaign, is something of course that is not likely to be discounted in the gentle art of politics.

This industry over its long history has carefully—and rightly—avoided mixing in the arena of partisan politics. If at this time it could be guided by what seems objectively to be the right policy for any and every non-political body, including commercial organizations and labor unions, it would stay far clear of partisan politics. But the question arises as to whether or not it is now possible for the purpose of survival to do so.

If this new Government attack is not merely a trial balloon, a half-baked attempt to gain political propaganda, the industry faces the imperative necessity to go to the public—and that means an all-out fight with no holds barred. Under the circumstances this would involve the responsible leadership of the industry in immediate plans to go to the public with a series of forceful statements, proclaiming its case not in the abstruse language of the legal document but in the down-to-earth vernacular of the tabloid newspaper.

THIS industry can, if it wishes, sit back supinely and wait hopefully for some miracle of rescue to come—as it has gotten into the habit of doing lately. It can ignore the political realities of the situation and rely solely upon the tedious processes of legal defense. It can miss, through timidity and uncertainty, the shining hour to strike.

But if this is the course that is followed let no one misjudge the disaster that will be inevitable—and deserved!

FCC Approves Three TV Station Permits

WASHINGTON, July 31.—The Federal Communications Commission today approved two new television stations in Ft. Lauderdale, Fla., and a third in El Paso, Texas.

The three approvals bring to 22 the total approved since the lifting of the freeze last spring. The approvals today went to: Gore Publishing Co., Ft. Lauderdale; Gerico Investment Co., Ft. Lauderdale and Roderick Broadcasting Corp., El Paso.

The Commission also set down for hearing competing applications for eight other channels in four cities. Included were competing applications for three channels in Chattanooga, where one of the competing applicants is Southern Television, Inc., controlled by Moses Lebovitz and Jay Solomon of Independent Theatres.

Exhibitor Gran in Television Business

MILWAUKEE, July 31.—L. F. Gran, president of Gran Enterprises, a real estate and investment firm, and general manager of Stanard Theatres Management Corp., owners of about 30 theatres in Wisconsin, is the leading stockholder of the new Milwaukee Area Telecasting Corp. which has applied for permission to operate a television station in Milwaukee.

According to the company's statement filed with the FCC, Gran owns one-half of the $500,000 stock in the TV Corporation. He has been chosen general manager of the new firm, and he indicated he might relinquish some of his present theatre and other activities if the FCC grants a construction permit to the new company.

MGM Sets Advance Bookings for 'Widow'

M-G-M has set a number of advance bookings for "The Merry Widow," which is scheduled for September release.

At least five openings will be held on August 15, in Milwaukee, Kenosha, Green Bay, LaCrosse and Oskosh, in Wisconsin. On August 20, pre-release engagements are set for Philadelphia, Atlantic City, Asbury Park, Miami Beach and Kansas City.

Roof Falls in, But No One Seriously Hurt

AUSTIN, July 31.—The roof of the Queen Theatre here fell in this afternoon during a show attended by hundreds of youngsters, but authorities report that none of them were seriously injured, although a "dozen or so" were treated at the scene for cuts and bruises.

Films Sold to TV

(*Continued from page* 1)

vision of theatrical films produced after Aug. 1, 1948.

The agreement between Monogram and SAG called for the former to pay players 15 per cent of their original salary in case the film was sold to television for $20,000 or more, 12½ per cent if sold for less. Five films concerned are from 70 covered in the Monogram-SAG agreement.

Titles are "Rain Maker," "Murder in the Air," "The Big Fight," "The Feathered Serpent," "The Tuna Clipper."

HOW BIG IS "IVAN

FLASH! ALL OPENINGS SENSATIONAL!

Press-Time Figures: New All-Time M-G-M Non-Holiday Record at Music Hall, N. Y.! Cleveland, Frisco, Houston, Atlanta, Evansville Make Box-Office History!

"M-G-M has a real hit in 'Ivanhoe'." —*HEDDA HOPPER's nationally syndicated column*

"A great picture." —*LOUELLA PARSONS' nationally syndicated column*

"Tops 'Quo Vadis'. Greatest spectacle in a decade."
—*LOUIS SOBOL's nationally syndicated column*

"Out-Quo Vadises 'Quo Vadis'." —*EARL WILSON's nationally syndicated column*

"Better than 'Quo Vadis'." —*Nationally distributed N. Y. SUNDAY MIRROR*

"Terrific for Robert Taylor." —*SHEILA GRAHAM's nationally syndicated column*

"Picture of the Month." —*CHRISTIAN HERALD*

"Picture of the Month." —*PARENTS' MAGAZINE*

"Thrilled yours truly." —*FRANK FARRELL's Scripps-Howard column in N. Y. World-Telegram and Sun*

"Clashing tournament scenes are pulse-pounding and the storming of the castle is as rousing a battle as has been filmed in recent years."
—*LOOK MAGAZINE*

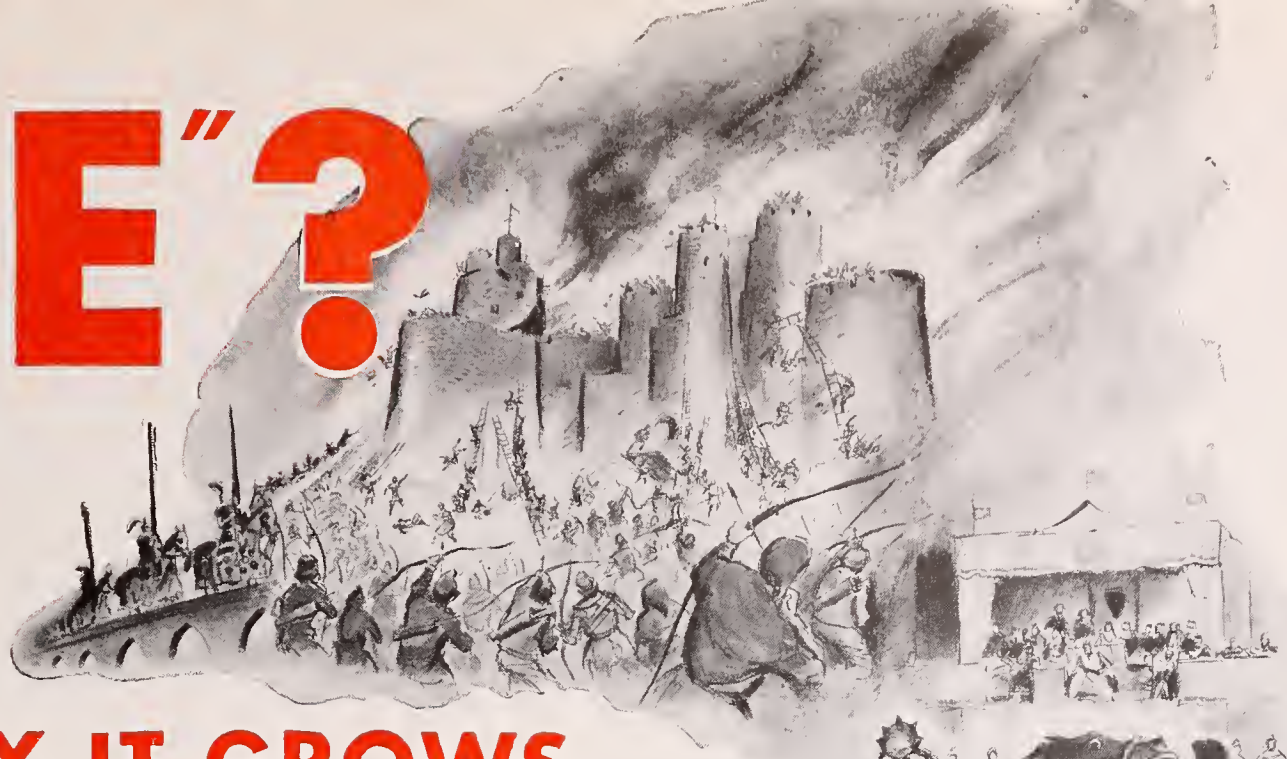
"Best Drama of the Month." —*LOUELLA PARSONS in Cosmopolitan Magazine*

"Handsome, exciting Technicolor Movie." —*WOMAN'S HOME COMPANION*

"A Movie of the Month. Robert Taylor fights, rides and loves his way to glory." —*AMERICAN MAGAZINE*

"Picture of the Month." —*REDBOOK MAGAZINE*

HOE"?



EVERY DAY IT GROWS BIGGER AND BIGGER!

"Sock 4th Week!" SAYS VARIETY!

After breaking a 23-year record in its London World Premiere opening, its business continues socko in 5th big week!





THE HONORS BEGIN!

(*Left*) Christian Herald Award
(*Above*) Parents' Magazine Medal

PUBLICITY PENETRATION TOPS!

Film Research Surveys, Inc. reports remarkable "Want-to-see" total in public poll in 32 cities typical of eagerly waiting audiences throughout the nation.



NEVER A SHOW LIKE "IVANHOE"!

Walsh 'Neutral'

(*Continued from page* 1)

international president, would not support Brennan for reelection.

If Walsh's position on Brennan's candidacy has not changed by Wednesday or Thursday, when voting for all officers will begin, the chances of Vincent Jacobi, president of Local No. 1, New York, in his bid for Brennan's post will have advanced considerably, observers here believe.

It was said that Walsh and Brennan developed strong differences recently on questions of "IA" policy.

Jacobi, as reported yesterday in New York, declared himself a candidate for the vice-presidency after being urged to do so by a number of leaders of "IA" locals.

Walsh has not expressed himself on Jacobi's candidacy. The two ran against each other for the "IA" presidency in 1942 in the first election for that office following the Brown-Bioff scandals. Walsh won, and has been "IA" president ever since.

Hoffman Here on 'Hoaxters' Data

M-G-M's first feature-length documentary will be released in the fall, Herman Hoffman, assistant to Dore Schary on the latter's personal productions, revealed here yesterday.

Anti-Communist Film

The film, "The Hoaxters," is an anti-Communist film, compiled of stock shots, newsreel clips, and government reels.

Hoffman is here to gether final data for the film and to check with government authorities on its content. Narration is by Louis Calhern, Robert Taylor, Eleanor Parker, Walter Pidgeon and James Whitmore. Victor Lasky and Allen Rivkin wrote the script.

Hoffman, who made "The M-G-M Story," will return to the Coast this weekend.

Striking Ads for a sensational Show! —of course from the Showmanship Company!



with JACK PALANCE • GLORIA GRAHAME • BRUCE BENNETT • VIRGINIA HUSTON TOUCH CONNORS

Produced by JOSEPH KAUFMAN • Directed by DAVID MILLER

Screenplay by LENORE COFFEE and ROBERT SMITH

Based on Edna Sherry's Story, "Sudden Fear"

Distributed by RKO RADIO

THIS IS NEWSPAPER AD NO. 206

'IA' Meeting

(*Continued from page* 1)

cussed at the executive board sessions was the need for officers of IA locals to impress on all members of their unions the necessity for every employee to give a full day's work for a full day's pay in order to aid every branch of the industry in adjusting to changed business conditions.

The latter action is regarded as an extension of that taken by Richard Walsh, IATSE president, in Hollywood recently at the behest of Nicholas M. Schenck, president of Loew's-M-G-M.

Citing the need for the industry to take up the box-office slack by increased efficiency and improved labor, among other remedial measures, Schenck sought and was given Walsh's cooperation in urging upon studio union workers the necessity for the principle of a full day's work for a full day's pay. The same message reportedly has been given to the executive board and in all likelihood will be passed on to convention delegates next week in order that the appeal for increased efficiency shall be made applicable to theatre, exchange and home office workers, as well as studio employes.

The programs of greater labor efficiency, stimuli for theatre attendance and aid for the admission tax repeal fight all are designed to help prevent further theatre closings with consequent loss of jobs to union members in all branches of the industry, it was indicated.

The IA executive board also was reported to have canvassed the prospects of further expansion by its unions into television fields both as a matter of jurisdictional policy and to provide work for unemployed members.

Mutual's Kerman, Dietz in Talks Here

Jack Dietz, executive producer and treasurer of Mutual Productions Corp., will arrive in New York over the weekend from Hollywood for meetings with Moe Kerman, chief of the company's distribution setup. On Wednesday, Dietz, accompanied by his wife, will leave for Europe on the *S. S. Queen Elizabeth* to look over new product and arrange distribution deals. The Dietz's will be gone for five weeks and will visit England, France, Italy, Sweden and Switzerland.

Dietz has just completed shooting on "The Monster from Beneath the Sea," the second release for Mutual's new distribution unit.

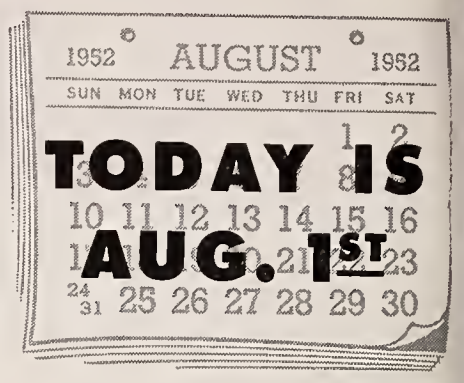
Name Ruth Fountain Managing Editor

Ruth Fountain, for several years assistant editor of *Screenland* and *Silver Screen*, has been appointed managing editor of the two publications by J. Fred Henry, publisher.

Also, effective today, Reba and Bonnie Churchill will become associated with the two magazines as Hollywood editors.

Mott in New Post

Gilbert E. Mott has joined the sales division of Oberly and Newell Corp., makers of lithographs and lobby displays for theatres, as vice-president. Mott, who has been promotion manager of *American Weekly* for the past 10 years, will take up his duties today.



Beginning of a Great Boxoffice Month with Paramounts "Son of Paleface" and "Carrie"

Paramount Pictures

Compo,StudioHeads Will Meet Aug. 12

HOLLYWOOD, July 31.—August 12-15 has been set for a high level executive meeting here of Hollywood studio heads and Council of Motion Picture Organizations leaders.

COMPO officials coming here for the meeting will include R. J. O'Donnell, COMPO board member and national director of COMPO's "Movietime U.S.A."; Sam Pinanski, head of American Theatres of New England; Trueman Rembusch, head of the Indiana Theatre Owners Association, and Robert W. Coyne, COMPO special counsel.

Pinanski and Rembusch, together with Al Lichtman as the representative of the Motion Picture Association of America, now head COMPO. Lichtman will not be able to attend because of pressure of business in the East.

O'Donnell Spokesman

O'Donnell, as spokesman for the group, has stated that the meeting was prompted by a desire on the part of the COMPO heads to keep the Hollywood industry informed at first hand of the plans for COMPO and "Movietime U. S. A." for 1952-53.

"We're coming to give," O'Donnell stated, "not to ask. COMPO aims, purposes and plans for the coming season, one of the most important in the history of our industry, will be reviewed and outlined.

"The nationwide campaign for the repeal of the 20 per cent amusement tax which is being spearheaded by COMPO will be reported upon.

"The progress and accomplishments of 'Movietime U.S.A.' though still in its pioneering stage, and its impact upon the box-office and upon public attitude towards Hollywood and its people, will be presented."

Warner Plan

(*Continued from page* 1)

stockholders to take advantage of the so-called "spin-off" section relating to tax free reorganizations in the Revenue Act of 1951. Twentieth Century-Fox, which had a similar intention, this week reverted to its original reorganization plan because it could no longer wait for a government "spin-off" regulation to be issued if it was to complete the reorganization on or about September 27, as desired.

In Warner's case the consent judgment entered on January 5, 1951 in U. S. District Court here provided for a reorganization plan to be effectuated on or before April 4, 1953. The plan was approved by the stockholders on February 20, 1951. Its purpose was to effect the divorcement of the company's theatre assets in the U. S. from its production-distribution assets.

"Since the adoption of the plan," the Warner financial statement said: "Changes have taken place in the industry, and in the company's business (including the sale of theatres and other properties and the acquisition of its common stock). Furthermore, the evenue Act of 1951 contains a new section commonly called the 'spin-off' section, relating to tax free reorganizations. Under all these circumstances the board is convinced that a new plan will be necessary."

Warner's Net

(*Continued from page* 1)

company transactions, amounted to $84,309,000 for the nine months ended May 31, compared with $84,870,000 for the corresponding period last year.

Included in the operating profit for the latest nine-month period is a profit of $1,091,000 from sales of capital assets, before provision for Federal income taxes thereon, which compares with a profit of $482,000 on corresponding transactions for the nine months ended May 26, 1951.

Equivalent to $1.03 a Share

The profit for the nine months ended May 31, 1952 is equivalent to one dollar per share on the 4,950,600 shares of common stock outstanding on that date, after deducting shares held in the treasury. The net for the corresponding period last year was equal to 86 cents per share, on the 6,684,700 shares of common then outstanding.

The financial statement lists current and working assets totaling $58,658,276, against current liabilities amounting to $32,604,444. Assets include $15,042,030 cash on hand, $11,432,746 in U. S. government securities, and product inventories totaling $26,119,706. Fixed assets are valued at $81,802,718. Total assets are listed as amounting to $150,493,796. Earned surplus as of May 31 was $65,554,714.

The company's net foreign assets amounted to $12,471,000, of which $7,755,000 are in the British Isles, $363,000 are in Canada, and $4,353,000 are in other foreign territories.

CDA TV

(*Continued from page* 1)

telecast on June 26, when police and other Civil Defense workers received training advice over closed circuit theatre TV. The official report was very enthusiastic about the experiment.

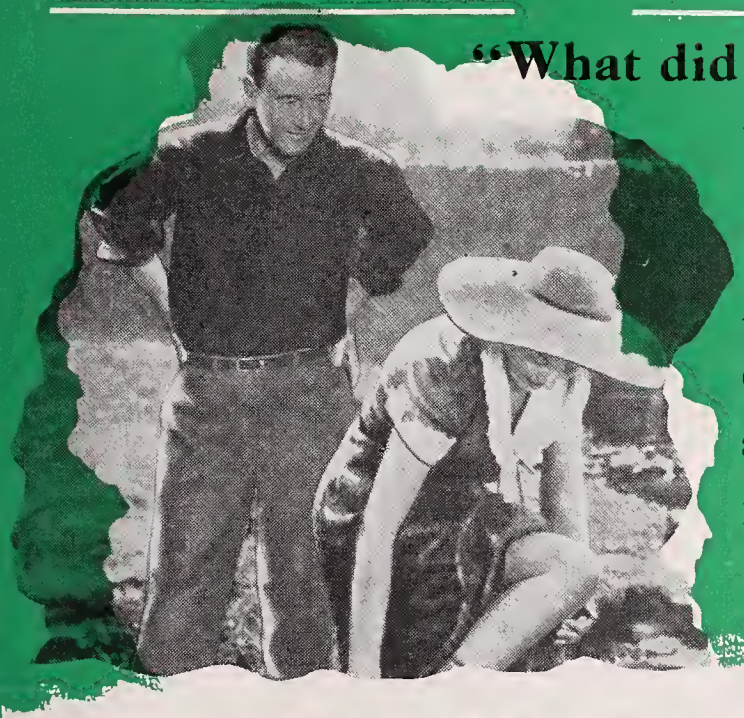
The report said that 10,800 persons attended the June 26 showing, with attendance ranging from standing room only in Detroit to a not-so-good 250 in Philadelphia. It said reaction was almost universally favorable, with over 3,000 persons reporting and nearly everyone saying they were extremely impressed by the experiment. CDA officials, police officials and others in charge of the experiment all reported themselves very well satisfied with the outcome.

The only criticisms, according to CDA, were that the show should have lasted longer, it should have been open to the general public, and that the hour should have been later in the day. CDA pointed out that this last change could not have been made, since the theatres and relay channels were available only in the morning.

"We would definitely like to do more, because we feel the experiment has proven very successful in all three tries," one official declared. "But Congress has cut our budget sharply, and we just don't know at this point whether we will be able to put on any more of these shows."

This official admitted the experiments are very reasonable, with the theatres charging only a nominal amount for cleaning and other costs.

ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!



"What did you say your name was?"

"Mary Kate Danaher... and don't be gettin' any notions in your head!"

"A natural for capacity business." says BOX OFFICE

HERBERT J. YATES presents

THE QUIET MAN

Color by TECHNICOLOR • Directed by JOHN FORD

A REPUBLIC PICTURE

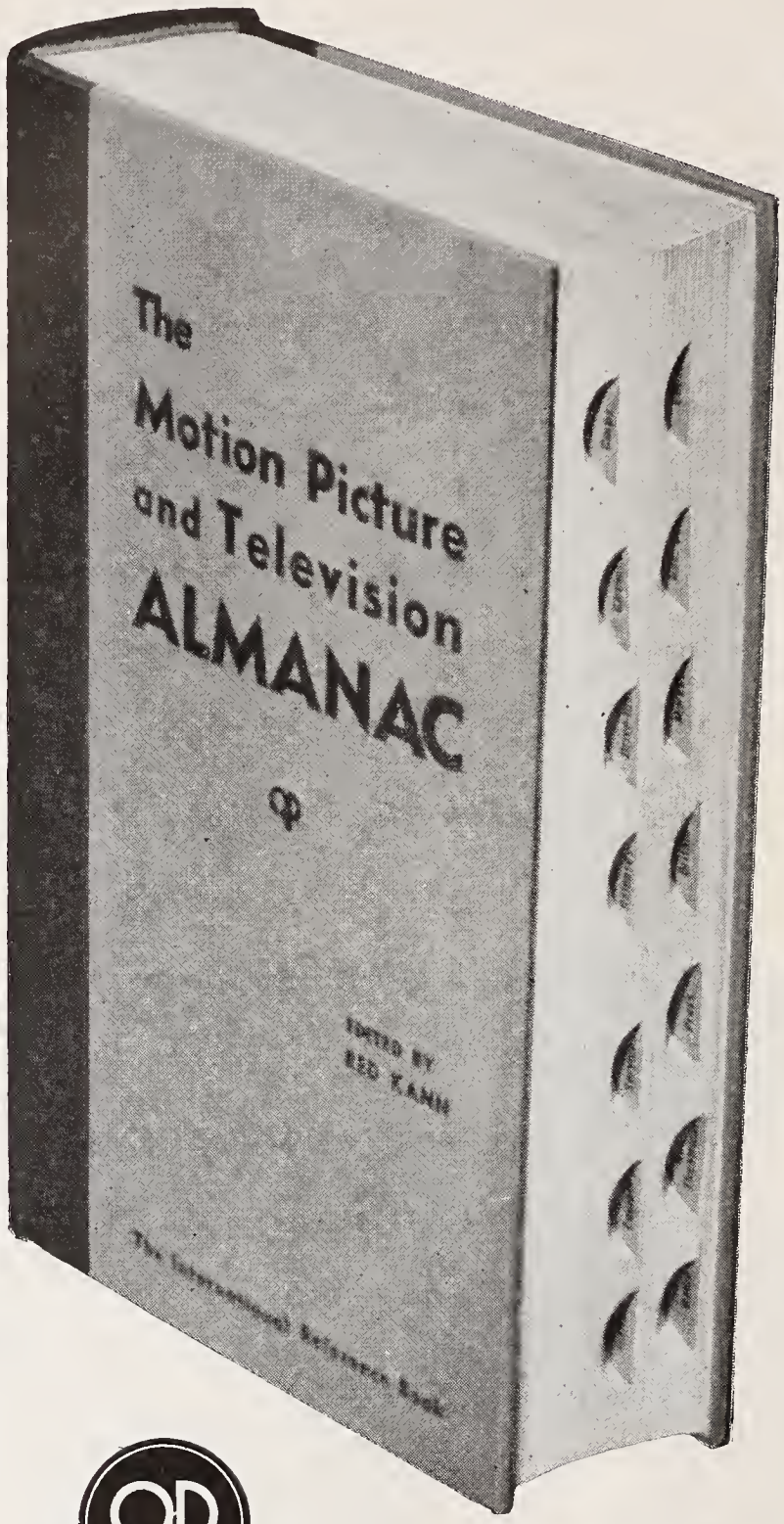
The Industry's Most-Wanted, Most-Often-Used Reference Book

No other publication contains this valuable information*

* The WHO'S WHO section alone—which is but one of the 15 thumb-indexed sections of the ALMANAC—is worth several times the price of the complete volume of highly useful information. The WHO'S WHO section contains over 12,000 concise biographies of executives, producers, performers and other personalities, covering the fields of *both* motion pictures and television.

* It is the *ONLY* WHO'S WHO in these fields, and it is being considerably enlarged for the 1952-53 edition of the ALMANAC, to include hundreds of additional names, with up-to-date biographies and career credits.

Also, the separately thumb-indexed TV data section has been expanded to include a wealth of additional information for many purposes, in—



Thumb Indexed . . .

- Who's Who
- Corps.
- Codes
- Circuits
- Gov. Case
- Drive-Ins
- Television and Radio
- Pictures
- Great Britain
- Services
- Press
- Equipment
- Organizations
- World Market

A QUIGLEY PUBLICATION

The 1952-53 Motion Picture and Television ALMANAC

Revised E-x-p-a-n-d-e-d
1952-53 Edition
Now on the Presses

The previous edition was a sell-out!
To make sure of your copy, order NOW.

QUIGLEY PUBLISHING CO.
Rockefeller Center, 1270 Sixth Ave.
New York 20, N. Y.

Please reserve a copy of the 1952-53
Motion Picture and Television **ALMANAC**

Enclosed please find check for $5.00 in full payment, including s[illegible] ping charges.
Mail to—

Name_____

Address_____

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 24 NEW YORK, U. S. A., MONDAY, AUGUST 4, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE CONTINUED silence of producer-distributor defendants in the Justice Department's anti-trust suit on behalf of the television industry is feeding suspicion and uneasiness among exhibitors nationally.

In the nearly two weeks which have passed since the filing of the suit in Los Angeles Federal Court, no producer-distributor defendant has given any official indication whatever that the politically colored suit is either distasteful or unwelcome.

This policy, if not reversed immediately and with a show of leadership unmistakably dedicated to an all-out fight against confiscation under the guise of anti-trust prosecution, can end only in a divided and suspicion-ridden industry.

If defendants are to content themselves with going through the legal motions of filing formal answers and denials, an aroused exhibition branch, with all its allies, will not be patient. Those to whom the industry looks for leadership will be discredited. War has been declared and in it there is no room for reluctant or hesitant captains.

•

This is a battle which must be won. To win it, the fight must be carried to the public. An equally senseless and obnoxious case brought by the Justice Department last year against the A. & P. chain stores was won by the latter by exactly that method. A badly beaten and publicly discredited Justice Department within a matter of weeks gave indication that it rued the day it started that action.

This industry has at its own command a medium of communication with the public not available to the A. & P. stores in waging its justified and successful battle against the Justice Department. That medium—the theatre screens of the nation—can be enlisted by producer-distributor leadership, if that leadership is forthcoming. If it is not, those screens can—and should—be used by exhibition under its own leadership.

Producer-distributor defendants can afford to waste no more time in letting it be known on whose side they are. They must speak out now. They must act quickly. If they do not, they will have forfeited their leadership.

See Agreement On Arbitration Outline Wed.

With the way apparently cleared for reasonably prompt agreement on the question of competitive bidding, and with little controversy expected to attend the subject of award damages, the industry arbitration conference's Continuations Committee of 10, which will reconvene today at the Hotel Astor here, was said to be certain to complete by Wednesday its analysis of a blueprint for an industry arbitration system.

The committee spokesmen who on Friday offered this view of what could be expected in the way of accomplishment at the meetings, hastened to remind that confabs on arbitra-

(*Continued on page 5*)

Johnston to Speak At 'IA' Convention

MINNEAPOLIS, Aug 3.—Eric A. Johnston, Motion Picture Association of America president; Leslie E. Thompson of RKO Radio; Charles W. Perrine of Minnesota Amusement Co., and Benjamin Berger, North Central Allied president, are scheduled to address the IATSE's 41st convention which will get underway here

(*Continued on page 5*)

FCC TO DISREGARD ANTI-TRUST PAST

N. Y. Independent Theatre Business Is Up 11 Per Cent

(*See Photo on Page 4*)

Replacing the continuous talk of improvements in motion picture theatre business, the Independent Theatre Owners of New York came up at the weekend with cold facts and figures which disclosed that during July average attendance figures at independent houses in the Metropolitan New York area were 11 per cent higher than for the same month last year.

A survey of business conditions among independents in the area con-

(*Continued on page 4*)

Theatre TV Closed Circuit Test Thurs.

With Fabian Theatres acting as host, a number of circuit owners and independent exhibitors on Thursday evening will witness at the Warner Theatre here a special closed-circuit large-screen telecast of Michael Todd's Jones Beach water extravaganza, "A Night in Venice."

Purpose of the telecast is to give

(*Continued on page 4*)

Cases Over 3 Years Old No Bar to TV License; Delay ABC-UPT Merger

WASHINGTON, Aug. 3. — In a precedent making decision, the Federal Communications Commission ruled over the week-end that it would not consider anti-trust violations more than three years old outside the field of radio communications in passing on applications of persons who are already licensees.

The Commission made this statement in a decision denying to United Paramount Theatres and the American Broadcasting Co. the dual request for a speedy decision on the proposed merger between the two companies and the complete junking of the anti-trust issues involved in the merger.

In the opinion of industry attorneys, however, the three-year limitation on anti-trust involvement represents a substantial victory for the two com-

(*Continued on page 6*)

Studio Heads Accept Compo's Invitation

HOLLYWOOD, August 3.—Heads of all major studios, with the exception of Republic president Herbert Yates, who will be in Europe at the time, have accepted the Council of Motion Picture Organization's invitation to meet with that group's top executives during their meetings here August 12-15.

A luncheon has been set for the Beverly Hills Hotel on August 14 for this meeting, which Robert J. O'Donnell, Sam Pinanski, Trueman Rembusch and Robert W. Coyne will attend.

U. S. Suit An 'Assault on Small Business,' Myers Says

By J. A. OTTEN

WASHINGTON, Aug. 3.—Allied States Association general counsel Abram F. Myers let loose with another lengthy blast at the government's recent anti-trust suit, declaring it "the most devastating assault on small business ever made."

In a seven-page statement, Myers combined a scalding attack on the suit, aimed at forcing producers to release their films to television, with a legal analysis of various aspects of the government's case.

Myers recalled that his first comment on the suit raised the possibility that it was based on political, rather than legal, considerations. Further opportunity to study the complaint, he said, "confirmed that view." The suit, he stated, "appears to be something that was hastily whipped up for use in the coming campaign—a good-will gesture toward that new and important

(*Continued on page 2*)

NPA Controls to Continue Into 1953

WASHINGTON, August 3.—The National Production Authority today reaffirmed that it would be well into 1953 before it will be able to relax theatre construction controls.

The Department issued a statement announcing that critically important defense projects would get top priority for construction allotments during the fourth quarter, even if this involves

(*Continued on page 4*)

Doubts Majors in Collusion on TV

Minneapolis, Aug. 3.—"It is very doubtbful" that any collusion existed between major film distributors in keeping new product away from television, Ben Berger, president of Central Allied, said in commenting on the action of the Department of Justice charging conspiracy and filing suit to force sale of films to TV.

Personal Mention

MILTON R. RACKMIL, Universal president, will leave here Wednesday for the Coast, and ALFRED E. DAFF, executive vice-president, will depart Friday for meetings at the studio.

•

MANNING (TIM) CLAGETT, Motion Picture Association of America information executive here, will leave Wednesday for Toledo to assist in the industry's preparations for the Ohio censorship case which will be heard in Municipal court there on Friday.

•

SAMUEL SCHNEIDER, Warner Brothers vice-president, accompanied by his wife, will sail from here on the *S. S. Queen Elizabeth* on Wednesday for Europe. He will be gone about four weeks.

•

ARTHUR CANTON, M-G-M Eastern press representative, returned here Friday from Boston and will leave tomorrow for Upstate New York.

•

HERMAN HOFFMAN, production assistant to DORE SCHARY, M-G-M studio vice-president, left here for the Coast at the weekend.

•

ARTHUR LUBIN, Universal film director, will arrive in New York from Europe on Wednesday.

3 World Premieres Set by RKO Radio

Successive world premieres have been scheduled by RKO Radio for "The Big Sky," "One Minute to Zero" and "Sudden Fear."

Following its premiere in Chicago this week, the first will open in New York at the Criterion on August 20, San Francisco at the Fox on August 22, and Los Angeles at the Orpheum and the Fox Beverly on August 26.

The second will have its premiere at Colorado Springs on August 12, and the third will have its premiere at Loew's State here on August 7.

Lewis Will Promote 'Italian Films Week'

Bernard Lewis, veteran publicist, has been appointed publicity and promotion manager of "Salute to Italian Films Week," a celebration starting Oct. 6, sponsored and organized by a committee of which Winthrop Aldrich, president of the Chase National Bank, is chairman.

JDA Exchange Unit Will Meet Tomorrow

A meeting of key executives of the exchange division of the industry drive on behalf of the Joint Defense Appeal will be held tomorrow at the Squire Theatre here, it was announced by Saal Gottlieb of Loew's, and David Levy of Universal, co-chairmen of the division.

TV Editor Fights US Suit For Silent Film Industry

By SHERWIN KANE

While the industry officially, at least, continues to maintain its ill-advised silence on the confiscatory suit brought by the Department of Justice on behalf of the television industry and campaign year voters with home TV sets, segments of the lay press are not hesitating to say on the industry's behalf what the industry should be saying for itself.

The erroneous policy of silence on the suit, it is learned, has been advocated by company lawyers for reasons which appear to be grounded more in timidity and indecision than on sound strategy or coherent thinking. The silent policy of the lawyers is being tolerated by some of their executive superiors who themselves are genuinely and vigorously opposed to the confiscation suit and who favor combating it in the open. How long they will continue to tolerate it is a question urgently in need of an answer.

Even the *New York Times'* television and radio specialist, Jack Gould, in the issue of Friday, August 1, called to the attention of television set owners some of the evil aspects of the Justice Department action which the industry itself should be pointing out to the public long before now.

Said Gould:

"Eager as the set owner may be to see more of Marilyn Monroe and less of Frankie Darrow, the department's action can hardly be regarded by the layman as a very equitable way of achieving that highly desirable end.

Wants Hari-Kari Committed

"Stripped of all the legal phraseology, the practical effect of the move by Attorney General Joseph McGranery is to ask the film industry to hurry up and commit hari-kari with a smile on its face.

"Under today's economics in the television field, with only 109 stations in operation, the most that a film can earn from TV fees is in the neighborhood of $25,000. For this paltry sum the producer presumably is expected to aggravate the crisis in his own business that has been caused by TV competition. In addition, he is supposed to be willing to sacrifice the $200,000 he could probably earn by showing the film another time in theatres.

"Under such circumstances Hollywood can hardly be blamed for not wanting to jeopardize its own existence merely to provide an attractive jackpot prize for TV. Realism clearly dictates a further waiting spell.

"In short, the Washington agency seems infected with the fever that somehow TV has some preordained right to show on its screen anything that it wants without regard to the economic consequences. Yet in the long run the interests of neither the television viewer nor a competitive economy are going to be served if the fields which can offer TV so much, such as Hollywood and sports, are not assured of their own continuing financial ability."

U. S. TV Suit

(*Continued from page 1*)

communication medium, television." He said the suit would enable campaign orators to claim the Administration is taking steps to permit television addicts to see the finest films without having to pay an admission charge or an admission tax.

But merchants are just beginning to realize how much their prosperity depends on successful operation of theatres in their community and how much they are hurt by TV, Myers declared. He predicted that small business all over the country would soon realize that the suit will, if successful, hurt them, and that the Administration, "thinking to step on an anthill, has actually stirred up a hornets' nest."

Myers pointed out that practically all of the defendants have their principal places of business and the pertinent records in New York, and declared the only reason he could see for filing the case in California was that the courts there are less congested and that "by putting on the pressure, the Department might be able to force the case to trial during the political campaign." He said he could not remember "another instance where the Department showed such eagerness to force an anti-trust case to an early trial."

The government's complaint was also attacked for implying that the industry is conspiring to deny film entertainment to the armed services and veterans hospitals. Myers said the Attorney General should be informed of the industry's long record in entertaining the troops and the tributes it has received from military leaders. "Our boys in Korea have their movie shows to entertain them." he said. "Maybe the Attorney General will explain what television is doing for the boys over there."

Another Myers' criticism of the complaint was the vagueness of the charges. He argued that when the government says the companies refused to license 16mm feature films to television, it should also have specified just where and when this happened. The Allied official defended the right of the producers, "as a matter of self-preservation," to refuse to license films to television "for peanuts," and asked that the Administration's stand on this issue be contrasted with the President's approval of the so-called Fair Trade Bill, which permits manufacturers of trade-marked items to set minimum resale prices on their products.

The Justice suit asks that the companies be enjoined from denying films to television other than on the basis of reasonable clearance over theatres. Myers cited the Supreme Court Paramount case findings on the point of what constitutes reasonable clearance, and said that since a television station showing films competes with every theatre in its broadcasting area, the film rental paid by the station would have to be pitted against the combined film rentals of all the theatres. "Unless the Department is going to switch the rules this late in the game," he declared, "the boon which it would confer on TV may be more illusory than real."

Moreover, Myers stated, when it is considered that TV stations have no admission charges and go in heavily for give-aways and premiums, "our firm idea is that judged by approved standards, clearance against that kind of competition should be measured in years, not days."

Finally Myers pointed out that the suit asks the court to affirmatively order the film companies to lease their films to television. This means, he said, that "if the parties cannot arrive at an agreement as to rentals, clearance or any of the many details of film licensing, the court will have to decide such controversies. Suppose under this mandatory order, a film company offers to license a picture to a broadcasting station and the latter complains that the order is being violated because the terms are too high, the clearance unreasonable or the picture is not one of the finer ones. The whole squabble will be dumped into the court's lap. It will have to work out a deal for the parties. And if that isn't governmental control with a vengeance, you name it."

Newsreel Parade

EVA PERON'S DEATH and the Olympic games are current newsreel highlights. Other key items include the Presidential candidates and train wrecks. Complete contents follow:

MOVIETONE NEWS, No. 63—Eva Peron lies in state. "Ike" gets set for campaign. Stevenson back at Springfield. Olympic competition.

NEWS OF THE DAY, No. 297—Flying discs. Japan: Welcome "G.I.'s". Daredevils. Eva Peron mourned. Eisenhower and Stevenson. Olympic track.

PARAMOUNT NEWS, No. 100—Saucers dish up new controversy. Homage to Eva Peron. Doll story. Stevenson portrait. Olympic games in Helsinski.

TELENEWS DIGEST, No. 31-B—Boxing. Polio in Dallas. Stevenson home. Mourn McMahon. Find fortune in spinster's home. Flying saucers.

UNIVERSAL NEWS, No. 582—Eva Peron mourned. French liner arrives. Austrian train wreck. Troops arrive in Japan. Rocket car. Danish King and Queen in Greenland Olympics.

WARNER PATHE NEWS, No. 102—Flying saucer mystery. Argentina mourns Eva Peron. Senator Nixon home. The Sparkmans at home. Margaret Truman in Paris. New tank gun. Olympics.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year. $6 in the Americas and $12 foreign; single copies, 10c.

Check List

of recent or forthcoming releases featured in advertising in *MOTION PICTURE DAILY* *

(alphabetically by title)

Title	Distributor
AFFAIR IN TRINIDAD	Columbia
BIG JIM McLAIN (3 Pages)	Warner
BLACKHAWK	Columbia
CARRIE	Paramount
DON'T BOTHER TO KNOCK (4 Pages)	20th-Fox
FEARLESS FAGAN	MGM
GREATEST SHOW ON EARTH (6 Pages)	Paramount
HAS ANYBODY SEEN MY GAL? (3 Pages)	Universal
HIGH NOON	United Artists
ISLAND OF DESIRE	United Artists
IVANHOE (8 Pages)	MGM
JUMPING JACKS (2 Pages)	Paramount
LURE OF THE WILDERNESS (2 Pages)	20th-Fox
ONE MINUTE TO ZERO	RKO
PARK ROW (2 Pages)	United Artists
ROBIN HOOD (2 Pages)	RKO
SHE'S WORKING HER WAY THROUGH COLLEGE	Warner
SON OF PALEFACE	Paramount
STRANGE WORLD	United Artists
SUDDEN FEAR	RKO
THE BIG SKY	RKO
THE GREEN GLOVE (2 Pages)	United Artists
THE QUIET MAN (9 Pages)	Republic
THE WORLD IN HIS ARMS (6 Pages)	Universal
WASHINGTON STORY (2 Pages)	MGM
WE'RE NOT MARRIED	20th-Fox
WHERE'S CHARLEY? (8 Pages)	Warner

* Pictures featured in *M. P. Daily* advertising during past 6 weeks.

The Vital Spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold".*

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it *soon enough;* (2) Make it effectively proclaim the *box-office values* of the picture; (3) Publish a *sufficient continuity* of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!

No Wonder the Telecasters Want Motion Pictures



OPENING DAY WAITING LINES for "Ivanhoe" at Radio City Music Hall extended more than three blocks back from the theatre entrance (extreme upper left) as partially shown in this panoramic photo. Much of the waiting line was exposed to the direct rays of a blistering New York sun, and all of it to uncomfortably high humidity for the day, both of which failed to discourage the thousands who waited for hours for admission to the theatre. The scene was duplicated several times during the ensuing three days through yesterday.

N. Y. Business

(*Continued from page* 1)

ducted by the ITOA revealed the marked upsurge in patronage. Said the ITOA:

"Optimistic theatre owners reported unanimously that the political conventions had no effect on business, as was originally feared, and that the heat wave brought many new, and many 'lost' customers back to the luxury and air-conditioned comfort of the theatres."

Harry Brandt, president of the ITOA, commenting on the survey, stated: "It must be that people are no longer glued to their TV screens. They are escaping the hypnosis induced by the novelty of the medium and are coming back to the theatre for quality entertainment, which Hollywood is providing. Audiences like what they see, and we expect to keep them coming back by presenting a continuous flow of superior motion picture programs."

NPA Controls

(*Continued from page* 1)

the deferment of all other industrial and commercial projects. The statement did not even mention theatre and other entertainment projects, and NPA officials said that these projects "are just out of the question" except on an emergency appeal basis in isolated cases.

Some NPA officials have indicated that it might be spring of next year before theatre controls can be relaxed.

NPA Files Charges Vs. Texas Drive-In

WASHINGTON, August 3.—The National Production Authority has charged two Texans with using too much copper wire to build a drive-in theatre in Amarillo.

This is the first non-compliance case in the theatre field, according to NPA officials.

The charges were brought against W. O. Bearden, of Lubbock and I. R. Doyal of Amarillo, partners doing business as the Tascosa Drive-in Theatre in Amarillo. A three-count complaint claims the partners unlawfully used copper wire in excess of authorized quantities in constructing the drive-in. One of the counts charges the respondents with furnishing false information regarding the amount of copper wire used in its construction.

The case will be presented before NPA hearing commissioner H. Bascom Thomas of Dallas later this month. NPA will recommend that the hearing commissioner issue suspension orders denying the firm self-certification privileges, priority assistance, allocations and allotments, and further prohibiting them from acquiring, using or disposition of controlled materials.

KFEL-TV with ABC

Station KFEL-TV, in Denver, is the newest affiliate to join the television network of American Broadcasting.

Closed Circuit

(*Continued from page* 1)

exhibitors an opportunity to form opinions concerning the merits of theatre television presentations of attractions such as Todd is offering.

DuMont Television Network will handle the transmission and at the same time will telefilm the show in case requests are received for a future telecast of the film record.

Fabian Theatres is footing the bill for the Thursday night experiment which is expected to be regarded as a landmark in the development of theatre television entertainment.

Appoint Copeland Mono. K.C. Manager

KANSAS CITY, Aug. 3.—The appointment of Ray M. Copeland to the post of branch manager here of Monogram-Allied Artists, succeeding H. L. Frost, who recently resigned, was announced at the weekend by Harold Wirthwein, Western sales manager.

Copeland will take over the branch on August 11.

'Fatima' Cited Again

LOS ANGELES, Aug.3.—The Southern California Motion Picture Council has voted a special award to Warner Brothers "The Miracle of Our Lady of Fatima," reports Mrs. William A. Burk, Council president. A special recommendation for the picture's "family" appeal was made by the general council body.

Pascal Says Artist Has Freedom Here

The European belief that Hollywood does not offer an artist free expression is not true, Gabriel Pascal declared here at the weekend. Pascal has completed his first Hollywood film, "Androcles and the Lion," for RKO Radio distribution. He said, "You can make better artistic pictures in Hollywood than anywhere else," citing the vast technical resources and the freedom from executive interference.

Pascal's next projects are "The Devil's Disciple" and "The Life of Ghandi," the latter to be made in India. Pascal expects to produce them independently and very likely will release them through RKO Radio. Pascal said he made "Androcles" for $1,600,000.

Pascal expressed enthusiasm over television, calling it "the coming great medium." He saw it as a boon to production in Hollywood, but hurting exhibition.

While in New York Pascal will confer with Theatre Guild executives on a musical based on "Pygmalion" which he hopes eventually to bring to the screen.

He praised the Production Code as "helpful and necessary everywhere," but said he thought it should be modernized. He declared that the Production Code Administration should consider differently "a picture based on a masterpiece."

'IA' Meet

(*Continued from page* 1)

tomorrow at the Municipal Auditorium.

Other speakers before an expected attendance of some 1,200 delegates from all over the U. S. and Canada will include Minnesota's Governor C. Elmer Anderson, Senator Hubert Humphrey, Minneapolis' Mayor Eric G. Hoyer, Police Chief Thomas Jones and Hennepin County Sheriff Ed Ryan.

Congressman Roy W. Wier, long-standing member of Minneapolis Stage Employes Local No. 13 of the "IA," will serve as temporary chairman. Richard F. Walsh, "IA" international president, will be permanent chairman.

Union leaders to be heard from on the speakers' program include James L. McDevitt, director of the Union Label Trades Department of the AFL; Robert A. Olson, president of the Minnesota State Federation of Labor; Walter Cramond, president of the Minneapolis Central Labor Union, and William Sinnott, CLU executive.

Additionally, Father F. J. Gilligan of St. Paul Seminary will deliver an address entitled, "A Student Looks at Labor," and George Grim of the Minneapolis *Tribune* will discuss Korea.

While most of tomorrow's session and a small portion of the Tuesday and Wednesday sessions will be devoted to the speaking program, a majority of the time throughout the week will be taken up by business of the "IA." Fourteen separate district conventions were held here Friday, yesterday and today.

See Agreement on Outline

(*Continued from page* 1)

tion always opened in the past on a note of optimism only to degenerate finally into discord and wrangles. Nonetheless, they were very hopeful that Wednesday could be devoted to recapitulation following two days of work on the blueprint.

Beyond the questions of competitive bidding and damages lie only the mechanics of a system for the Continuations Committee to agree upon. "Mechanics" were described as embracing such points as the constitution of national and local arbitration staffs and appeal boards, financing of a system, the role conciliation is to play, etc. The outlines of these points were agreed to at the initial industry arbitration conference held April 22-25.

Two other items, namely, forcing of pictures and violations of contracts, also will be dealt with at this week's meetings. It is understood, however, that if the bidding question is settled to the satisfaction of all, agreement will be forthcoming quickly on points in connection with these two additional items.

It was explained that when the Continuations Committee, comprised of five representatives each from exhibition and distribution, completes its analysis of the Rules Committee's blueprint of the first conference's work, a Redrafting Committee will be set up to put the Continuations group's concepts in the form of written proposals upon which the Department of Justice and the Statutory Court can pass. However, before the re-drafting unit's work is submitted for the Department's and the court's approval, it will have to be approved by each exhibitor organization and the Distributors' Arbitration Committee, headed by William F. Rodgers.

Following action on the draft by the constituent groups, Eric A. Johnston, Motion Picture Association of America president, will call another industry arbitration conference, which will precede the submission of any proposals to the Justice Department and the court.

The Continuations Committee was set up on June 18 when the second industry arbitration conference reached an impasse (distributors versus exhibitors) in analyzing and amending the Rules Committee's draft of the first Conference's accomplishments.

On July 2, after meeting two-and-a-half days at Fabian Theatres' home office here, the Continuations group abruptly adjourned with the exhibitor representatives insisting that distribution presidents be present at future discussions relating to bidding and other knotty subjects.

Meanwhile, however, the distributors were reported to have reached agreement among themselves to accede to certain exhibitor demands relating to bidding and the place it should occupy in the arbitration framework. Johnston then set today for the Continuations group's reconvening.

Scheduled to be on hand today are the following: From exhibition: Abram F. Myers, Wilbur Snaper, Herman M. Levy, S. H. Fabian, Emanuel Frisch; from distribution: Robert W. Perkins, Adolph Schimel, Al Lichtman, Abe Montague and Rodgers. Due to attend as ex-officio members of the committee are: Ralph D. Hetzel, Jr., MPAA vice-president, and Henderson M. Richey, secretary of the Arbitration Conference.

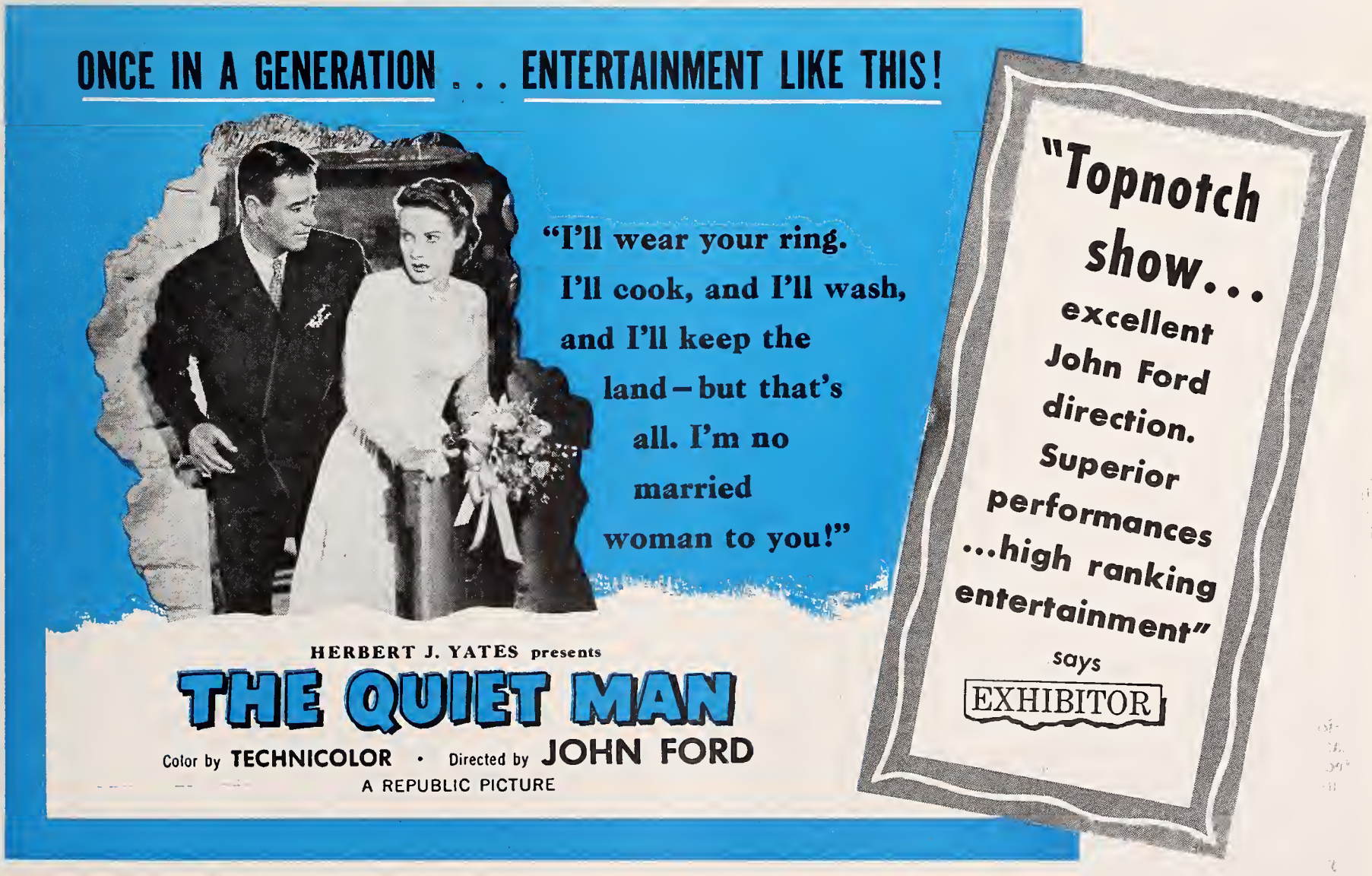
Wisc. and La. Move To Fight 20% Tax

Organizational activities in the field moving toward a full-scale attack on the Federal 20 per cent ticket tax continued at the weekend, with meetings held in Milwaukee and New Orleans and a second set for the latter city.

At the meeting held in Milwaukee, A. Kvool, of Warner Theatres and Sig Goldberg, Wisconsin Allied president, were named exhibitor co-chairmen, with Jack Lorentz, 20th Century Fox branch manager, as distribution chairman. On the state committee are Dick Saeger, Ben Marcus, Harry Melcher, L. F. Gran, Harry Rosenban and John Schuyler.

The purpose of the meeting was to set up district chairmen. Another meeting will be held in Milwaukee in two weeks to give instructions to the district chairmen on how the campaign will be carried out.

A New Orleans meeting on the Council of Motion Picture Organizations' drive to repeal the tax is scheduled to be held today. Theatre circuit heads, independent owners, distributor representatives and members of Allied Theatre Owners and Mississippi Theatre Owners will be informed of present COMPO action and plans in the drive.



FCC Licenses

(Continued from page 1)

panies, since the record of the seven-month hearing conducted to date on the merger shows no evidence of anti-trust activity since August 7, 1948, the deadline date set in the FCC order.

Whether the three-year provision can be called a blanket victory for all industry people applying for television stations or theatre television channels is moot, however. Attorneys say the provision is specifically limited in the FCC order to those who are already licensees, and only a small fraction of the industry people who will be FCC applicants is in this class.

So far as ABC-UPT's request for a speedy decision is concerned, the Commission's ruling throws the merger case right back into the lengthy procedural channels the two companies hoped to avoid. Attorneys involved in the case estimate from two to three months for filing proposed findings, after the close of the hearing, plus an additional two months for hearing examiner Leo Resnick to write an initial decision. The Commission's final decision will follow after this. The hearing, which has been in recess since July 3, has not yet closed, but indications are that it will probably not be resumed. The few witnesses remaining all pertain to anti-trust activity prior to 1948, hearing attorneys point out, and in the light of the FCC order probably will not be called. Resnick is expected to call a conference of attorneys some time next week to decide on the future course of the hearing.

Many industry attorneys felt, however, that the Commission's feeling about the impracticability of delving into what it called "the relatively distant past" was an indication that it might eventually extend the anti-trust time limitation to applicants who were not already licensees, thus benefitting all the industry.

The only possible bar to declaring the hearings closed is the interrupted wind-up testimony of Arthur Levey, current Skiatron and former Scophony Corp. of America head. Testimony on Scophony comes within the radio communications field—in which the Commission order placed no time limitation. On the other hand, the order declares specifically that "in all further proceedings herein no consideration be given to evidence relating to any of the activities of the parties to this proceeding which occurred more than three years before August 7, 1951, the date upon which the renewal licenses were originally designated for hearing."

The Commission order declared that it recognized the fact that ABC's financial position demands a decision as soon as possible, but declared that waiving the hearing examiner's initial decision — which ABC-UPT requested—would not expedite a quick decision. "Due to the examiner's familiarity with the record," the order stated, "greater expedition may be possible in the final determination of these proceedings if an initial decision is prepared by him." The Commission went on to say that it was convinced every possible effort should be made "consistent with a full and fair hearing to all parties concerned," to expedite the proceedings and declared that "the examiner may be be relied upon to secure the cooperation of all participants towards this end." It also said that "limitation of the issues in the manner we have ordered should bring about a substantially earlier conclusion of the proceedings."

As one reason for deciding against waiving the examiner's decision the order stated that "numerous complex issues are raised in this proceeding." Specifically, it mentioned a point raised by the chief of the FCC broadcast bureau—"that the credibility of certain key officials of some of the applicants may be a vital issue." In its opposition to ABC-UPT's request for waiving the examiner's decision and throwing out the anti-trust issue, the broadcast bureau had declared that there were conflicts in the testimony of Leonard Goldenson, UPT president, and A. H. Blank, a UPT director.

"The examiner, who heard the witnesses," the FCC order said, "is in the best position to pass, at least initially, upon the credibility of the witnesses."

Complete Deletion Not Warranted

The commission order stated that the complete deletion of the anti-trust issues was not warranted. "However," the order went on, "we are of the opinion that this proceeding and other recent experiences of the Commission have demonstrated, at least with respect to applicants who are existing licensees with records as broadcasters, the complete impracticability of trying to delve into and evaluate the entire history, remote as well as recent, of such applicants' activities in fields other than radio communications which may have involved violations of the anti-trust laws."

The report declared that activities of "recent vintage" should be considered in determining the applicants' fitness. "However," the report continued, "where these activities took place in the relatively distant past and have not continued, we are of the opinion that their materiality to a determination as to the qualifications of an existing licensee is negligible. Accordingly, in general, we shall not, in passing upon applications of persons who are already licensees, consider any activities involving possible anti-trust violations not directly involving radio communications which occurred more than three years before the filing of said applications."

Commissioner Jones dissented from this portion of the order.

In its order the Commission also denied petitions for severance from the hearing, filed some time ago by both ABC-UPT and Allen B. DuMont Laboratories, Inc., also a party to the case.

In denying the ABC-UPT petition for severance, the commission declared that the "petition was improperly premised upon an assumption that the evidence pertaining to the qualifications of Paramount Pictures, Inc., has no connection with the qualifications of any of the parties to the applications sought to be severed." The order pointed out that Paramount Pictures, Inc., was the predecessor company of UPT and that individuals connected with the former were still connected with UPT. The order mentioned the "interrelationship of the issues and the voluminous evidence necessarily bearing upon the qualifications of the applicants" and declared that the process of decision would not be expedited by severing ABC-UPT from the hearing.

Where the DuMont petition for severance was concerned, the Commission declared that the issues relating to DuMont and its possible control by Paramount Pictures Corp., could not be severed from the other issues in the hearing. "The issue of control of DuMont by Paramount Pictures Corp. has primary significance in this proceeding," the order said, "in relation to the question of whether Paramount Pictures Corp. is qualified to control, directly or indirectly, radio broadcast stations in the light of evidence adduced on the issues concerning the past anti-trust conduct of Paramount Pictures, Inc., and the possible illegal transfer of control involved in certain acquisitions of properties by Paramount Pictures Corp. from Paramount Pictures, Inc."

Commission attorneys in the hearing have claimed that the transfer of control of DuMont from the parent company to Paramount Pictures, Inc. might be considered illegal since the request for the transfer was never properly made to the Commission. Commissioners Sterling and Hennock did not participate in the order.

Review

"Caribbean"

(Paramount)

PIRACY ON THE HIGH SEAS and love and intrigue on the island of Jamaica in the year of 1728 provide the tone of this spirited William Pine and William Thomas action drama in color by Technicolor. Made in the conventional format, the story has all of the swashbuckling adventure and excitement that make a hit with the fans. John Payne and Arlene Dahl have the romantic leads with support coming from Sir Cedric Hardwicke and Francis S. Sullivan.

Hardwicke, hard but suave captain of the dreaded pirate ship *Black Panther,* enlists the aid of Payne in a plan to get revenge on Sullivan. It seems that Sullivan, now a ruler of a stronghold in Jamaica, had long been an enemy of Hardwicke and years previously kidnapped his daughter, Miss Dahl, and reared her as his own child. Hardwicke conditions Payne to impersonate a nephew of Sullivan's, gain admission to the island stronghold, and eventually pave the way for an attack. Complications develop, however, when Payne falls in love with Miss Dahl.

The screenplay by Frank L. Moss and Edward Ludwig evolves against an interesting, scenic Jamaican background which delineates native unrest against the iron rule of Sullivan. Hardwicke finally makes his assault on the island, but in a touch of irony he is killed by his own daughter, she never knowing his identity.

The story, directed by Ludwig, ends on a happy conventional note surrounding Payne and Miss Dahl.

Running time, 97 minutes. General audience classification. For September release.

MANDEL HERBSTMAN

See French Union Affecting New Franco-U.S. Pact

By HENRY KAHN

PARIS, July 31 (By Airmail).—A significant bearing on negotiations for a new Franco-American film agreement is seen by the emergence of the new autonomous French Technicians Union as a power within the framework of the French industry.

Another factor is last week's news that the French government has decided to cut the number of dubbing visas for foreign films by 26 per cent. The total is now definitely placed at 138, against a former 186, but will not include films which win prizes at Cannes. This is one of the *fait accomplis* that will face the Americans when talks are resumed.

The new group has 300 members already. It is expected to increase its strength to 500 within the next week or two. M. Jeanger, one of the union's officials, told this bureau that the organization was attracting the smaller technicians in particular and he thought this a very good thing.

Hard and Fast Rules

The all-powerful Communist-dominated union is in a serious position. It is said to be in financial trouble. Indeed, a sigh of relief has gone up following the establishment of the new union which, incidentally, is non-political.

The new group has laid down several hard and fast rules. For one, it intends protecting the interests of the French technicians. Also, it will not tolerate politics. The leaders believe their best interests are in international cooperation. For this reason, the union has started with a profound examination of the Franco-U. S. agreement.

A meeting with U. S. Embassy officials has been requested. At that time, union spokesmen will point out that closer cooperation between France and America is essential. It will ask the Americans to try and understand the French position.

And the union intends to ask the Americans not to press for free and unrestricted visas and to accept a cut if necessary. In return, the union will oppose any restriction on the making of foreign films in France. It will oppose the doubling of production teams, and it will in fact ask the Americans to come to France to make their films, using both exteriors and the French studios.

The union also is in favor of co-production and it suggests that part of the American earnings in this country should be used for the production of Franco-American features. The creation of the union has somewhat eased the situation but no visas are given out for new films.

The way it shapes up now, the Americans will get their 121 visas provided they help the French industry. Should they insist on unrestricted visas and no help, then there will be trouble. Exhibitors generally side with the Americans, but they know they must take a stand along with the rest of the industry to help save the French cinema.

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 24 NEW YORK, U. S. A., MONDAY, AUGUST 4, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE CONTINUED silence of producer-distributor defendants in the Justice Department's anti-trust suit on behalf of the television industry is feeding suspicion and uneasiness among exhibitors nationally.

In the nearly two weeks which have passed since the filing of the suit in Los Angeles Federal Court, no producer-distributor defendant has given any official indication whatever that the politically colored suit is either distasteful or unwelcome.

This policy, if not reversed immediately and with a show of leadership unmistakably dedicated to an all-out fight against confiscation under the guise of anti-trust prosecution, can end only in a divided and suspicion-ridden industry.

If defendants are to content themselves with going through the legal motions of filing formal answers and denials, an aroused exhibition branch, with all its allies, will not be patient. Those to whom the industry looks for leadership will be discredited. War has been declared and in it there is no room for reluctant or hesitant captains.

•

This is a battle which must be won. To win it, the fight must be carried to the public. An equally senseless and obnoxious case brought by the Justice Department last year against the A. & P. chain stores was won by the latter by exactly that method. A badly beaten and publicly discredited Justice Department within a matter of weeks gave indication that it rued the day it started that action.

This industry has at its own command a medium of communication with the public not available to the A. & P. stores in waging its justified and successful battle against the Justice Department. That medium—the theatre screens of the nation—can be enlisted by producer-distributor leadership, if that leadership is forthcoming. If it is not, those screens can—and should—be used by exhibition under its own leadership.

Producer-distributor defendants can afford to waste no more time in letting it be known on whose side they are. They must speak out now. They must act quickly. If they do not, they will have forfeited their leadership.

See Agreement On Arbitration Outline Wed.

With the way apparently cleared for reasonably prompt agreement on the question of competitive bidding, and with little controversy expected to attend the subject of award damages, the industry arbitration conference's Continuations Committee of 10, which will reconvene today at the Hotel Astor here, was said to be certain to complete by Wednesday its analysis of a blueprint for an industry arbitration system.

The committee spokesmen who on Friday offered this view of what could be expected in the way of accomplishment at the meetings, hastened to remind that confabs on arbitra-

(Continued on page 5)

Johnston to Speak At 'IA' Convention

MINNEAPOLIS, Aug 3.—Eric A. Johnston, Motion Picture Association of America president; Leslie E. Thompson of RKO Radio; Charles W. Perrine of Minnesota Amusement Co., and Benjamin Berger, North Central Allied president, are scheduled to address the IATSE's 41st convention which will get underway here

(Continued on page 5)

FCC TO DISREGARD ANTI-TRUST PAST

N. Y. Independent Theatre Business Is Up 11 Per Cent

(See Photo on Page 4)

Replacing the continuous talk of improvements in motion picture theatre business, the Independent Theatre Owners of New York came up at the weekend with cold facts and figures which disclosed that during July average attendance figures at independent houses in the Metropolitan New York area were 11 per cent higher than for the same month last year.

A survey of business conditions among independents in the area con-

(Continued on page 4)

Theatre TV Closed Circuit Test Thurs.

With Fabian Theatres acting as host, a number of circuit owners and independent exhibitors on Thursday evening will witness at the Warner Theatre here a special closed-circuit large-screen telecast of Michael Todd's Jones Beach water extravaganza, "A Night in Venice."

Purpose of the telecast is to give

(Continued on page 4)

Cases Over 3 Years Old No Bar to TV License; Delay ABC-UPT Merger

WASHINGTON, Aug. 3. — In a precedent making decision, the Federal Communications Commission ruled over the week-end that it would not consider anti-trust violations more than three years old outside the field of radio communications in passing on applications of persons who are already licensees.

The Commission made this statement in a decision denying to United Paramount Theatres and the American Broadcasting Co. the dual request for a speedy decision on the proposed merger between the two companies and the complete junking of the anti-trust issues involved in the merger.

In the opinion of industry attorneys, however, the three-year limitation on anti-trust involvement represents a substantial victory for the two com-

(Continued on page 6)

NEWS FLASHES

HOLLYWOOD, Aug. 3.- COMPO'S invitation to heads of all major studios to meet with its top executives at a luncheon set for Thursday, August 14 at the Beverly Hills Hotel has been accepted by all the invitees except Republic president Herbert Yates, who will be in Europe. COMPO leaders will report on plans for the coming year.

•

MINNEAPOLIS, Aug. 3.- Ben Berger, president of North Central Allied, commenting on the Justice Department's 16mm. suit, said that "it is very doubtful" that any collusion existed between major film distributors in keeping new product away from distributors.

U. S. Suit An 'Assault on Small Business,' Myers Says

By J. A. OTTEN

WASHINGTON, Aug. 3.—Allied States Association general counsel Abram F. Myers let loose with another lengthy blast at the government's recent anti-trust suit, declaring it "the most devastating assault on small business ever made."

In a seven-page statement, Myers combined a scalding attack on the suit, aimed at forcing producers to release their films to television, with a legal analysis of various aspects of the government's case.

Myers recalled that his first comment on the suit raised the possibility that it was based on political, rather than legal, considerations. Further opportunity to study the complaint, he said, "confirmed that view." The suit, he stated, "appears to be something that was hastily whipped up for use in the coming campaign—a good-will gesture toward that new and important

(Continued on page 2)

NPA Controls to Continue Into 1953

WASHINGTON, August 3.—The National Production Authority today reaffirmed that it would be well into 1953 before it will be able to relax theatre construction controls.

The Department issued a statement announcing that critically important defense projects would get top priority for construction allotments during the fourth quarter, even if this involves

(Continued on page 4)

Personal Mention

MILTON R. RACKMIL, Universal president, will leave here Wednesday for the Coast, and ALFRED E. DAFF, executive vice-president, will depart Friday for meetings at the studio.

•

MANNING (TIM) CLAGETT, Motion Picture Association of America information executive here, will leave Wednesday for Toledo to assist in the industry's preparations for the Ohio censorship case which will be heard in Municipal court there on Friday.

•

SAMUEL SCHNEIDER, Warner Brothers vice-president, accompanied by his wife, will sail from here on the *S. S. Queen Elizabeth* on Wednesday for Europe. He will be gone about four weeks.

•

ARTHUR CANTON, M-G-M Eastern press representative, returned here Friday from Boston and will leave tomorrow for Upstate New York.

•

HERMAN HOFFMAN, production assistant to DORE SCHARY, M-G-M studio vice-president, left here for the Coast at the weekend.

•

ARTHUR LUBIN, Universal film director, will arrive in New York from Europe on Wednesday.

3 World Premieres Set by RKO Radio

Successive world premieres have been scheduled by RKO Radio for "The Big Sky," "One Minute to Zero" and "Sudden Fear."

Following its premiere in Chicago this week, the first will open in New York at the Criterion on August 20, San Francisco at the Fox on August 22, and Los Angeles at the Orpheum and the Fox Beverly on August 26.

The second will have its premiere at Colorado Springs on August 12, and the third will have its premiere at Loew's State here on August 7.

Lewis Will Promote 'Italian Films Week'

Bernard Lewis, veteran publicist, has been appointed publicity and promotion manager of "Salute to Italian Films Week," a celebration starting Oct. 6, sponsored and organized by a committee of which Winthrop Aldrich, president of the Chase National Bank, is chairman.

JDA Exchange Unit Will Meet Tomorrow

A meeting of key executives of the exchange division of the industry drive on behalf of the Joint Defense Appeal will be held tomorrow at the Squire Theatre here, it was announced by Saal Gottlieb of Loew's, and David Levy of Universal, co-chairmen of the division.

TV Editor Fights US Suit For Silent Film Industry

By SHERWIN KANE

While the industry officially, at least, continues to maintain its ill-advised silence on the confiscatory suit brought by the Department of Justice on behalf of the television industry and campaign year voters with home TV sets, segments of the lay press are not hesitating to say on the industry's behalf what the industry should be saying for itself.

The erroneous policy of silence on the suit, it is learned, has been advocated by company lawyers for reasons which appear to be grounded more in timidity and indecision than on sound strategy or coherent thinking. The silent policy of the lawyers is being tolerated by some of their executive superiors who themselves are genuinely and vigorously opposed to the confiscation suit and who favor combating it in the open. How long they will continue to tolerate it is a question urgently in need of an answer.

Even the *New York Times'* television and radio specialist, Jack Gould, in the issue of Friday, August 1, called to the attention of television set owners some of the evil aspects of the Justice Department action which the industry itself should be pointing out to the public long before now.

Said Gould:

"Eager as the set owner may be to see more of Marilyn Monroe and less of Frankie Darrow, the department's action can hardly be regarded by the layman as a very equitable way of achieving that highly desirable end.

Wants Hari-Kari Committed

"Stripped of all the legal phraseology, the practical effect of the move by Attorney General Joseph McGranery is to ask the film industry to hurry up and commit hari-kari with a smile on its face.

"Under today's economics in the television field, with only 109 stations in operation, the most that a film can earn from TV fees is in the neighborhood of $25,000. For this paltry sum the producer presumably is expected to aggravate the crisis in his own business that has been caused by TV competition. In addition, he is supposed to be willing to sacrifice the $200,000 he could probably earn by showing the film another time in theatres.

"Under such circumstances Hollywood can hardly be blamed for not wanting to jeopardize its own existence merely to provide an attractive jackpot prize for TV. Realism clearly dictates a further waiting spell.

"In short, the Washington agency seems infected with the fever that somehow TV has some preordained right to show on its screen anything that it wants without regard to the economic consequences. Yet in the long run the interests of neither the television viewer nor a competitive economy are going to be served if the fields which can offer TV so much, such as Hollywood and sports, are not assured of their own continuing financial ability."

U. S. TV Suit

(*Continued from page* 1)

communication medium, television." He said the suit would enable campaign orators to claim the Administration is taking steps to permit television addicts to see the finest films without having to pay an admission charge or an admission tax.

But merchants are just beginning to realize how much their prosperity depends on successful operation of theatres in their community and how much they are hurt by TV, Myers declared. He predicted that small business all over the country would soon realize that the suit will, if successful, hurt them, and that the Administration, "thinking to step on an anthill, has actually stirred up a hornets' nest."

Myers pointed out that practically all of the defendants have their principal places of business and the pertinent records in New York, and declared the only reason he could see for filing the case in California was that the courts there are less congested and that "by putting on the pressure, the Department might be able to force the case to trial during the political campaign." He said he could not remember "another instance where the Department showed such eagerness to force an anti-trust case to an early trial."

The government's complaint was also attacked for implying that the industry is conspiring to deny film entertainment to the armed services and veterans hospitals. Myers said the Attorney General should be informed of the industry's long record in entertaining the troops and the tributes it has received from military leaders. "Our boys in Korea have their movie shows to entertain them." he said. "Maybe the Attorney General will explain what television is doing for the boys over there."

Another Myers' criticism of the complaint was the vagueness of the charges. He argued that when the government says the companies refused to license 16mm feature films to television, it should also have specified just where and when this happened. The Allied official defended the right of the producers, "as a matter of self-preservation," to refuse to license films to television "for peanuts," and asked that the Administration's stand on this issue be contrasted with the President's approval of the so-called Fair Trade Bill, which permits manufacturers of trade-marked items to set minimum resale prices on their products.

The Justice suit asks that the companies be enjoined from denying films to television other than on the basis of reasonable clearance over theatres. Myers cited the Supreme Court Paramount case findings on the point of what constitutes reasonable clearance, and said that since a television station showing films competes with every theatre in its broadcasting area, the film rental paid by the station would have to be pitted against the combined film rentals of all the theatres. "Unless the Department is going to switch the rules this late in the game," he declared, "the boon which it would confer on TV may be more illusory than real."

Moreover, Myers stated, when it is considered that TV stations have no admission charges and go in heavily for giveaways and premiums, "our firm idea is that judged by approved standards, clearance against that kind of competition should be measured in years, not days."

Finally Myers pointed out that the suit asks the court to affirmatively order the film companies to lease their films to television. This means, he said, that "if the parties cannot arrive at an agreement as to rentals, clearance or any of the many details of film licensing, the court will have to decide such controversies. Suppose under this mandatory order, a film company offers to license a picture to a broadcasting station and the latter complains that the order is being violated because the terms are too high, the clearance unreasonable or the picture is not one of the finer ones. The whole squabble will be dumped into the court's lap. It will have to work out a deal for the parties. And if that isn't governmental control with a vengeance, you name it."

Newsreel Parade

EVA PERON'S DEATH and the Olympic games are current newsreel highlights. Other key items include the Presidential candidates and train wrecks. Complete contents follow:

MOVIETONE NEWS, No. 62—Eva Peron lies in state. "Ike" gets set for campaign. Stevenson back at Springfield. Olympic competition.

NEWS OF THE DAY, No. 297—Flying discs. Japan: Welcome "G.I.'s". Daredevils. Eva Peron mourned. Eisenhower and Stevenson. Olympic track.

PARAMOUNT NEWS, No. 100—Saucers dish up new controversy. Homage to Eva Peron. Doll story. Stevenson portrait. Olympic games in Helsinki.

TELENEWS DIGEST, No. 31-B—Boxing. Polio in Dallas. Stevenson home. Mourn McMahon. Find fortune in spinster's home. Flying saucers.

UNIVERSAL NEWS, No. 582—Eva Peron mourned. French liner arrives. Austrian train wreck. Troops arrive in Japan. Rocket car. Danish King and Queen in Greenland Olympics.

WARNER PATHE NEWS, No. 102—Flying saucer mystery. Argentina mourns Eva Peron. Senator Nixon home. The Sparkmans at home. Margaret Truman in Paris. New tank gun. Olympics.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Check List

of recent or forthcoming releases featured in advertising in *MOTION PICTURE DAILY* *

(alphabetically by title)

Title	Distributor
AFFAIR IN TRINIDAD	Columbia
BIG JIM McLAIN (3 Pages)	Warner
BLACKHAWK	Columbia
CARRIE	Paramount
DON'T BOTHER TO KNOCK (4 Pages)	20th-Fox
FEARLESS FAGAN	MGM
GREATEST SHOW ON EARTH (6 Pages)	Paramount
HAS ANYBODY SEEN MY GAL? (3 Pages)	Universal
HIGH NOON	United Artists
ISLAND OF DESIRE	United Artists
IVANHOE (8 Pages)	MGM
JUMPING JACKS (2 Pages)	Paramount
LURE OF THE WILDERNESS (2 Pages)	20th-Fox
ONE MINUTE TO ZERO	RKO
PARK ROW (2 Pages)	United Artists
ROBIN HOOD (2 Pages)	RKO
SHE'S WORKING HER WAY THROUGH COLLEGE	Warner
SON OF PALEFACE	Paramount
STRANGE WORLD	United Artists
SUDDEN FEAR	RKO
THE BIG SKY	RKO
THE GREEN GLOVE (2 Pages)	United Artists
THE QUIET MAN (9 Pages)	Republic
THE WORLD IN HIS ARMS (6 Pages)	Universal
WASHINGTON STORY (2 Pages)	MGM
WE'RE NOT MARRIED	20th-Fox
WHERE'S CHARLEY? (8 Pages)	Warner

* Pictures featured in *M. P. Daily* advertising during past 6 weeks.

The Vital Spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold".*

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it *soon enough;* (2) Make it effectively proclaim the *box-office values* of the picture; (3) Publish a *sufficient continuity* of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!

No Wonder the Telecasters Want Motion Pictures



OPENING DAY WAITING LINES for "Ivanhoe" at Radio City Music Hall extended more than three blocks back from the theatre entrance (extreme upper left) as partially shown in this panoramic photo. Much of the waiting line was exposed to the direct rays of a blistering New York sun, and all of it to uncomfortably high humidity for the day, both of which failed to discourage the thousands who waited for hours for admission to the theatre. The scene was duplicated several times during the ensuing three days through yesterday.

N. Y. Business

(*Continued from page* 1)

ducted by the ITOA revealed the marked upsurge in patronage. Said the ITOA:

"Optimistic theatre owners reported unanimously that the political conventions had no effect on business, as was originally feared, and that the heat wave brought many new, and many 'lost' customers back to the luxury and air-conditioned comfort of the theatres."

Harry Brandt, president of the ITOA, commenting on the survey, stated: "It must be that people are no longer glued to their TV screens. They are escaping the hypnosis induced by the novelty of the medium and are coming back to the theatre for quality entertainment, which Hollywood is providing. Audiences like what they see, and we expect to keep them coming back by presenting a continuous flow of superior motion picture programs."

NPA Controls

(*Continued from page* 1)

the deferment of all other industrial and commercial projects. The statement did not even mention theatre and other entertainment projects, and NPA officials said that these projects "are just out of the question" except on an emergency appeal basis in isolated cases.

Some NPA officials have indicated that it might be spring of next year before theatre controls can be relaxed.

NPA Files Charges Vs. Texas Drive-In

WASHINGTON, August 3.—The National Production Authority has charged two Texans with using too much copper wire to build a drive-in theatre in Amarillo.

This is the first non-compliance case in the theatre field, according to NPA officials.

The charges were brought against W. O. Bearden, of Lubbock and I. R. Doyal of Amarillo, partners doing business as the Tascosa Drive-in Theatre in Amarillo. A three-count complaint claims the partners unlawfully used copper wire in excess of authorized quantities in constructing the drive-in. One of the counts charges the respondents with furnishing false information regarding the amount of copper wire used in its construction.

The case will be presented before NPA hearing commissioner H. Bascom Thomas of Dallas later this month. NPA will recommend that the hearing commissioner issue suspension orders denying the firm self-certification privileges, priority assistance, allocations and allotments, and further prohibiting them from acquiring, using or disposition of controlled materials.

KFEL-TV with ABC

Station KFEL-TV, in Denver, is the newest affiliate to join the television network of American Broadcasting.

Closed Circuit

(*Continued from page* 1)

exhibitors an opportunity to form opinions concerning the merits of theatre television presentations of attractions such as Todd is offering.

DuMont Television Network will handle the transmission and at the same time will telefilm the show in case requests are received for a future telecast of the film record.

Fabian Theatres is footing the bill for the Thursday night experiment which is expected to be regarded as a landmark in the development of theatre television entertainment.

Appoint Copeland Mono. K.C. Manager

KANSAS CITY, Aug. 3.—The appointment of Ray M. Copeland to the post of branch manager here of Monogram-Allied Artists, succeeding H. L. Frost, who recently resigned, was announced at the weekend by Harold Wirthwein, Western sales manager.

Copeland will take over the branch on August 11.

'Fatima' Cited Again

LOS ANGELES, Aug.3.—The Southern California Motion Picture Council has voted a special award to Warner Brothers "The Miracle of Our Lady of Fatima," reports Mrs. William A. Burk, Council president. A special recommendation for the picture's "family" appeal was made by the general council body.

Pascal Says Artist Has Freedom Here

The European belief that Hollywood does not offer an artist free expression is not true, Gabriel Pascal declared here at the weekend. Pascal has completed his first Hollywood film, "Androcles and the Lion," for RKO Radio distribution. He said, "You can make better artistic pictures in Hollywood than anywhere else," citing the vast technical resources and the freedom from executive interference.

Pascal's next projects are "The Devil's Disciple" and "The Life of Ghandi," the latter to be made in India. Pascal expects to produce them independently and very likely will release them through RKO Radio. Pascal said he made "Androcles" for $1,600,000.

Pascal expressed enthusiasm over television, calling it "the coming great medium." He saw it as a boon to production in Hollywood, but hurting exhibition.

While in New York Pascal will confer with Theatre Guild executives on a musical based on "Pygmalion" which he hopes eventually to bring to the screen.

He praised the Production Code as "helpful and necessary everywhere," but said he thought it should be modernized. He declared that the Production Code Administration should consider differently "a picture based on a masterpiece."

'IA' Meet

(*Continued from page* 1)

tomorrow at the Municipal Auditorium.

Other speakers before an expected attendance of some 1,200 delegates from all over the U. S. and Canada will include Minnesota's Governor C. Elmer Anderson, Senator Hubert Humphrey, Minneapolis' Mayor Eric G. Hoyer, Police Chief Thomas Jones and Hennepin County Sheriff Ed Ryan.

Congressman Roy W. Wier, long-standing member of Minneapolis Stage Employes Local No. 13 of the "IA," will serve as temporary chairman. Richard F. Walsh, "IA" international president, will be permanent chairman.

Union leaders to be heard from on the speakers' program include James L. McDevitt, director of the Union Label Trades Department of the AFL; Robert A. Olson, president of the Minnesota State Federation of Labor; Walter Cramond, president of the Minneapolis Central Labor Union, and William Sinnott, CLU executive.

Additionally, Father F. J. Gilligan of St. Paul Seminary will deliver an address entitled, "A Student Looks at Labor," and George Grim of the Minneapolis *Tribune* will discuss Korea.

While most of tomorrow's session and a small portion of the Tuesday and Wednesday sessions will be devoted to the speaking program, a majority of the time throughout the week will be taken up by business of the "IA." Fourteen separate district conventions were held here Friday, yesterday and today.

See Agreement on Outline

(*Continued from page* 1)

tion always opened in the past on a note of optimism only to degenerate finally into discord and wrangles. Nonetheless, they were very hopeful that Wednesday could be devoted to recapitulation following two days of work on the blueprint.

Beyond the questions of competitive bidding and damages lie only the mechanics of a system for the Continuations Committee to agree upon. "Mechanics" were described as embracing such points as the constitution of national and local arbitration staffs and appeal boards, financing of a system, the role conciliation is to play, etc. The outlines of these points were agreed to at the initial industry arbitration conference held April 22-25.

Two other items, namely, forcing of pictures and violations of contracts, also will be dealt with at this week's meetings. It is understood, however, that if the bidding question is settled to the satisfaction of all, agreement will be forthcoming quickly on points in connection with these two additional items.

It was explained that when the Continuations Committee, comprised of five representatives each from exhibition and distribution, completes its analysis of the Rules Committee's blueprint of the first conference's work, a Redrafting Committee will be set up to put the Continuations group's concepts in the form of written proposals upon which the Department of Justice and the Statutory Court can pass. However, before the re-drafting unit's work is submitted for the Department's and the court's approval, it will have to be approved by each exhibitor organization and the Distributors' Arbitration Committee, headed by William F. Rodgers.

Following action on the draft by the constituent groups, Eric A. Johnston, Motion Picture Association of America president, will call another industry arbitration conference, which will precede the submission of any proposals to the Justice Department and the court.

The Continuations Committee was set up on June 18 when the second industry arbitration conference reached an impasse (distributors versus exhibitors) in analyzing and amending the Rules Committee's draft of the first Conference's accomplishments.

On July 2, after meeting two-and-a-half days at Fabian Theatres' home office here, the Continuations group abruptly adjourned with the exhibitor representatives insisting that distribution presidents be present at future discussions relating to bidding and other knotty subjects.

Meanwhile, however, the distributors were reported to have reached agreement among themselves to accede to certain exhibitor demands relating to bidding and the place it should occupy in the arbitration framework. Johnston then set today for the Continuations group's reconvening.

Scheduled to be on hand today are the following: From exhibition: Abram F. Myers, Wilbur Snaper, Herman M. Levy, S. H. Fabian, Emanuel Frisch; from distribution: Robert W. Perkins, Adolph Schimel, Al Lichtman, Abe Montague and Rodgers. Due to attend as ex-officio members of the committee are: Ralph D. Hetzel, Jr., MPAA vice-president, and Henderson M. Richey, secretary of the Arbitration Conference.

Wisc. and La. Move To Fight 20% Tax

Organizational activities in the field moving toward a full-scale attack on the Federal 20 per cent ticket tax continued at the weekend, with meetings held in Milwaukee and New Orleans and a second set for the latter city.

At the meeting held in Milwaukee, A. Kvool, of Warner Theatres and Sig Goldberg, Wisconsin Allied president, were named exhibitor co-chairmen, with Jack Lorentz, 20th Century Fox branch manager, as distribution chairman. On the state committee are Dick Saeger, Ben Marcus, Harry Melcher, L. F. Gran, Harry Rosenban and John Schuyler.

The purpose of the meeting was to set up district chairmen. Another meeting will be held in Milwaukee in two weeks to give instructions to the district chairmen on how the campaign will be carried out.

A New Orleans meeting on the Council of Motion Picture Organizations' drive to repeal the tax is scheduled to be held today. Theatre circuit heads, independent owners, distributor representatives and members of Allied Theatre Owners and Mississippi Theatre Owners will be informed of present COMPO action and plans in the drive.

ONCE IN A GENERATION . . . ENTERTAINMENT LIKE THIS!



"I'll wear your ring. I'll cook, and I'll wash, and I'll keep the land—but that's all. I'm no married woman to you!"

"Topnotch show... excellent John Ford direction. Superior performances ...high ranking entertainment" says EXHIBITOR

HERBERT J. YATES presents

THE QUIET MAN

Color by TECHNICOLOR • Directed by JOHN FORD

A REPUBLIC PICTURE

FCC Licenses

(*Continued from page* 1)

panies, since the record of the seven-month hearing conducted to date on the merger shows no evidence of anti-trust activity since August 7, 1948, the deadline date set in the FCC order.

Whether the three-year provision can be called a blanket victory for all industry people applying for television stations or theatre television channels is moot, however. Attorneys say the provision is specifically limited in the FCC order to those who are already licensees, and only a small fraction of the industry people who will be FCC applicants is in this class.

So far as ABC-UPT's request for a speedy decision is concerned, the Commission's ruling throws the merger case right back into the lengthy procedural channels the two companies hoped to avoid. Attorneys involved in the case estimate from two to three months for filing proposed findings, after the close of the hearing, plus an additional two months for hearing examiner Leo Resnick to write an initial decision. The Commission's final decision will follow after this. The hearing, which has been in recess since July 3, has not yet closed, but indications are that it will probably not be resumed. The few witnesses remaining all pertain to anti-trust activity prior to 1948, hearing attorneys point out, and in the light of the FCC order probably will not be called. Resnick is expected to call a conference of attorneys some time next week to decide on the future course of the hearing.

Many industry attorneys felt, however, that the Commission's feeling about the impracticability of delving into what it called "the relatively distant past" was an indication that it might eventually extend the anti-trust time limitation to applicants who were not already licensees, thus benefitting all the industry.

The only possible bar to declaring the hearings closed is the interrupted wind-up testimony of Arthur Levey, current Skiatron and former Scophony Corp. of America head. Testimony on Scophony comes within the radio communications field—in which the Commission order placed no time limitation. On the other hand, the order declares specifically that "in all further proceedings herein no consideration be given to evidence relating to any of the activities of the parties to this proceeding which occurred more than three years before August 7, 1951, the date upon which the renewal licenses were originally designated for hearing."

The Commission order declared that it recognized the fact that ABC's financial position demands a decision as soon as possible, but declared that waiving the hearing examiner's initial decision — which ABC-UPT requested—would not expedite a quick decision. "Due to the examiner's familiarity with the record," the order stated, "greater expedition may be possible in the final determination of these proceedings if an initial decision is prepared by him." The Commission went on to say that it was convinced every possible effort should be made "consistent with a full and fair hearing to all parties concerned," to expedite the proceedings and declared that "the examiner may be be relied upon to secure the cooperation of all participants towards this end." It also said that "limitation of the issues in the manner we have ordered should bring about a substantially earlier conclusion of the proceedings."

As one reason for deciding against waiving the examiner's decision the order stated that "numerous complex issues are raised in this proceeding." Specifically, it mentioned a point raised by the chief of the FCC broadcast bureau—"that the credibility of certain key officials of some of the applicants may be a vital issue." In its opposition to ABC-UPT's request for waiving the examiner's decision and throwing out the anti-trust issue, the broadcast bureau had declared that there were conflicts in the testimony of Leonard Goldenson, UPT president, and A. H. Blank, a UPT director.

"The examiner, who heard the witnesses," the FCC order said, "is in the best position to pass, at least initially, upon the credibility of the witnesses."

Complete Deletion Not Warranted

The commission order stated that the complete deletion of the anti-trust issues was not warranted. "However," the order went on, "we are of the opinion that this proceeding and other recent experiences of the Commission have demonstrated, at least with respect to applicants who are existing licensees with records as broadcasters, the complete impracticability of trying to delve into and evaluate the entire history, remote as well as recent, of such applicants' activities in fields other than radio communications which may have involved violations of the anti-trust laws."

The report declared that activities of "recent vintage" should be considered in determining the applicants' fitness. "However," the report continued, "where these activities took place in the relatively distant past and have not continued, we are of the opinion that their materiality to a determination as to the qualifications of an existing licensee is negligible. Accordingly, in general, we shall not, in passing upon applications of persons who are already licensees, consider any activities involving possible anti-trust violations not directly involving radio communications which occurred more than three years before the filing of said applications."

Commissioner Jones dissented from this portion of the order.

In its order the Commission also denied petitions for severance from the hearing, filed some time ago by both ABC-UPT and Allen B. DuMont Laboratories, Inc., also a party to the case.

In denying the ABC-UPT petition for severance, the commission declared that the "petition was improperly premised upon an assumption that the evidence pertaining to the qualifications of Paramount Pictures, Inc., has no connection with the qualifications of any of the parties to the applications sought to be severed." The order pointed out that Paramount Pictures, Inc., was the predecessor company of UPT and that individuals connected with the former were still connected with UPT. The order mentioned the "interrelationship of the issues and the voluminous evidence necessarily bearing upon the qualifications of the applicants" and declared that the process of decision would not be expedited by severing ABC-UPT from the hearing.

Where the DuMont petition for severance was concerned, the Commission declared that the issues relating to DuMont and its possible control by Paramount Pictures Corp., could not be severed from the other issues in the hearing. "The issue of control of DuMont by Paramount Pictures Corp. has primary significance in this proceeding," the order said, "in relation to the question of whether Paramount Pictures Corp. is qualified to control, directly or indirectly, radio broadcast stations in the light of evidence adduced on the issues concerning the past anti-trust conduct of Paramount Pictures, Inc., and the possible illegal transfer of control involved in certain acquisitions of properties by Paramount Pictures Corp. from Paramount Pictures, Inc."

Commission attorneys in the hearing have claimed that the transfer of control of DuMont from the parent company to Paramount Pictures, Inc. might be considered illegal since the request for the transfer was never properly made to the Commission. Commissioners Sterling and Hennock did not participate in the order.

Review

"Caribbean"

(Paramount)

PIRACY ON THE HIGH SEAS and love and intrigue on the island of Jamaica in the year of 1728 provide the tone of this spirited William Pine and William Thomas action drama in color by Technicolor. Made in the conventional format, the story has all of the swashbuckling adventure and excitement that make a hit with the fans. John Payne and Arlene Dahl have the romantic leads with support coming from Sir Cedric Hardwicke and Francis S. Sullivan.

Hardwicke, hard but suave captain of the dreaded pirate ship *Black Panther*, enlists the aid of Payne in a plan to get revenge on Sullivan. It seems that Sullivan, now a ruler of a stronghold in Jamaica, had long been an enemy of Hardwicke and years previously kidnapped his daughter, Miss Dahl, and reared her as his own child. Hardwicke conditions Payne to impersonate a nephew of Sullivan's, gain admission to the island stronghold, and eventually pave the way for an attack. Complications develop, however, when Payne falls in love with Miss Dahl.

The screenplay by Frank L. Moss and Edward Ludwig evolves against an interesting, scenic Jamaican background which delineates native unrest against the iron rule of Sullivan. Hardwicke finally makes his assault on the island, but in a touch of irony he is killed by his own daughter, she never knowing his identity.

The story, directed by Ludwig, ends on a happy conventional note surrounding Payne and Miss Dahl.

Running time, 97 minutes. General audience classification. For September release.

MANDEL HERBSTMAN

See French Union Affecting New Franco-U.S. Pact

By HENRY KAHN

PARIS, July 31 (By Airmail).—A significant bearing on negotiations for a new Franco-American film agreement is seen by the emergence of the new autonomous French Technicians Union as a power within the framework of the French industry.

Another factor is last week's news that the French government has decided to cut the number of dubbing visas for foreign films by 26 per cent. The total is now definitely placed at 138, against a former 186, but will not include films which win prizes at Cannes. This is one of the *fait accomplis* that will face the Americans when talks are resumed.

The new group has 300 members already. It is expected to increase its strength to 500 within the next week or two. M. Jeanger, one of the union's officials, told this bureau that the organization was attracting the smaller technicians in particular and he thought this a very good thing.

Hard and Fast Rules

The all-powerful Communist-dominated union is in a serious position. It is said to be in financial trouble. Indeed, a sigh of relief has gone up following the establishment of the new union which, incidentally, is non-political.

The new group has laid down several hard and fast rules. For one, it intends protecting the interests of the French technicians. Also, it will not tolerate politics. The leaders believe their best interests are in international cooperation. For this reason, the union has started with a profound examination of the Franco-U. S. agreement.

A meeting with U. S. Embassy officials has been requested. At that time, union spokesmen will point out that closer cooperation between France and America is essential. It will ask the Americans to try and understand the French position.

And the union intends to ask the Americans not to press for free and unrestricted visas and to accept a cut if necessary. In return, the union will oppose any restriction on the making of foreign films in France. It will oppose the doubling of production teams, and it will in fact ask the Americans to come to France to make their films, using both exteriors and the French studios.

The union also is in favor of co-production and it suggests that part of the American earnings in this country should be used for the production of Franco-American features. The creation of the union has somewhat eased the situation but no visas are given out for new films.

The way it shapes up now, the Americans will get their 121 visas provided they help the French industry. Should they insist on unrestricted visas and no help, then there will be trouble. Exhibitors generally side with the Americans, but they know they must take a stand along with the rest of the industry to help save the French cinema.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 25 NEW YORK, U. S. A., TUESDAY, AUGUST 5, 1952 TEN CENTS

Business at NY First-runs Is Plenty Sturdy

'Ivanhoe' and 'Trinidad' Heading for Records

A mixture of sturdy openings and strong holdovers attracted the customers in droves to most of New York's first-run situations.

Heading the robust box-office parade are two newcomers: "Ivanhoe," which is at Radio City Music Hall with a stage presentation, and "Affair in Trinidad" at the Victoria. In the four days at the Hall ending Sunday, "Ivanhoe" set an all-time non-holiday record for the period with a gross of $105,000. The film was heading for an estimated weekly gross of $175,000, which would be an all-time non-holiday record. "Affair" set a house record at regular admission prices with $44,000.

In the second week at the Paramount "Jumping Jacks" was on the

(*Continued on page 6*)

Howard, Grainger, Mandel Are Honored

A group of friends and associates were guests of Sol A. Schwartz, president of RKO Theatres, at a reception at the 21 Club here yesterday, given to William W. Howard, Eddie Grainger and Harry Mandel in connection with their recent promotions and appointments in the circuit.

Among those invited were Ben Kalmenson, Charles Reagan, William Gehring, A. W. Schwalberg, Al Daff, Abe Montague, Robert Mochrie,

(*Continued on page 6*)

Reports of Eight Film Firms Cited

From the 5,000 corporation annual reports for 1951 rated in the 12th annual survey, eight motion picture companies are being cited with "Merit Award" certificates by Weston Smith, director of the annual report survey for *Financial World*, which will celebrate its golden anniversary for 50 years of service on Oct. 1, 1952. The eight companies are: Columbia Pic-

(*Continued on page 6*)

Goldenson Cites Production Abroad

Production possibilities in England and Italy for U. S. exhibition are "lining up very nicely," Leonard Goldenson, president of United Paramount Theatres, declared here yesterday on his return on the *S. S. Queen Elizabeth* after six weeks abroad. He said some of the films have a good chance of playing UPT.

Goldenson observed that exhibition abroad was off somewhat. He declined comment on developments at home, declaring he was not too familiar with them in the light of his absence.

U. S. Reports Drop In Admission Taxes

WASHINGTON, Aug. 4.—General admission tax collections in the first six months of this year were just slightly over 10 per cent below those for the same 1951 period, Bureau of Internal Revenue figures released today show.

Collections for the January-June period, reflecting box-office business from December through May, amounted to $140,656,958 this year compared with $156,439,186 last year. In only one 1952 month, February, were collections greater than in 1951.

The June figures, reflecting May business, were also released today and show a drop of $2,500,000 from June last year. General tax collections in June this year amounted to $23,039,-

(*Continued on page 6*)

Walsh Says He'll Support Brennan

MINNEAPOLIS, August 4.—Richard F. Walsh, president of the IATSE, on Saturday issued the following statement:

"An item published in the July 31 issue of MOTION PICTURE DAILY, New York City, has come to my attention. It states that Vincent Jacobi, president of New York Local No. 1, will be a candidate for the office of third vice-president of the I.A.T.S.E. in the election to be held at our convention here next week. It further states that 'reports circulating in Minneapolis film labor circles' have indicated that I would not support James J. Brennan, the incumbent third International vice-president, for reelection.

"I deplore irresponsible statements of this kind. The fact is—and I assert

(*Continued on page 2*)

16mm. Films to TV Would Bankrupt Theatres: Kirsch

CHICAGO, August 4.—Bankrupt theatres would follow if 16mm. productions were made available to telecasters, warns Jack Kirsch, president of Illinois Allied. The organization has released the text of the following letter sent by Kirsch to U.S. Attorney General James P. McGranery regarding the Department of Justice's recent anti-trust suit to compel some producers and distributors to make 16mm. films available to television:

"It is inconceivable that the Government would institute an anti-trust action against major motion picture producers and distributors to compel them to supply 16 millimeter movies to television, which, by the nature of its free presentation to the public, would bankrupt the movie theatres of the Nation.

"It is also inconceivable that the Government should instigate an action that would compel these producers and

(*Continued on page 7*)

NCA Tells US Suit Will Ruin Theatres

MINNEAPOLIS, Aug. 4.—Seven-hundred theatres in Minnesota, North and South Dakota, including the neighborhood suburban houses of Minneapolis and St. Paul, face the prospect of going into bankruptcy unless the Department of Justice dismisses its pending suit which would compel the film companies to release pictures to television, Stanley D. Kane, executive counsel of North Central Allied, told James P. McGranery, U. S. Attorney General, in a letter directed by the Allied organization's board.

"Television is beset with the problem of poor programs," Kane wrote,

(*Continued on page 7*)

Chi. 'Miracle' Test Postponed by ACLU

CHICAGO, August 4.—The American Civil Liberties Union has cancelled a planned showing of "The Miracle," scheduled to be screened for a selected group of Chicago physicians, clergymen, and civic leaders, as the result of a threat by Police Commissioner O'Connor to arrest those responsible for the showing and to cancel the license of the H. and E. Balaban Surf Theatre, where the picture was scheduled to be shown tomorrow noon.

The ACLU still plans to show the picture, but cancelled the Surf showing so as not to endanger the license

(*Continued on page 2*)

Arbitration Meet Off to Good Start

Report Progress in 1st Of Three-day Session

An auspicious beginning was made here yesterday afternoon by the Industry Arbitration Conference's Continuations Committee of 10, which reconvened for a three-day meeting at the Hotel Astor here.

The report of progress was of special significance in light of the two preceding sessions which proved fruitless. The committee will meet again today in an all-day session beginning at about 11:00 A.M.

Discussions of "various aspects" of setting up an arbitration system held the attention of delegates at yesterday's three-and-a-half hour session, which broke up at 5:30 P.M. Committee members declined to detail the discussions, but reported that progress is being made.

Preliminary reports of the three-day agenda indicated that the meet-

(*Continued on page 6*)

Meet Today on FCC Paramount Hearings

WASHINGTON, Aug. 4.—Lawyers representing all parties in the Federal Communications Commission's Paramount proceedings are slated to meet tomorrow with hearing examiner Leo Resnick to work out the future of the hearing.

Some of the attorneys think the meeting will decide to call the record closed and to set a time for filing proposed findings. There is, however, a possibility for a brief reopening of the hearings for further testimony by one or two witnesses.

Add Two New UPT TV Installations

Installation of theatre TV in two additional United Paramount Theatres' houses, the Majestic, in Dallas, and the Metropolitan, in Houston, is expected to be completed in September, it was learned here yesterday.

The RCA theatre television equipment is now enroute to Texas, a UPT official added.

Personal Mention

NORTON V. RITCHEY, Monogram-Allied Artists vice-president in charge of foreign distribution, is scheduled to sail from England for here tomorrow on the *S.S. Liberte.*

•

JOSEPH D. KARP of the Warner Brothers legal department has been appointed to the committee of trade regulation and trademarks of the Association of the Bar of the City of New York.

•

KENJIRO MATSUSHITA, managing director of the Eiga Haikyu Co., Ltd., Japanese distribution organization which handles all Monogram-Allied Artists of Japan product, has left New York for Hollywood.

•

BOB HOPE will arrive here Thursday from the Coast and will depart the following day for London aboard the *S.S. United States.* He will tour England and the Continent for approximately two months.

•

ROBERT W. COYNE, COMPO special counsel, will return here today from Atlanta where he attended a meeting of Georgia Theatre Owners Association yesterday.

•

VIRGINIA ALICOATE, daughter of JOHN W. ALICOATE, publisher of *Film Daily*, has announced her engagement to LT. JOHN TURLEY HENNINGSEN, USMC.

•

NORMA SHAW, secretary to National Theatre Supply Cleveland branch manager FRANK MASEK, will be married to ROBERT GRAHAM on Sunday, in that city.

•

JO ELLEN SCHWALB, daughter of Monogram producer BEN SCHWALB, and SAM WINNIKOFF, Los Angeles newspaperman, were married Sunday in Beverly Hills.

•

HARRY WOODSON of Falls City Theatre Equipment Co., Louisville, and his wife announce the birth of a son, DAVID WAYNE.

•

AL GOLIN, M-G-M field press representative in Omaha and Des Moines, will leave here for his Nebraska headquarters tomorrow.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, is visiting the Charlotte branch from New York.

•

BILL LYON of M-G-M's studio publicity department will arrive here from the Coast for a vacation August 29.

•

BETTY HUTTON will substitute for LOUELLA PARSONS tonight on her CBS radio broadcast.

•

PAT DUGGAN, Paramount producer, has returned to Hollywood from New York.

•

HARRY SIMON, M-G-M auditor, is in San Francisco from New York.

Chicago Papers Give Kind Words to Film Industry

CHICAGO, Aug. 4.—Adverse publicity for the motion picture industry may be becoming unfashionable. In any event, it received friendly attention from two Chicago newspapers in as many days.

Yesterday, Mae Tinee, *Chicago Tribune* film critic, discussed the government's anti-trust suit to obtain films for TV and in doing so, quoted at length from a *Motion Picture Herald* editorial scoring the government's action in filing the suit.

Today, the *Daily News* published an upbeat article on local theatre business, citing continuing improvement in attendance over a span of more than a month.

Murphy Will Address Texas Legion Meet

DALLAS, August 4.—William C. McCraw, executive director of Variety International, has made arrangements through the Texas Council of Motion Picture Organizations to have George Murphy give the principal address at the 34th annual state convention of the American Legion here on Friday, which 3,500 Legionnaires and their wives are expected to attend.

Murphy will be honored Saturday evening at a banquet attended by state and national commanders and past commanders.

Kaufman N. Y. Office To Handle 'Fear'

Joseph Kaufman has opened offices here to handle contracts, sales, promotion and special exploitation on "Sudden Fear," his independent production which RKO Radio is releasing. He has engaged John Durkin, formerly with Samuel Goldwyn and Walt Disney Productions, as his assistant.

"Sudden Fear" will have world premieres in New York at Loew's State and at Cleveland's Palace on Thursday.

Legion Puts French Film in Class C

The Legion of Decency has placed one film in Class C (condemned), two in Class B, seven in Class A-I and 11 in Class A-II. The condemned film is "The Strollers," French, a Discina-International Films Corp. release.

The two Class B films are Paramount's "Son of Paleface" and Columbia's "The Golden Hawk."

'Fatima' to Venice Fete

"The Miracle of Our Lady of Fatima," Warner Brothers' production, will be entered in the annual Venice Film Festival at the request of the board of directors of the international film event, the company stated here yesterday. The festival will be held from August 20 to September 10 under the sponsorship of the Italian government.

Deal Set for Lease Of Broadway Theatre

The conclusion of negotiations for the leasing of the Broadway Theatre here for the public demonstration of Cinerama was disclosed yesterday by a spokesman for Thomas-Todd Productions, which controls the "three-dimensional" sound and sight process. The formal signing of the lease is due today.

Terms of the lease, it was learned, provide for a 10-week guarantee of $3,000 per week against a percentage of the gross for the owners of the theatre, Lee and J. J. Shubert.

Pasadena Exhibitor Hits Censor Law

HOLLYWOOD, Aug. 4.—Al O'Keefe, operating the Colorado Theatre, Pasadena, has appealed informally to that city's board of directors to nullify Pasadena's 20-year-old censorship ordinance under which, according to O'Keefe, "The Miracle," "Latuko," and "La Ronde" were disapproved recently. In a letter to the city board, O'Keefe argued that the Supreme Court ruling outlawed the Pasadena ordinance.

'Miracle' Test

(*Continued from page* 1)

of the theatre, which is not involved in the dispute.

Edward Meyerding, speaking for the ACLU, said that he would ask Mayor Kennelly to reverse the censor Board's ban of the film, but the mayor has indicated that he will not enter the fight.

Although admission to the screening was free and by invitation only, the Commissioner contended that it was a public showing and therefore a violation of the censor board's banning of the picture. O'Connor contends that the movie "ridicules any branch of Christianity, not just Catholics."

Foreign Business Good, Says Weltner

Business abroad "is very good," George Weltner, president of Paramount International, asserted here yesterday on his arrival on the *S.S. Queen Elizabeth* following a six-week "routine business trip."

Weltner visited England, France, Belgium, Germany and Italy.

Walsh Says

(*Continued from page* 1)

it so that all will know—that vice-president Brennan has my wholehearted support for reelection. If Vince Jacobi is nominated, I will be 100 per cent behind the candidacy of vice-president James J. Brennan. He is part of our administration and has been throughout the 10 years that I have served as International president of the Alliance."

Sue Tri-States, Central States

CHICAGO, Aug. 4.—Two suits were filed against major film companies and Tri-States and Central States circuits in Southern Iowa Federal District Court by Seymour Simon, Chicago film attorney. One asks for $450,000 treble damages because, the brief alleges, distributors and the circuits conspired from June 5, 1946 until now to keep first-run films from the Capitol Theatre at Iowa City.

The second suit says the film companies with the exception of United Artists and Columbia, along with the same two circuits, conspired to keep first-run releases from the Coronet Theatre in Davenport, Iowa.

Rackmil Honored by Decca for 'U' Post

Executives of Decca Records, Inc., and some of the company's recording artists paid tribute to Milton R. Rackmil, president of Decca, at a dinner at the Stork Club here on Friday in honor of his assuming the presidency of Universal Pictures. Leonard W. Schneider, executive vice-president of Decca, presented a scroll to Rackmil. Alfred Daff, executive vice-president of Universal, represented the film company.

Resignation Rumors Denied by Schenck

Nicholas M. Schenck, president of Loew's, Inc., yesterday issued the following statement in response to press queries:

"Contrary to several rumors printed in various newspaper columns, I have no thought of resigning from Loew's, Inc. The reports are untrue and unfounded."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

DEAN MARTIN and JERRY LEWIS in HAL WALLIS' Jumping Jacks
in person DON CORNELL TRUDY RICHARDS MICKEY DEEMS FOUR EVANS ELLIOT LAWRENCE and his Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Walt Disney's Story of
ROBIN HOOD
Color by TECHNICOLOR
—and—
Walt Disney's WATER BIRDS
A True Life Adventure
Print by Technicolor
Walt Disney's "LITTLE HOUSE"
Technicolor Cartoon
Distributed by RKO
COOL CRITERION B'WAY & 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Strect, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



HIGH PROFITS
FOR
"HIGH NOON"

VARIETY reports the HIGH NOON opening: "a *b.o. giant* in Pittsburgh, *great* in Boston, *smash* in Toronto, *lofty* in Philly and *terrific* in N. Y." *And all this despite the opposition of the Chicago Convention, and despite the heat wave!*

AND EXHIBITOR CONFIRMATION IS POURING IN:

"I WANT YOU TO KNOW THAT IN ADDITION TO THE TREMENDOUS GROSS NOW BEING WRITTEN AT THE MAYFAIR THEATRE ON BROADWAY WITH 'HIGH NOON' THAT EVERY PATRON COMING OUT OF THE THEATRE IS SINGING ITS PRAISES. I LOOK FORWARD TO NOT ONLY A VERY PROFITABLE RUN WITH THIS PICTURE ON BROADWAY BUT IN MY CIRCUIT AS WELL."

—**HARRY BRANDT,** New York City

" 'HIGH NOON' BIGGEST MIDWEEK OPENING IN TWO YEARS IN SPITE OF 90 DEGREE HEAT. PHENOMENAL WEEKEND GROSS INDICATES ONE OF THE BEST ENGAGEMENTS FOR THIS LONG RUN HOUSE. CONGRATULATIONS."

—**DAN FINN**—Astor Theatre, Boston

"EXCITED ABOUT 'HIGH NOON' BUSINESS. FIRST THREE DAYS TORONTO BIGGER THAN ANY PREVIOUS UNITED ARTISTS PICTURE AND MONDAY GROSSES MORE THAN OPENING DAY. FIRST THREE DAYS CALGARY ALL TIME RECORD FOR THEATRE. ENTHUSIASTICALLY AWAITING FURTHER 'HIGH NOON' OPENINGS THROUGHOUT CIRCUIT AS TORONTO CALGARY BUSINESS INDICATES SMASH RESULTS EVERYWHERE."

—**DAVE GRIESDORF**

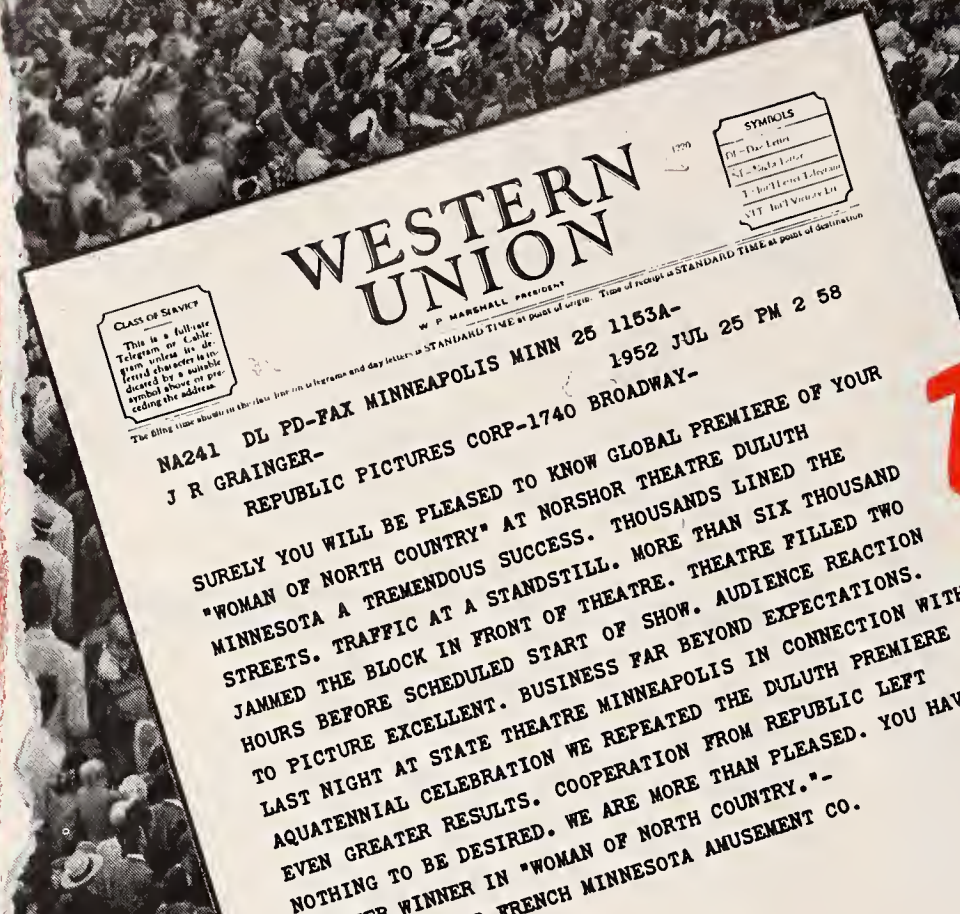
STANLEY KRAMER PRODUCTIONS
present
GARY COOPER
in
"HIGH NOON"

STANLEY KRAMER PRODUCTIONS presents GARY COOPER in "HIGH NOON"
with THOMAS MITCHELL • LLOYD BRIDGES • KATY JURADO • GRACE KELLY • OTTO KRUGER
Lon Chaney • Henry Morgan • DIRECTED BY FRED ZINNEMANN • Screen Play by Carl Foreman • Music Composed and Directed by Dimitri Tiomkin • Director of Photography Floyd Crosby, A.S.C. • RELEASED THRU UNITED ARTISTS

Another BIG ONE thru UA

REPUBLIC DOES

TREMENDOU



WESTERN UNION

W P MARSHALL PRESIDENT

SYMBOLS

DL = Day Letter
NL = Night Letter
LT = International Letter Telegram
VLT = International Private Leased Voice Telegram

CLASS OF SERVICE

This is a full-rate Telegram or Cable-gram unless its de-ferred character is in-dicated by a suitable symbol above or pre-ceding the address.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NA241 DL PD-FAX MINNEAPOLIS MINN 25 1153A-
1952 JUL 25 PM 2 58

J R GRAINGER-
REPUBLIC PICTURES CORP-1740 BROADWAY-

SURELY YOU WILL BE PLEASED TO KNOW GLOBAL PREMIERE OF YOUR "WOMAN OF NORTH COUNTRY" AT NORSHOR THEATRE DULUTH MINNESOTA A TREMENDOUS SUCCESS. THOUSANDS LINED THE STREETS. TRAFFIC AT A STANDSTILL. MORE THAN SIX THOUSAND JAMMED THE BLOCK IN FRONT OF THEATRE. THEATRE FILLED TWO HOURS BEFORE SCHEDULED START OF SHOW. AUDIENCE REACTION TO PICTURE EXCELLENT. BUSINESS FAR BEYOND EXPECTATIONS. LAST NIGHT AT STATE THEATRE MINNEAPOLIS IN CONNECTION WITH AQUATENNIAL CELEBRATION WE REPEATED THE DULUTH PREMIERE TO EVEN GREATER RESULTS. COOPERATION FROM REPUBLIC LEFT NOTHING TO BE DESIRED. WE ARE MORE THAN PLEASED. YOU HAVE ANOTHER WINNER IN "WOMAN OF NORTH COUNTRY."-
HARRY B FRENCH MINNESOTA AMUSEMENT CO.



Duluth

HERBER

Prese

WOMAN OF THE

TRUCOLOR BY CONSOLIDATED

Starring RUTH HUSSEY · RO

with J. CARROL NAIS

Screen Play By NORMAN REILLY RAIN

Associate Producer-Director JOSEPH KA

IT AGAIN!!!

TWO MORE SMASH PREMIERES BRINGING STARS AND ENTERTAINMENT TO MOVIE-GOERS THE COUNTRY OVER

Minneapolis



YATES

NORTH COUNTRY

AMERON · JOHN AGAR · GALE STORM

JIM DAVIS · JAY C. FLIPPEN

ry By CHARLES MARQUIS WARREN and PRESCOTT CHAPLIN

A REPUBLIC PICTURE

Republic Pictures Corporation

In the THEATRE Equipment World . . . *. . with RAY GALLO*

A $50,000 PRIZE CONTEST in conjunction with the Damon Runyon Memorial Fund is being sponsored by Mason, Au & Magenheimer, makers of chocolate mints, one of the more popular candies sold in theatres. The contest is being publicized in such consumer magazines as *True Story, True Romances, Photoplay, Radio and TV Mirror, True Love Stories* and *True Experience.* Theatre managers desiring window streamers, large posters, counter cards and envelope stuffers to use in the contest should write to the company. (P. O. Box 549, Mineola, Long Island.)

•

The Engineering Products Department of RCA Victor at Camden, N. J., has issued three new booklets describing features and applications of the RCA 16mm sound film projectors, the RCA 16mm magnetic recorder-projector and a wide variety of RCA sound products. The brochure on the magnetic recorder-projector (Form 2R-8330) tells the story of magnetic stripping of films and discusses commercial possibilities of this new sound recording medium. The 20-page catalog on the company's sound products (Form 2R-8348) describes more than 50 items of equipment. The third booklet is an illustrated 12-page pamphlet describing RCA "400" Senior and Junior 16mm sound film projectors and accessories. Requests for the brochures on the magnetic recorder-projector and the 16mm sound film projectors should be addressed to the Visual Products Section, while the sound products booklet is available from the Sound Products Section of the company.

•

The Fountain Division of the Orange-Crush Company of Chicago is using the display card shown below to publicize its latest merchandising idea. An offer has been imprinted on vending cups, telling customers of premiums they can receive by sending in two cup labels and 15 cents.



Review

"Arctic Flight"

(*Monogram*) *Hollywood, Aug. 4*

ALL CONCERNED with the making of this adventure film about life in the Arctic—executives, cast and crew—journeyed to precisely that place to film it. The result of this investment in authenticity is strikingly shown in the finished product. Although the romantic adventure story played out by Wayne Morris, Alan Hale, Jr., Carol Thurston and Lola Albright is a work of fiction, the genuine setting, customs and manners, and the many Eskimaux seen as participants, give the whole the unmistakable stamp of reality. Advertising copy and advance publicity stressing the validity of the setting, and outlining the production circumstances, can be figured to yield an extra margin of revenue.

In the screenplay by Robert Hill and George Bricker, from a story by Ewing Scott, who is associate producer, Morris portrays a bush pilot operating a single-plane line headquartered at Kotzebue, Alaska, and flying passenger and freight as far North as Little Diomede, on the Arctic Circle, but not to Big Diomede, next door, and across the patrolled Russian border.

An American school teacher (Miss Albright) and a supposed American millionaire (Hale) bring Morris romance and trouble, the latter developing when he finds out Hale is a Russian agent smuggling military information to the "Commies" at Big Diomede. Apart from a surprise ending, the story is about what would be expected from that beginning, but in view of the special advantages mentioned, that's good enough.

Lindsley Parsons produced, with Morris as his assistant, in addition to starring. Lew Landers directed.

Running time, 78 minutes. General audience classification. Release date, October 19.

NY 1st Runs

(*Continued from page* 1)

way to a high $102,000, while at the Roxy, "Dreamboat" was slated for a healthy $100,000 for its second week, after drawing a solid $58,000, during the Friday-through-Sunday period.

"High Noon" at the Mayfair was setting a solid pace with $39,500 indicated for the second week. At the Criterion, Walt Disney's "Story of Robin Hood" was showing stamina in its sixth week with an expected $21,000.

At the Astor the third week of "The Story of Will Rogers" was seen chalking up $13,000, a so-so figure.

"Don't Bother to Knock" in its third and last week at the Globe was heading for a good $14,500. "Francis Goes to West Point" will bow in Friday.

Still indicating strength in a third week at the Capitol is "Carrie" which is expected to show $33,000. At Loew's State, "Glory Alley" was scheduled for a poor $9,000 in its first and final week. "Sudden Fear" opens Thursday.

The off-Broadway Sutton did a good $7,600 for the 18th week of "The Man in the White Suit." At the Normandie, "Encore" in its 17th week also was heading for a good $6,200.

AMVETS Query Studios on 'Reds'

HOLLYWOOD, Aug. 4.—The state commander of the American Veterans of World War II disclosed that the California division has asked studio managements for "reassurance" that persons refusing to answer questions by legally constituted bodies concerning communistic affiliations shall not be employed. Studios declined to comment on the matter.

TCTC Sells Last House

MINNEAPOLIS, Aug. 4.—Twin City Theatres Corp. has exited from the film industry with completion of negotiations for the sale of the 500-seat New States in St. Paul to Don Robertson, who took position of the last-run house on July 19. The house was the last of the company's theatre holdings.

Drop in Taxes

(*Continued from page* 1)

083, compared with $25,516,809 in June, 1951.

General admission tax collections include receipts from taxes on admissions to sports events, legitimate theatres, concerts and other general admission events, as well as motion picture theatres. They do not, however, include taxes on roof garden and cabaret bills nor on various seat leases, brokers' sales and other "overcharges." Total admission tax collections in June this year amounted to $26,497,849, against $29,418,229 in June, 1951.

Tax Collections in Chicago Are Down

CHICAGO, Aug. 4.—City amusement tax collections for the month of July (on June receipts) show another decline in theatre business from last year, with theatre tax collections for the month being $79,538.84 this year against $98,389.70 for the same month last year. Totals for the year to date are $589,223.80, against $647,061.46 last year.

These figures, for June business, do not reflect the solid upturn in business felt throughout the city in July.

In contrast to theatre receipts, down roughly nine per cent for the year to date, other amusements are up about one per cent.

James Cassidy, 39, Film Producer

James B. Cassidy, 39, independent producer, died in Memorial Hospital here Saturday night. Cassidy had returned from Norway several weeks ago after shooting scenes for a film version of Henrik Ibsen's "A Doll's House." He also recently acquired film rights to all of Ibsen's plays except "Peer Gynt." Last year he married Dale Melbourne, concert pianist and actress, who survives. He also leaves his father, Patrick H. Cassidy of Springfield, Mass., and two sisters, Mrs. James Parnell, also of Springfield, and Mrs. Frank Roberts of Greenfield, Mass.

Arbitration

(*Continued from page* 1)

ing would seek to iron out the questions of competitive bidding and damages, in addition to the mechanics of the proposed arbitration system. The meetings were also expected to take up two other items, the forcing of pictures and violations of contracts.

Attending yesterday's meeting were: From exhibition, Herman Levy, Si Fabian, Emanuel Frisch, Wilbur Snaper and Abram F. Myers; from distribution: Robert Perkins, Abe Montague, William F. Rodgers and Al Schwalberg. Ralph D. Hetzel, Jr., Motion Picture Association of America vice-president, and Henderson Richey, secretary of the Arbitration Conference, attended as ex-officio members of the committee.

The last session of the committee was held early in July and adjourned without having made progress on the issues of competittive bidding, which also stymied the previous session a month earlier. Exhibitor members of the committee felt then that further meetings would be fruitless unless they could meet with company presidents or that more authority could be delegated to the sales executives with whom the negotiations were being conducted.

Eric Johnston, Motion Picture Association of America president, interceded with the result that the way was cleared for distributor agreement on the competitive bidding issues and the current meetings were arranged.

Howard Honored

(*Continued from page* 1)

James R. Grainger, James Mulvey, William Heineman, Morey Goldstein and Herman Robbins.

Also, Jules Lapidus, Roy Haines, Norman Moray, Norman Ayres, Edward Hinchey, Arthur Silverstone, Eddie Aarons, Martin Moskowitz, Abe Dickstein, Walter Branson, Nat Levy, Phil Hodes, Len Gruenberg, Charles Boasberg, Louis Weinberg, Nat Cohen, Rube Jackter, Charles Feldman, David Levy, William Jordan, Ray Moon, Louis Allerhand, Richard Harper, Herman Ripps, E. K. (Ted) O'Shea, Hugh Owen, Myron Sattler, Henry Randel, Bernard Kranze, Fred Meyer, Walter Titus, James O'Gara, George Dembow, Budd Rogers, Moe Kerman, Joe Felder and Arthur Greenblatt.

From RKO Theatres were Tom O'Connor, William Whitman, Robert Sherman, Matty Polon, Harold Newcomb, Leslie Thompson, Bob Miller, Archie Berish, Joe Becker and Bernie Friedman.

Reports Cited

(*Continued from page* 1)

tures, Disney Productions, Loew's, Monogram, Paramount Pictures, Republic, 20th Century-Fox and United Paramount Theatres.

The stockholder reports of these companies thus have become candidates for the final judging, and one will be selected for a "Best of Industry" award and presented with a bronze "Oscar of Industry" at the *Financial World's* annual report awards banquet on Tuesday, October 28, in the Hotel Statler, New York. A year ago the 1950 annual report of 20th Century-Fox won the trophy for the best report in its industrial classification.

16mm. Suit

(*Continued from page* 1)

distributors to make available to television their products and stars, which is the only stock in trade of the movie industry, for which the movie theatres have paid hundreds of millions of dollars in film rentals since the founding of our industry. Television has made no contribution either artistically, creatively or monetarily to the development and growth of the movies and it appears that through this action it is seeking a special privilege without any inherent right or interest.

"It is a matter of common knowledge that the movie theatres have suffered tremendously since the advent of television, particularly from the free televising of movies over that medium. In the Chicago area alone, more than 100 theatres have closed, due, in large measure, to the free presentation of movies on television.

"How long could any business survive on an economically sound basis if, on the one hand, a retail establishment selling a product at a price, would have to compete with others giving that same product away for nothing? If the Government should succeed in this instance it would have the effect of destroying every vestige of the profit system in this country.

"As independent business men whose investments in theatre properties are placed in jeopardy by virtue of the Government's action and in the interest of the thousands of persons whose jobs are at stake, our association, representing more than 100 theatres in the State of Illinois, begs that the Justice Department reconsider its action in this respect."

NCA on US Suit

(*Continued from page* 1)

"but there is no particular reason in the public interest why it should be permitted to strengthen its position at the expense of small independent businessmen in the theatre field. We in the motion picture business feel that we are engaged in the professional, legitimate entertainment business. Television is one phase of the advertising business and any entertainment that creeps onto the television screen is purely incidental to the huckstering of the sponsor's wares."

RTMA to Talk Color TV

WASHINGTON, Aug. 4. — Developments in color television will have a prominent place on the agenda of the 1952 fall meeting of the Radio-Television Manufacturers Association, the organization announced. The conference will be held Oct. 20-22 at Syracuse, N. Y.

FP-C Promotes MacCunn

TORONTO, Aug. 4. — With Famous Players Canadian Corp. since 1922, Angus MacCunn, a board director and chief of the home office real estate department for years, has been appointed company secretary, following the death of Noel G. Barrow.

NEED SPECIAL TRAILERS QUICK?
QUICK SERVICE
YOU'LL GET IT FROM FILMACK
SEND US YOUR ORDER
ALL-AROUND KNOW-HOW
FINEST QUALITY
FREE COPY SERVICE
BEST ART-WORK
TRY US AND SEE
CHICAGO, 1327 S. Wabash Av - NEW YORK, 630 9th Av.

Television--Radio

with Pinky Herman

"STOP THE MUSIC" which leaves the radio-TV scene next week, will be replaced with another musical, "American Music Hall," featuring Paul Whiteman's Orchestra, Eileen Barton and Larry Douglas, featured singer in "The King and I." "The new series will ABCommence Aug. 17, between 8:00 and 9:00 P.M. and will be produced by Leonard (Buzz) Blair with Joe Graham directing. . . . Moom pitcher scouts are dangling lucrative bait before the eyes of Tony Bavaar, handsome young lark of "Paint Your Wagon." . . . After several shifts in time, format etc. Burr Tillstrom's "Kukla Fran and Ollie" starts its sixth year on TV and beginning Aug. 24, it will be NBTelecast each Wednesday from 6:00 to 6:30 P.M. (e.d.s.t.). . . Prexy Eric Johnston of M.P.A.A. will guestalk about motion pictures Aug. 15 on the "Mike and Buff" CBS-TV show. . . .

☆ ☆ ☆

With all this talk, official and unofficial about flying saucers, Jackson Beck, whose hobby has always been the study of heavenly bodies (meteors, comets and shooting stars) and who last week delivered a talk on the subject on the ABC 'time Capsule' program, told us and we quote: "As long as you're not afraid to face realities you can take it from me that those saucers not only are factual but I believe that they contain inhabitants from another planet, whose civilization transcends our own and who are curiously watching the behavior of us down here on Earth." . . . Come, come, Jackson, old boy, we're not at your Beck and Call. We'll stop all these shenanigans forthwith by snapping our fingers three times, breathing a couple of Alagazams followed with "Hey Welles, enough is enough, now stop all that Orsen around." . . .

☆ ☆ ☆

V. S. Becker Productions has produced a series of one-hour programs, "Campus in Review," which show every promise of hitting the TV jackpotnlarity. Each program, filmed at different colleges and universities, portraying the history, legend, sports and dramatic activities and famous alumni, respectively, producer Viola Becker has a package chockful of entertainment. However, the cost of this imposing and ambitious series calls for sponsorship only by a national utility or perhaps by a 'pooled' steel or oil combine. . . . Jack Benny, just back from Europe and Cadillac-ing back to the Coast, will start his 10th semester for Lucky Strike eiggies next month. He'll do his radio stint once a week and will telecast once a month. . . . Jean Martin, singing star of the new Sunday nite "NBChoek Full O' Nuts" series, is as easy on the orbs as on the ears. . . .

☆ ☆ ☆

Ray Nelson's "Rod and Gun Club of the Air," seen Tuesday on Channel 9 and heard Thursdays via WOR, features Martin Dishart of the unique Canine University of Queens. Curriculum is to to study and find ways and means of making "Man more compatible with his best friend (dogs)." What we really need is a Universal College whose curriculum is to "find ways and means to make man more compatible to his fellow man." (sermon over.) . . . Merrill E. Joels leaves tomorrow for location at Chester Springs, Pa., where he'll do the lead, in the role of a Spanish Doctor in the Good News Production flicker, "Banderilla." . . .

☆ ☆ ☆

Seven film prints of outstanding NBC TV programs including "Your Show of Shows." "Zoo Parade," "Amahl & the Night Visitors," "Dangerous Assignment," "Toscanini Concerts" and the Demo & Republiconventions will be screened late this summer at the International Cinema Art Exhibition in Venice, Italy. . . . John B. Cron and Stanton M. Osgood have been named by Robert Sarnoff, heads of TV film sales and TV film production, respectively. . . . Marguerite Piazza, just home from a European jaunt, will appear on 33 of the 39 "Your Show of Shows" NBTeleseries this year. Talk has the nightingale set to co-star with Tony Martin on a radio series for NBC with Meredith Wilson's Ork. . . . The Kevin Kennedys (he's the WPIX ace newscaster and announcer) expect their fifth addition any edition. . . .

☆ ☆ ☆

LOTSA DOTS. . . . If you can concoct interesting and novel questions or brain teasers, get in touch with Walt Framer at the Hotel Henry in N. Y. . . . Filmoguls should get a load of Bill Harrington, singing, talking, playing and emceeing daily over ABC-TV.

Miller Calls TV Boon to Hollywood

David Miller, here from the Coast in connection with "Sudden Fear," which he directed, stated at a press interview yesterday that he feels television is a boon to Hollywood.

TV is making the second feature vanish, he says, and has heightened the competition in Hollywood so that technicians and talent and writers must be at their best to produce the kind of films that will survive.

Miller revealed that he will shortly embark on his first independent production, a story of the lives and trials of 20 young artists striving for success, tentatively entitled "The Paris Story." It will be made in France and partly in England. The script will be worked upon when he returns to the Coast shortly, after which, probably in October, he will go to Europe. As for financing, Miller would disclose nothing beyond the fact that he has pre-production money. He said he would make the film without releasing arrangements.

NBC Unites Station Relations Units

A merger of the radio and television staffs of the station relations department of National Broadcasting was announced here by Harry Bannister, vice-president in charge of the department. The merger is in line with NBC's recently announced unification of the radio and television networks.

Under the merger, Sheldon B. Hickox, Jr., formerly director of television station relations, is appointed director of station relations, reporting to Bannister. Thomas E. Knode, formerly television station relations contact representative, is appointed manager of station relations, reporting to Hickox. Fred Shawn, formerly director of radio station relations, is assuming an executive post in the radio and television network production department.

Filmcraft Acquires Mark Twain Works

HOLLYWOOD, Aug. 4.—The entire Mark Twain library has been acquired by Filmcraft Productions from the estate of Samuel L. Clemens, Isidore Lindenbaum, president and executor producer of the video film firm, announced.

Including 36 major works, 250 articles, 2,300 published letters and several thousand unpublished letters and material, the deal gives Filmcraft the exclusive TV and radio rights to the properties. The material will be used in a new video film series.

MITCHELL MAY, Jr.
CO., INC.
INSURANCE
•
Specializing
in requirements of the
Motion Picture Industry
75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

BULLETIN NO. 1

OPENING AT VICTORIA, N.Y...

BEATS XMAS WEEK OPENING OF

"BORN YESTERDAY" BY EXACTLY

$1,027...!

Don't believe us! Please check for yourself! Call managing Director Maurice Maurer— collect- at Plaza 7-4967 and ask him!

Rita's Back! and so is Business!



RITA HAYWORTH
GLENN FORD

Those "Gilda" Stars Again *in*

Affair in Trinidad

with ALEXANDER SCOURBY • VALERIE BETTIS • TORIN THATCHER • Screen Play by Oscar Saul and James Gunn • Produced and Directed by Vincent Sherman • A Beckworth Corporation Production • A Columbia Picture

COLUMBIA PICTURES

from Columbia!

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 25 NEW YORK, U.S.A., TUESDAY, AUGUST 5, 1952 TEN CENTS

Business at NY First-runs Is Plenty Sturdy

'Ivanhoe' and 'Trinidad' Heading for Records

A mixture of sturdy openings and strong holdovers attracted the customers in droves to most of New York's first-run situations.

Heading the robust box-office parade are two newcomers: "Ivanhoe," which is at Radio City Music Hall with a stage presentation, and "Affair in Trinidad" at the Victoria. In the four days at the Hall ending Sunday, "Ivanhoe" set an all-time non-holiday record for the period with a gross of $105,000. The film was heading for an estimated weekly gross of $175,000, which would be an all-time non-holiday record. "Affair" set a house record at regular admission prices with $44,000.

In the second week at the Paramount "Jumping Jacks" was on the

(*Continued on page 6*)

Howard, Grainger, Mandel Are Honored

A group of friends and associates were guests of Sol A. Schwartz, president of RKO Theatres, at a reception at the 21 Club here yesterday, given to William W. Howard, Eddie Grainger and Harry Mandel in connection with their recent promotions and appointments in the circuit.

Among those invited were Ben Kalmenson, Charles Reagan, William Gehring, A. W. Schwalberg, Al Daff, Abe Montague, Robert Mochrie,

(*Continued on page 6*)

Reports of Eight Film Firms Cited

From the 5,000 corporation annual reports for 1951 rated in the 12th annual survey, eight motion picture companies are being cited with "Merit Award" certificates by Weston Smith, director of the annual report survey for *Financial Warld*, which will celebrate its golden anniversary for 50 years of service on Oct. 1, 1952. The eight companies are: Columbia Pic-

(*Continued on page 6*)

Goldenson Cites Production Abroad

Production possibilities in England and Italy for U. S. exhibition are "lining up very nicely," Leonard Goldenson, president of United Paramount Theatres, declared here yesterday on his return on the *S. S. Queen Elizabeth* after six weeks abroad. He said some of the films have a good chance of playing UPT.

Goldenson observed that exhibition abroad was off somewhat. He declined comment on developments at home, declaring he was not too familiar with them in the light of his absence.

U. S. Reports Drop In Admission Taxes

WASHINGTON, Aug. 4.—General admission tax collections in the first six months of this year were just slightly over 10 per cent below those for the same 1951 period, Bureau of Internal Revenue figures released today show.

Collections for the January-June period, reflecting box-office business from December through May, amounted to $140,656,958 this year compared with $156,439,186 last year. In only one 1952 month, February, were collections greater than in 1951.

The June figures, reflecting May business, were also released today and show a drop of $2,500,000 from June last year. General tax collections in June this year amounted to $23,039,-

(*Continued on page 6*)

Walsh Says He'll Support Brennan

MINNEAPOLIS, August 4.—Richard F. Walsh, president of the IATSE, on Saturday issued the following statement:

"An item published in the July 31 issue of MOTION PICTURE DAILY, New York City, has come to my attention. It states that Vincent Jacobi, president of New York Local No. 1, will be a candidate for the office of third vice-president of the I.A.T.S.E. in the election to be held at our convention here next week. It further states that 'reports circulating in Minneapolis film labor circles' have indicated that I would not support James J. Brennan, the incumbent third International vice-president, for reelection.

"I deplore irresponsible statements of this kind. The fact is—and I assert

(*Continued on page 2*)

16mm. Films to TV Would Bankrupt Theatres: Kirsch

CHICAGO, August 4.—Bankrupt theatres would follow if 16mm. productions were made available to telecasters, warns Jack Kirsch, president of Illinois Allied. The organization has released the text of the following letter sent by Kirsch to U.S. Attorney General James P. McGranery regarding the Department of Justice's recent anti-trust suit to compel some producers and distributors to make 16mm. films available to television:

"It is inconceivable that the Government would institute an anti-trust action against major motion picture producers and distributors to compel them to supply 16 millimeter movies to television, which, by the nature of its free presentation to the public, would bankrupt the movie theatres of the Nation.

"It is also inconceivable that the Government should instigate an action that would compel these producers and

(*Continued on page 7*)

NCA Tells US Suit Will Ruin Theatres

MINNEAPOLIS, Aug. 4.—Seven-hundred theatres in Minnesota, North and South Dakota, including the neighborhood suburban houses of Minneapolis and St. Paul, face the prospect of going into bankruptcy unless the Department of Justice dismisses its pending suit which would compel the film companies to release pictures to television, Stanley D. Kane, executive counsel of North Central Allied, told James P. McGranery, U. S. Attorney General, in a letter directed by the Allied organization's board.

"Television is beset with the problem of poor programs," Kane wrote,

(*Continued on page 7*)

Chi. 'Miracle' Test Postponed by ACLU

CHICAGO, August 4.—The American Civil Liberties Union has cancelled a planned showing of "The Miracle," scheduled to be screened for a selected group of Chicago physicians, clergymen, and civic leaders, as the result of a threat by Police Commissioner O'Connor to arrest those responsible for the showing and to cancel the license of the H. and E. Balaban Surf Theatre, where the picture was scheduled to be shown tomorrow noon.

The ACLU still plans to show the picture, but cancelled the Surf showing so as not to endanger the license

(*Continued on page 2*)

Arbitration Meet Off to Good Start

Report Progress in 1st Of Three-day Session

An auspicious beginning was made here yesterday afternoon by the Industry Arbitration Conference's Continuations Committee of 10, which reconvened for a three-day meeting at the Hotel Astor here.

The report of progress was of special significance in light of the two preceding sessions which proved fruitless. The committee will meet again today in an all-day session beginning at about 11:00 A.M.

Discussions of "various aspects" of setting up an arbitration system held the attention of delegates at yesterday's three-and-a-half hour session, which broke up at 5:30 P.M. Committee members declined to detail the discussions, but reported that progress is being made.

Preliminary reports of the three-day agenda indicated that the meet-

(*Continued on page 6*)

NEWS FLASHES

WASHINGTON, Aug. 4. -- Hearing examiner Leo Resnick and lawyers representing all parties in the FCC's Paramount proceedings are slated to meet tomorrow to work out the future of the hearing. Some of the attorneys think the meeting will decide to call the record closed and set a time for filing proposed findings. There is, however, the possibility of a brief reopening of the hearings.

•

It was learned here yesterday that the installation of theatre television in two United Paramount Theatres' houses, the Majestic, in Dallas, and the Metropolitan, in Houston, is expected to be completed in September.

Personal Mention

NORTON V. RITCHEY, Monogram-Allied Artists vice-president in charge of foreign distribution, is scheduled to sail from England for here tomorrow on the *S.S. Liberte*.

•

JOSEPH D. KARP of the Warner Brothers legal department has been appointed to the committee of trade regulation and trademarks of the Association of the Bar of the City of New York.

•

KENJIRO MATSUSHITA, managing director of the Eiga Haikyu Co., Ltd., Japanese distribution organization which handles all Monogram-Allied Artists of Japan product, has left New York for Hollywood.

•

BOB HOPE will arrive here Thursday from the Coast and will depart the following day for London aboard the *S.S. United States*. He will tour England and the Continent for approximately two months.

•

ROBERT W. COYNE, COMPO special counsel, will return here today from Atlanta where he attended a meeting of Georgia Theatre Owners Association yesterday.

•

VIRGINIA ALICOATE, daughter of JOHN W. ALICOATE, publisher of *Film Daily*, has announced her engagement to LT. JOHN TURLEY HENNINGSEN, USMC.

•

NORMA SHAW, secretary to National Theatre Supply Cleveland branch manager FRANK MASEK, will be married to ROBERT GRAHAM on Sunday, in that city.

•

JO ELLEN SCHWALB, daughter of Monogram producer BEN SCHWALB, and SAM WINNIKOFF, Los Angeles newspaperman, were married Sunday in Beverly Hills.

•

HARRY WOODSON of Falls City Theatre Equipment Co., Louisville, and his wife announce the birth of a son, DAVID WAYNE.

•

AL GOLIN, M-G-M field press representative in Omaha and Des Moines, will leave here for his Nebraska headquarters tomorrow.

•

HUGH OWEN, Paramount's Eastern and Southern division manager, is visiting the Charlotte branch from New York.

•

BILL LYON of M-G-M's studio publicity department will arrive here from the Coast for a vacation August 29.

•

BETTY HUTTON will substitute for LOUELLA PARSONS tonight on her CBS radio broadcast.

•

PAT DUGGAN, Paramount producer, has returned to Hollywood from New York.

•

HARRY SIMON, M-G-M auditor, is in San Francisco from New York.

Chicago Papers Give Kind Words to Film Industry

CHICAGO, Aug. 4.—Adverse publicity for the motion picture industry may be becoming unfashionable. In any event, it received friendly attention from two Chicago newspapers in as many days.

Yesterday, Mae Tinee, *Chicago Tribune* film critic, discussed the government's anti-trust suit to obtain films for TV and in doing so, quoted at length from a *Motion Picture Herald* editorial scoring the government's action in filing the suit.

Today, the *Daily News* published an upbeat article on local theatre business, citing continuing improvement in attendance over a span of more than a month.

Murphy Will Address Texas Legion Meet

DALLAS, August 4.—William C. McCraw, executive director of Variety International, has made arrangements through the Texas Council of Motion Picture Organizations to have George Murphy give the principal address at the 34th annual state convention of the American Legion here on Friday, which 3,500 Legionnaires and their wives are expected to attend.

Murphy will be honored Saturday evening at a banquet attended by state and national commanders and past commanders.

Kaufman N. Y. Office To Handle 'Fear'

Joseph Kaufman has opened offices here to handle contracts, sales, promotion and special exploitation on "Sudden Fear," his independent production which RKO Radio is releasing. He has engaged John Durkin, formerly with Samuel Goldwyn and Walt Disney Productions, as his assistant.

"Sudden Fear" will have world premieres in New York at Loew's State and at Cleveland's Palace on Thursday.

Legion Puts French Film in Class C

The Legion of Decency has placed one film in Class C (condemned), two in Class B, seven in Class A-I and 11 in Class A-II. The condemned film is "The Strollers," French, a Discina-International Films Corp. release.

The two Class B films are Paramount's "Son of Paleface" and Columbia's "The Golden Hawk."

'Fatima' to Venice Fete

"The Miracle of Our Lady of Fatima," Warner Brothers' production, will be entered in the annual Venice Film Festival at the request of the board of directors of the international film event, the company stated here yesterday. The festival will be held from August 20 to September 10 under the sponsorship of the Italian government.

Deal Set for Lease Of Broadway Theatre

The conclusion of negotiations for the leasing of the Broadway Theatre here for the public demonstration of Cinerama was disclosed yesterday by a spokesman for Thomas-Todd Productions, which controls the "three-dimensional" sound and sight process. The formal signing of the lease is due today.

Terms of the lease, it was learned, provide for a 10-week guarantee of $3,000 per week against a percentage of the gross for the owners of the theatre, Lee and J. J. Shubert.

Pasadena Exhibitor Hits Censor Law

HOLLYWOOD, Aug. 4.—Al O'Keefe, operating the Colorado Theatre, Pasadena, has appealed informally to that city's board of directors to nullify Pasadena's 20-year-old censorship ordinance under which, according to O'Keefe, "The Miracle," "Latuko," and "La Ronde" were disapproved recently. In a letter to the city board, O'Keefe argued that the Supreme Court ruling outlawed the Pasadena ordinance.

'Miracle' Test

(*Continued from page* 1)

of the theatre, which is not involved in the dispute.

Edward Meyerding, speaking for the ACLU, said that he would ask Mayor Kennelly to reverse the censor Board's ban of the film, but the mayor has indicated that he will not enter the fight.

Although admission to the screening was free and by invitation only, the Commissioner contended that it was a public showing and therefore a violation of the censor board's banning of the picture. O'Connor contends that the movie "ridicules any branch of Christianity, not just Catholics."

Foreign Business Good, Says Weltner

Business abroad "is very good," George Weltner, president of Paramount International, asserted here yesterday on his arrival on the *S.S. Queen Elizabeth* following a six-week "routine business trip."

Weltner visited England, France, Belgium, Germany and Italy.

Walsh Says

(*Continued from page* 1)

it so that all will know—that vice-president Brennan has my wholehearted support for reelection. If Vince Jacobi is nominated, I will be 100 per cent behind the candidacy of vice-president James J. Brennan. He is part of our administration and has been throughout the 10 years that I have served as International president of the Alliance."

Sue Tri-States, Central States

CHICAGO, Aug. 4.—Two suits were filed against major film companies and Tri-States and Central States circuits in Southern Iowa Federal District Court by Seymour Simon, Chicago film attorney. One asks for $450,000 treble damages because, the brief alleges, distributors and the circuits conspired from June 5, 1946 until now to keep first-run films from the Capitol Theatre at Iowa City.

The second suit says the film companies with the exception of United Artists and Columbia, along with the same two circuits, conspired to keep first-run releases from the Coronet Theatre in Davenport, Iowa.

Rackmil Honored by Decca for 'U' Post

Executives of Decca Records, Inc., and some of the company's recording artists paid tribute to Milton R. Rackmil, president of Decca, at a dinner at the Stork Club here on Friday in honor of his assuming the presidency of Universal Pictures. Leonard W. Schneider, executive vice-president of Decca, presented a scroll to Rackmil. Alfred Daff, executive vice-president of Universal, represented the film company.

Resignation Rumors Denied by Schenck

Nicholas M. Schenck, president of Loew's, Inc., yesterday issued the following statement in response to press queries:

"Contrary to several rumors printed in various newspaper columns, I have no thought of resigning from Loew's, Inc. The reports are untrue and unfounded."

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

DEAN MARTIN and JERRY LEWIS
HAL WALLIS' Jumping Jacks
in person DON CORNELL
TRUDY RICHARDS MICKEY DEEMS FOUR EVANS
ELLIOT LAWRENCE and His Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

Walt Disney's Story of
ROBIN HOOD
Color by TECHNICOLOR
—and—
Walt Disney's WATER BIRDS
A True Life Adventure
Print by Technicolor—Distributed by RKO
Walt Disney's "LITTLE HOUSE"
Technicolor Cartoon
COOL CRITERION B'WAY & 45th St.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



HIGH PROFITS
FOR
"HIGH NOON"

VARIETY reports the HIGH NOON opening: "a b.o. *giant* in Pittsburgh, *great* in Boston, *smash* in Toronto, *lofty* in Philly and *terrific* in N. Y." *And all this despite the opposition of the Chicago Convention, and despite the heat wave!*

AND EXHIBITOR CONFIRMATION IS POURING IN:

"I WANT YOU TO KNOW THAT IN ADDITION TO THE TREMENDOUS GROSS NOW BEING WRITTEN AT THE MAYFAIR THEATRE ON BROADWAY WITH 'HIGH NOON' THAT EVERY PATRON COMING OUT OF THE THEATRE IS SINGING ITS PRAISES. I LOOK FORWARD TO NOT ONLY A VERY PROFITABLE RUN WITH THIS PICTURE ON BROADWAY BUT IN MY CIRCUIT AS WELL."

—HARRY BRANDT, New York City

" 'HIGH NOON' BIGGEST MIDWEEK OPENING IN TWO YEARS IN SPITE OF 90 DEGREE HEAT. PHENOMENAL WEEKEND GROSS INDICATES ONE OF THE BEST ENGAGEMENTS FOR THIS LONG RUN HOUSE. CONGRATULATIONS."

—DAN FINN—Astor Theatre, Boston

"EXCITED ABOUT 'HIGH NOON' BUSINESS. FIRST THREE DAYS TORONTO BIGGER THAN ANY PREVIOUS UNITED ARTISTS PICTURE AND MONDAY GROSSES MORE THAN OPENING DAY. FIRST THREE DAYS CALGARY ALL TIME RECORD FOR THEATRE. ENTHUSIASTICALLY AWAITING FURTHER 'HIGH NOON' OPENINGS THROUGHOUT CIRCUIT AS TORONTO CALGARY BUSINESS INDICATES SMASH RESULTS EVERYWHERE."

—DAVE GRIESDORF

STANLEY KRAMER PRODUCTIONS
present
GARY COOPER
in
"HIGH NOON"

STANLEY KRAMER PRODUCTIONS presents GARY COOPER in "HIGH NOON"
with THOMAS MITCHELL • LLOYD BRIDGES • KATY JURADO • GRACE KELLY • OTTO KRUGER
Lon Chaney • Henry Morgan • DIRECTED BY FRED ZINNEMANN • Screen Play by Carl Foreman • Music Composed and Directed by Dimitri Tiomkin • Director of Photography Floyd Crosby, A.S.C. • RELEASED THRU UNITED ARTISTS

Another BIG ONE thru UA

REPUBLIC DOES

TREMENDOU

WESTERN UNION

W P MARSHALL PRESIDENT

SYMBOLS

DL=Day Letter
NL=Night Letter
LT=International Letter Telegram
VLT=International Vitrogram

CLASS OF SERVICE

This is a full-rate Telegram or Cable gram unless its class is indicated by a suitable symbol above or preceding the address.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

NA241 DL PD-FAX MINNEAPOLIS MINN 25 1153A-
1952 JUL 25 PM 2 58

J R GRAINGER-
REPUBLIC PICTURES CORP-1740 BROADWAY-

SURELY YOU WILL BE PLEASED TO KNOW GLOBAL PREMIERE OF YOUR "WOMAN OF NORTH COUNTRY" AT NORSHOR THEATRE DULUTH MINNESOTA A TREMENDOUS SUCCESS. THOUSANDS LINED THE STREETS. TRAFFIC AT A STANDSTILL. MORE THAN SIX THOUSAND JAMMED THE BLOCK IN FRONT OF THEATRE. THEATRE FILLED TWO HOURS BEFORE SCHEDULED START OF SHOW. AUDIENCE REACTION TO PICTURE EXCELLENT. BUSINESS FAR BEYOND EXPECTATIONS. LAST NIGHT AT STATE THEATRE MINNEAPOLIS IN CONNECTION WITH AQUATENNIAL CELEBRATION WE REPEATED THE DULUTH PREMIERE TO EVEN GREATER RESULTS. COOPERATION FROM REPUBLIC LEFT NOTHING TO BE DESIRED. WE ARE MORE THAN PLEASED. YOU HAVE ANOTHER WINNER IN "WOMAN OF NORTH COUNTRY."-
HARRY B FRENCH MINNESOTA AMUSEMENT CO.

IN FRONT OF THE STATE theatre

STARS

Duluth

HERBER
Pres

WOMAN OF THE

TRUCOLOR BY CONSOLIDATED

Starring RUTH HUSSEY · RO

with J. CARROL NAIS

Screen Play By NORMAN REILLY RAIN

Associate Producer-Director JOSEPH KA

IT AGAIN ! ! !

TWO MORE SMASH PREMIERES BRINGING STARS AND ENTERTAINMENT TO MOVIE-GOERS THE COUNTRY OVER

Minneapolis



YATES

NORTH COUNTRY

CAMERON · JOHN AGAR · GALE STORM

JIM DAVIS · JAY C. FLIPPEN

ory By CHARLES MARQUIS WARREN and PRESCOTT CHAPLIN

A REPUBLIC PICTURE

Republic Pictures Corporation

In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

A $50,000 PRIZE CONTEST in conjunction with the Damon Runyon Memorial Fund is being sponsored by Mason, Au & Magenheimer, makers of chocolate mints, one of the more popular candies sold in theatres. The contest is being publicized in such consumer magazines as *True Story, True Romances, Photoplay, Radio and TV Mirror, True Love Stories* and *True Experience.* Theatre managers desiring window streamers, large posters, counter cards and envelope stuffers to use in the contest should write to the company. (P. O. Box 549, Mineola, Long Island.)

•

The Engineering Products Department of RCA Victor at Camden, N. J., has issued three new booklets describing features and applications of the RCA 16mm sound film projectors, the RCA 16mm magnetic recorder-projector and a wide variety of RCA sound products. The brochure on the magnetic recorder-projector (Form 2R-8330) tells the story of magnetic stripping of films and discusses commercial possibilities of this new sound recording medium. The 20-page catalog on the company's sound products (Form 2R-8348) describes more than 50 items of equipment. The third booklet is an illustrated 12-page pamphlet describing RCA "400" Senior and Junior 16mm sound film projectors and accessories. Requests for the brochures on the magnetic recorder-projector and the 16mm sound film projectors should be addressed to the Visual Products Section, while the sound products booklet is available from the Sound Products Section of the company.

•

The Fountain Division of the Orange-Crush Company of Chicago is using the display card shown below to publicize its latest merchandising idea. An offer has been imprinted on vending cups, telling customers of premiums they can receive by sending in two cup labels and 15 cents.



Review

"Arctic Flight"

(*Monogram*) *Hollywood, Aug. 4*

ALL CONCERNED with the making of this adventure film about life in the Arctic—executives, cast and crew—journeyed to precisely that place to film it. The result of this investment in authenticity is strikingly shown in the finished product. Although the romantic adventure story played out by Wayne Morris, Alan Hale, Jr., Carol Thurston and Lola Albright is a work of fiction, the genuine setting, customs and manners, and the many Eskimaux seen as participants, give the whole the unmistakable stamp of reality. Advertising copy and advance publicity stressing the validity of the setting, and outlining the production circumstances, can be figured to yield an extra margin of revenue.

In the screenplay by Robert Hill and George Bricker, from a story by Ewing Scott, who is associate producer, Morris portrays a bush pilot operating a single-plane line headquartered at Kotzebue, Alaska, and flying passenger and freight as far North as Little Diomede, on the Arctic Circle, but not to Big Diomede, next door, and across the patrolled Russian border.

An American school teacher (Miss Albright) and a supposed American millionaire (Hale) bring Morris romance and trouble, the latter developing when he finds out Hale is a Russian agent smuggling military information to the "Commies" at Big Diomede. Apart from a surprise ending, the story is about what would be expected from that beginning, but in view of the special advantages mentioned, that's good enough.

Lindsley Parsons produced, with Morris as his assistant, in addition to starring. Lew Landers directed.

Running time, 78 minutes. General audience classification. Release date, October 19.

NY 1st Runs

(*Continued from page* 1)

way to a high $102,000, while at the Roxy, "Dreamboat" was slated for a healthy $100,000 for its second week, after drawing a solid $58,000, during the Friday-through-Sunday period.

"High Noon" at the Mayfair was setting a solid pace with $39,500 indicated for the second week. At the Criterion, Walt Disney's "Story of Robin Hood" was showing stamina in its sixth week with an expected $21,000.

At the Astor the third week of "The Story of Will Rogers" was seen chalking up $13,000, a so-so figure.

"Don't Bother to Knock" in its third and last week at the Globe was heading for a good $14,500. "Francis Goes to West Point" will bow in Friday.

Still indicating strength in a third week at the Capitol is "Carrie" which is expected to show $33,000. At Loew's State, "Glory Alley" was scheduled for a poor $9,000 in its first and final week. "Sudden Fear" opens Thursday.

The off-Broadway Sutton did a good $7,600 for the 18th week of "The Man in the White Suit." At the Normandie, "Encore" in its 17th week also was heading for a good $6,200.

AMVETS Query Studios on 'Reds'

HOLLYWOOD, Aug. 4.—The state commander of the American Veterans of World War II disclosed that the California division has asked studio managements for "reassurance" that persons refusing to answer questions by legally constituted bodies concerning communistic affiliations shall not be employed. Studios declined to comment on the matter.

TCTC Sells Last House

MINNEAPOLIS, Aug. 4.—Twin City Theatres Corp. has exited from the film industry with completion of negotiations for the sale of the 500-seat New States in St. Paul to Don Robertson, who took position of the last-run house on July 19. The house was the last of the company's theatre holdings.

Drop in Taxes

(*Continued from page* 1)

083, compared with $25,516,809 in June, 1951.

General admission tax collections include receipts from taxes on admissions to sports events, legitimate theatres, concerts and other general admission events, as well as motion picture theatres. They do not, however, include taxes on roof garden and cabaret bills nor on various seat leases, brokers' sales and other "overcharges." Total admission tax collections in June this year amounted to $26,497,849, against $29,418,229 in June, 1951.

Tax Collections in Chicago Are Down

CHICAGO, Aug. 4.—City amusement tax collections for the month of July (on June receipts) show another decline in theatre business from last year, with theatre tax collections for the month being $79,538.84 this year against $98,389.70 for the same month last year. Totals for the year to date are $589,223.80, against $647,061.46 last year.

These figures, for June business, do not reflect the solid upturn in business felt throughout the city in July.

In contrast to theatre receipts, down roughly nine per cent for the year to date, other amusements are up about one per cent.

James Cassidy, 39, Film Producer

James B. Cassidy, 39, independent producer, died in Memorial Hospital here Saturday night. Cassidy had returned from Norway several weeks ago after shooting scenes for a film version of Henrik Ibsen's "A Doll's House." He also recently acquired film rights to all of Ibsen's plays except "Peer Gynt." Last year he married Dale Melbourne, concert pianist and actress, who survives. He also leaves his father, Patrick H. Cassidy of Springfield, Mass., and two sisters, Mrs. James Parnell, also of Springfield, and Mrs. Frank Roberts of Greenfield, Mass.

Arbitration

(*Continued from page* 1)

ing would seek to iron out the questions of competitive bidding and damages, in addition to the mechanics of the proposed arbitration system. The meetings were also expected to take up two other items, the forcing of pictures and violations of contracts.

Attending yesterday's meeting were: From exhibition, Herman Levy, Si Fabian, Emanuel Frisch, Wilbur Snaper and Abram F. Myers; from distribution: Robert Perkins, Abe Montague, William F. Rodgers and Al Schwalberg. Ralph D. Hetzel, Jr., Motion Picture Association of America vice-president, and Henderson Richey, secretary of the Arbitration Conference, attended as ex-officio members of the committee.

The last session of the committee was held early in July and adjourned without having made progress on the issues of competittive bidding, which also stymied the previous session a month earlier. Exhibitor members of the committee felt then that further meetings would be fruitless unless they could meet with company presidents or that more authority could be delegated to the sales executives with whom the negotiations were being conducted.

Eric Johnston, Motion Picture Association of America president, interceded with the result that the way was cleared for distributor agreement on the competitive bidding issues and the current meetings were arranged.

Howard Honored

(*Continued from page* 1)

James R. Grainger, James Mulvey, William Heineman, Morey Goldstein and Herman Robbins.

Also, Jules Lapidus, Roy Haines, Norman Moray, Norman Ayres, Edward Hinchey, Arthur Silverstone, Eddie Aarons, Martin Moskowitz, Abe Dickstein, Walter Branson, Nat Levy, Phil Hodes, Len Gruenberg, Charles Boasberg, Louis Weinberg, Nat Cohen, Rube Jackter, Charles Feldman, David Levy, William Jordan, Ray Moon, Louis Allerhand, Richard Harper, Herman Ripps, E. K. (Ted) O'Shea, Hugh Owen, Myron Sattler, Henry Randel, Bernard Kranze, Fred Meyer, Walter Titus, James O'Gara, George Dembow, Budd Rogers, Moe Kerman, Joe Felder and Arthur Greenblatt.

From RKO Theatres were Tom O'Connor, William Whitman, Robert Sherman, Matty Polon, Harold Newcomb, Leslie Thompson, Bob Miller, Archie Berish, Joe Becker and Bernie Friedman.

Reports Cited

(*Continued from page* 1)

tures, Disney Productions, Loew's, Monogram, Paramount Pictures, Republic, 20th Century-Fox and United Paramount Theatres.

The stockholder reports of these companies thus have become candidates for the final judging, and one will be selected for a "Best of Industry" award and presented with a bronze "Oscar of Industry" at the *Financial World's* annual report awards banquet on Tuesday, October 28, in the Hotel Statler, New York. A year ago the 1950 annual report of 20th Century-Fox won the trophy for the best report in its industrial classification.

16mm. Suit

(*Continued from page* 1)

distributors to make available to television their products and stars, which is the only stock in trade of the movie industry, for which the movie theatres have paid hundreds of millions of dollars in film rentals since the founding of our industry. Television has made no contribution either artistically, creatively or monetarily to the development and growth of the movies and it appears that through this action it is seeking a special privilege without any inherent right or interest.

"It is a matter of common knowledge that the movie theatres have suffered tremendously since the advent of television, particularly from the free televising of movies over that medium. In the Chicago area alone, more than 100 theatres have closed, due, in large measure, to the free presentation of movies on television.

"How long could any business survive on an economically sound basis if, on the one hand, a retail establishment selling a product at a price, would have to compete with others giving that same product away for nothing? If the Government should succeed in this instance it would have the effect of destroying every vestige of the profit system in this country.

"As independent business men whose investments in theatre properties are placed in jeopardy by virtue of the Government's action and in the interest of the thousands of persons whose jobs are at stake, our association, representing more than 100 theatres in the State of Illinois, begs that the Justice Department reconsider its action in this respect."

NCA on US Suit

(*Continued from page* 1)

"but there is no particular reason in the public interest why it should be permitted to strengthen its position at the expense of small independent businessmen in the theatre field. We in the motion picture business feel that we are engaged in the professional, legitimate entertainment business. Television is one phase of the advertising business and any entertainment that creeps onto the television screen is purely incidental to the huckstering of the sponsor's wares."

RTMA to Talk Color TV

WASHINGTON, Aug. 4. — Developments in color television will have a prominent place on the agenda of the 1952 fall meeting of the Radio-Television Manufacturers Association, the organization announced. The conference will be held Oct. 20-22 at Syracuse, N. Y.

FP-C Promotes MacCunn

TORONTO, Aug. 4. — With Famous Players Canadian Corp. since 1922, Angus MacCunn, a. board director and chief of the home office real estate department for years, has been appointed company secretary, following the death of Noel G. Barrow.

NEED SPECIAL TRAILERS QUICK?
QUICK SERVICE
YOU'LL GET IT FROM FILMACK
SEND-US YOUR ORDER
ALL-AROUND KNOW-HOW
FREE COPY SERVICE
FINEST QUALITY
BEST ART-WORK
TRY US AND SEE
CHICAGO, 1327 S. Wabash Av - NEW YORK, 630 9th Av.

Television--Radio

with Pinky Herman

"STOP THE MUSIC" which leaves the radio-TV scene next week, will be replaced with another musical, "American Music Hall," featuring Paul Whiteman's Orchestra, Eileen Barton and Larry Douglas, featured singer in "The King and I." "The new series will ABCommence Aug. 17, between 8:00 and 9:00 P.M. and will be produced by Leonard (Buzz) Blair with Joe Graham directing. . . . Moom pitcher scouts are dangling lucrative bait before the eyes of Tony Bavaar, handsome young lark of "Paint Your Wagon." . . . After several shifts in time, format etc. Burr Tillstrom's "Kukla Fran and Ollie" starts its sixth year on TV and beginning Aug. 24, it will be NBTelecast each Wednesday from 6:00 to 6:30 P.M. (e.d.s.t.). . . Prexy Eric Johnston of M.P.A.A. will guestalk about motion pictures Aug. 15 on the "Mike and Buff" CBS-TV show. . . .

☆ ☆ ☆

With all this talk, official and unofficial about flying saucers, Jackson Beck, whose hobby has always been the study of heavenly bodies (meteors, comets and shooting stars) and who last week delivered a talk on the subject on the ABC 'time Capsule' program, told us and we quote: "As long as you're not afraid to face realities you can take it from me that those saucers not only are factual but I believe that they contain inhabitants from another planet, whose civilization transcends our own and who are curiously watching the behavior of us down here on Earth." . . . Come, come, Jackson, old boy, we're not at your Beck and Call. We'll stop all these shenanigans forthwith by snapping our fingers three times, breathing a couple of Alagazams followed with "Hey Welles, enough is enough, now stop all that Orsen around." . . .

☆ ☆ ☆

V. S. Becker Productions has produced a series of one-hour programs, "Campus in Review," which show every promise of hitting the TV jackpotularity. Each program, filmed at different colleges and universities, portraying the history, legend, sports and dramatic activities and famous alumni, respectively, producer Viola Becker has a package chuckful of entertainment. However, the cost of this imposing and ambitious series calls for sponsorship only by a national utility or perhaps by a 'pooled' steel or oil combine. . . . Jack Benny, just back from Europe and Cadillac-ing back to the Coast, will start his 10th semester for Lucky Strike ciggies next month. He'll do his radio stint once a week and will telecast once a month. . . . Jean Martin, singing star of the new Sunday nite "NBChock Full O' Nuts" series, is as easy on the orbs as on the ears. . . .

☆ ☆ ☆

Ray Nelson's "Rod and Gun Club of the Air," seen Tuesday on Channel 9 and heard Thursdays via WOR, features Martin Dishart of the unique Canine University of Queens. Curriculum is to to study and find ways and means of making "Man more compatible with his best friend (dogs)." What we really need is a Universal College whose curriculum is to "find ways and means to make man more compatible to his fellow man." (sermon over.) . . . Merrill E. Joels leaves tomorrow for location at Chester Springs, Pa., where he'll do the lead, in the role of a Spanish Doctor in the Good News Production flicker, "Banderilla." . . .

☆ ☆ ☆

Seven film prints of outstanding NBC TV programs including "Your Show of Shows." "Zoo Parade," "Amahl & the Night Visitors," "Dangerous Assignment," "Toscanini Concerts" and the Demo & Republiconventions will be screened late this summer at the International Cinema Art Exhibition in Venice, Italy. . . . John B. Cron and Stanton M. Osgood have been named by Robert Sarnoff, heads of TV film sales and TV film production, respectively. . . . Marguerite Piazza, just home from a European jaunt, will appear on 33 of the 39 "Your Show of Shows" NBTeleseries this year. Talk has the nightingale set to co-star with Tony Martin on a radio series for NBC with Meredith Wilson's Ork. . . . The Kevin Kennedys (he's the WPIX ace newscaster and announcer) expect their fifth addition any edition. . . .

☆ ☆ ☆

LOTSA DOTS. . . . If you can concoct interesting and novel questions or brain teasers, get in touch with Walt Framer at the Hotel Henry in N. Y. . . . Filmoguls should get a load of Bill Harrington, singing, talking, playing and emceeing daily over ABC-TV.

Miller Calls TV Boon to Hollywood

David Miller, here from the Coast in connection with "Sudden Fear," which he directed, stated at a press interview yesterday that he feels television is a boon to Hollywood.

TV is making the second feature vanish, he says, and has heightened the competition in Hollywood so that technicians and talent and writers must be at their best to produce the kind of films that will survrive.

Miller revealed that he will shortly embark on his first independent production, a story of the lives and trials of 20 young artists striving for success, tentatively entitled "The Paris Story." It will be made in France and partly in England. The script will be worked upon when he returns to the Coast shortly, after which, probably in October, he will go to Europe. As for financing, Miller would disclose nothing beyond the fact that he has pre-production money. He said he would make the film without releasing arrangements.

NBC Unites Station Relations Units

A merger of the radio and television staffs of the station relations department of National Broadcasting was announced here by Harry Bannister, vice-president in charge of the department. The merger is in line with NBC's recently announced unification of the radio and television networks.

Under the merger, Sheldon B. Hickox, Jr., formerly director of television station relations, is appointed director of station relations, reporting to Bannister. Thomas E. Knode, formerly television station relations contact representative, is appointed manager of station relations, reporting to Hickox. Fred Shawn, formerly director of radio station relations, is assuming an executive post in the radio and television network production department.

Filmcraft Acquires Mark Twain Works

HOLLYWOOD, Aug. 4.—The entire Mark Twain library has been acquired by Filmcraft Productions from the estate of Samuel L. Clemens, Isidore Lindenbaum, president and executor producer of the video film firm, announced.

Including 36 major works, 250 articles, 2,300 published letters and several thousand unpublished letters and material, the deal gives Filmcraft the exclusive TV and radio rights to the properties. The material will be used in a new video film series.

MITCHELL MAY, Jr.
CO., INC.
INSURANCE
•
Specializing
in requirements of the
Motion Picture Industry
75 Maiden Lane, New York
3720 W. 6th St., Los Angeles

BULLETIN NO. 1

OPENING AT VICTORIA, N.Y...

BEATS XMAS WEEK OPENING OF

"BORN YESTERDAY" BY EXACTLY

$1,027...!

Don't believe us! Please check for yourself! Call managing Director maurice maurer— collect- at Plaza 7-4967 and ask him!



Rita's Back! and so is Business!

RITA HAYWORTH
GLENN FORD

Those "Gilda" Stars Again *in*

Affair in Trinidad

with ALEXANDER SCOURBY • VALERIE BETTIS • TORIN THATCHER • Screen Play by Oscar Saul and James Gunn • Produced and Directed by Vincent Sherman • A Beckworth Corporation Production • A Columbia Picture

COLUMBIA PICTURES

from Columbia!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 26 NEW YORK, U. S. A., WEDNESDAY, AUGUST 6, 1952 TEN CENTS

Agreement in Principle Reached on Arbitration

Basis Is Set for Agreement on Competitive Bidding, Damage Awards, Other Difficult Issues in Swift Day and a Half Meeting

By MURRAY HOROWITZ

Agreement in principle on all phases of the proposed industry-wide arbitration system was reached here yesterday by the Industry Arbitration Conference's Continuations Committee of 10.

The committee, following an all-day meeting at the Hotel Astor, announced that it had "completed consideration of all matters involved in the arbitration system." The sub-committee of the Industry Arbitration Conference closed its sessions one day ahead of schedule, which served as another indication of the climate of agreement reached by exhibitor-distributor delegates.

The two-day meeting of the continuations committee brought about the following results:

The appointment of a legal drafting committee to put in final form the work thus far completed for submission to the general Arbitration Con-

(Continued on page 5)

Replies to US Suit Now Off Until Oct. 15

D of J Grants Delay; No Trial Before Elections

The Department of Justice has agreed to an extension to October 15 of the time for filing of answers by producer-distributor defendants to the government's anti-trust suit designed to force the sale of 16mm. films to television and other miscellaneous users.

Defendants' answers would have been due next Tuesday. The extension of time, it was learned, was requested by attorneys for RKO Pictures and was granted by the Justice Department without objection. At the same time, the Department said the time extension would apply to all defendants.

The additional time will give defense attorneys further opportunity to study the government's complaint and formulate defense strategy. Among the decisions still to be made are

(Continued on page 4)

Silliphant Resigning, To Make Louis Film

Stirling Silliphant, Eastern publicity manager for 20th Century-Fox, will resign that post early next January to produce "The Joe Louis Story," a screen biography of the former world's heavyweight champion.

Federated Films, a new independent company formed here, has acquired the motion picture and television rights to the Louis life story.

(Continued on page 4)

May Be Court Test On 'Miracle' in Chi.

CHICAGO, Aug. 5.—Edward Meyerding, local American Civil Liberties Union spokesman, commenting on the cancellation of the private invitational showing of "The Miracle," (banned by the Chicago police censor board) as a result of the threat by police Commissioner O'Connor to arrest the organizers of the showing and revoke the license of the Surf Theatre, today said in an interview: "We have tried

(Continued on page 4)

Arnall May Resign OPS Post Sept. 1

Washington, Aug. 5.—Price Stabilizer Ellis Arnall may tell President Truman tomorrow that he will resign September 1.

Arnall, on leave as head of the Society of Independent Motion Picture Producers, has an appointment with the President tomorrow. When he took the OPS job last February, he told the President he would only hold it for six months. The six months will be up at the end of this month. Arnall has been reported as anxious to get back to his law practice for some time.

Chaplin, U. A. Close Deal on 'Limelight'

Charles Chaplin's latest production, "Limelight," in which he stars as Calvero, a music hall comedian, goes to United Artists for worldwide distribution. Chaplin's announcement was made at the conclusion of a meeting in his Beverly Hills home at which Arthur Kelly, vice-president of Chaplin Celebrated Films, was present.

(Continued on page 4)

$174,802 RKO Theatres Net

Consolidated net profit of RKO Theatres Corp. and subsidiary companies for the first six months of 1952 was $174,802, after taxes and all other charges, (including profit of $16,518 on the sale of capital assets, before taxes), compared with consolidated net profit for the first six months of 1951 of $551,639, after taxes and all other charges, (including profit of $378,886 on the sale of capital assets, before taxes).

Consolidated net profit for the second quarter of 1952 was $36,935, after taxes and all other charges, (including profit of $9,253 on the sale of cap-

(Continued on page 2)

To Ask FCC to End Its Hearings on UPT-ABC

WASHINGTON, Aug. 5.—The Federal Communications Commission will probably be asked shortly to decide whether or not the United Paramount Theatres—American Broadcasting Co. merger hearings should close pending the filing of proposed findings or should continue.

An FCC order issued on Friday cut out as an issue in the case any anti-trust activity prior to August 7, 1948, outside the field of radio communications. When the hearing recessed on July 3, however, several witnesses still remained to be heard on testimony about Scophony Corp. of America and its six-year tie-in with Paramount Pictures.

What attorneys for all parties in the case will ask the Commission is whether testimony on SCA falls within the field of radio communications,

(Continued on page 4)

Extend Para. Plan To 3 More Films

Paramount's expanded first-run releasing plan in the Los Angeles area, which is currently being tested, will be continued on three additional films, A. W. Schwalberg, president of Paramount Film Distributing Corp., discloses.

The films are: "Just for You," starring Bing Crosby, Jane Wyman

(Continued on page 4)

SWG Will Strike ATFP on Monday

HOLLYWOOD, Aug. 5.—The executive board of the Screen Writers Guild last night voted unanimously to strike against the Alliance of Television Film Producers effective one minute after next Sunday midnight.

The strike action follows five months of negotiation between SWG and ATFP for a basic contract. Breakdown came on Alliance refusal to consider SWG demands that payment to television writers be on a royalty basis and cover exclusive television rights only for a seven-year period.

TOA Convention Group to Meet

A meeting of the convention committee of the Theatre Owners of America, attended by TOA president Mitchell Wolfson, will be held in Washington on August 14, it was learned here yesterday.

Others slated to attend the meeting include Herman Levy, TOA general counsel and Si Fabian. The TOA convention will be held there.

Personal Mention

JACK WARNER, Warner Brothers vice-president, returned here from Europe yesterday and will leave shortly for the Coast.

•

SPYROS S. SKOURAS, executive vice-president of Skouras Theatres Corp., announces the birth of a daughter to MRS. SKOURAS last Sunday at the Lawrence Hospital, Bronxville, N. Y.

•

RUDOLPH ALLEN, industry attorney, will return here today on the *S.S. Biancomanno*, after spending two months in Europe with his wife on a combination business-pleasure trip.

•

JACK GLENN, March of Time director and head of the Eastern Screen Directors Guild, returned to New York yesterday from Detroit.

•

JOSEPH GRANT, owner of the Northwood Theatre, Baltimore, has left Union Memorial Hospital there and is convalescing at home.

•

MAURICE SILVERSTEIN, Loew's International regional director for Latin America, has left here for the Coast en route to his Mexico City office.

•

HERB STEINBERG, Paramount publicity manager, has returned here from the Coast.

•

FOSTER M. BLAKE, Universal Western sales manager, has left here for Chicago and Des Moines.

•

RALPH PIELOW, M-G-M resident manager in Pittsburgh, is in New York on vacation.

•

LOUIS DE ROCHEMONT, Columbia producer, is in Europe from New York.

•

IRVING SOCHIN, Universal short subject sales manager, is on vacation.

Buffalo Meets on Tax Repeal Fight

BUFFALO, Aug. 5.—Managers and members of the sales staffs of all local exchanges met here yesterday to discuss plans for getting theatres in the entire exchange area to join the Council of Motion Picture Organizations in its fight for the repeal of the admission tax. Presiding at the meeting were Jack Chinell, manager of the RKO Radio exchange, who is distributor chairman, and Elmer F. Lux, general manager of Lazar Theatres, who is exhibitor chairman. The salesmen will go into the field to get exhibitors to join COMPO and thus aid in the tax repeal battle.

Jerry Wald to Leave RKO Radio Oct. 31

HOLLYWOOD, Aug. 5.—A spokesman for Jerry Wald today confirmed published report that the producer will leave RKO Radio October 31 on the expiration of his contract. The studio declined comment.

U. A. Wins Action to Halt Nasser Film Telecasts

United Artists claims the victory of "an important decision" clarifying the status of residual television rights in motion pictures still in theatrical release by major companies.

The company reported that Federal Judge Harry C. Westover in the Southern District Court of California ruled yesterday that television distribution of motion pictures originally produced for major theatrical release is not a "commercial practice" within the meaning of a 1948 contract between United Artists and Nasser Brothers. The judge's decision overruled a recent decision by Benno M. Brink, referee in bankruptcy, it was disclosed by Seymour M. Peyser, vice-president and general counsel of UA.

As a result, the recent televising of four Nasser pictures has been ruled unauthorized and must be discontinued, said U. A.

"The decision of Judge Westover has the effect of settling the television status of many films still being released by United Artists under contracts executed prior to February, 1951. Since that time a new contract clause has fully clarified the question," said U. A.

The law firm of Wright, Wright, Green and Wright argued the petition for review for United Artists.

'U' Drive Winners To Visit Studio

The 10 Universal exchange managers whose branches placed second to 11th in the company's recent "N. J. Blumberg 40th Anniversary Sales Drive," will visit the Universal studios for a week starting Monday, in addition to the cash prizes in which they shared. Arthur Greenfield, Portland, Ore., branch manager, whose branch placed first, has been awarded a two-week trip to Europe starting August 27.

The 10 managers making the studio trip in the order in which they finished in the drive are Don Gillin, Seattle; Jack Langan, Kansas City; C. R. Ost, New Orleans; Ted Reisch, San Francisco; R. C. Settoon, Memphis; R. N. Wilkinson, Dallas; Joseph Gins, Washington; J. W. Greenleaf, Charlotte; Harry Hynes, St. Louis, and C. R. Wade, Salt Lake City.

Lew Lieser Forms Distribution Firm

BUFFALO, Aug. 5.—Lew Lieser, who has been manager of the Buffalo and Albany Lippert exchanges for the past several years, has purchased the Lippert franchise for New York State, outside New York City, and on Friday will begin business as Lieser Film Distributing Co., Inc., with headquarters in the Film Building here.

U.S. Films for Venice

WASHINGTON, Aug. 5.—The State Department said 13 documentary films produced by U. S. government agencies have been selected for showing at the International Film Festival being held in Venice.

RKORadio-Hartford Releasing Deal

HOLLYWOOD, August 5.—RKO Radio has completed negotiations with Huntington Hartford for the distribution of two productions annually for the next three years to be produced by Hartford's Theasquare Productions, it is announced by C. J. Tevlin, RKO Radio vice-president in charge of studio operations.

It was announced additionally that RKO will begin distribution in September of Hartford's already completed feature entitled, "Face to Face." This is a picturization of two short stories: "The Secret Sharer," by Joseph Conrad, and "The Bride Comes to Yellow Sky," by Stephen Crane. James Mason stars in the first episode of "Face to Face," and Robert Preston stars in the second.

Dave Cockrill, 54, Dies Suddenly

DENVER, Aug. 5.—Benjamin D. (Dave) Cockrill, 54, managing director of the local Denham Theatre, as well as president of the Greater Indianapolis Amusement Co., with four theatres there, died here following a heart attack. He had been in Denver only a few hours when death occurred.

Formerly a film salesman and publicity man for Universal, and interested in theatres in the East, Cockrill came to Denver in 1934 to operate the Denham. He is survived by his widow, Vera, a daughter, Ann, a sister and two brothers.

RKO Theatres Net

(*Continued from page* 1)

ital assets, before taxes). This compares with consolidated net profit for the second quarter of 1951 of $109,697, after taxes and all other charges, (including profit of $8,183 on sale of capital assets, before taxes).

Profit from operations before taxes and other charges totaled $1,277,011 for the first six months of 1952, compared with $1,879,982 for the same period in 1951. Profit from operations before taxes and other charges totaled $470,950 for the second quarter, against $786,041 for the second quarter in 1951.

Edgar C. Paul, 72

LOGAN, O., Aug. 5.—Edgar C. Paul, 72, manager of the Logan Chakeres Theatre for the past 18 years, died on July 27. Prior to coming to Logan he was general manager of the Gus Sun Amusement Co. in Springfield, O., for 18 years. He is survived by the widow, Blanche.

Newsreel Parade

THE POLITICAL battle front and King Farouk in exile are current newsreel highlights. Other items include people in the news and the Olympic games. Complete contents follow:

MOVIETONE NEWS, No. 64—U. S. Navy tests ships in icy wastes. President Truman signs German pact. Farouk in Capri. Helicopters end Atlantic flight. U. S. athletes win Olympics.

NEWS OF THE DAY, No. 298—Swimming victory assures U. S. Olympic triumph. Farouk in exile. Navy recruiting. Pigeon marathon. Eisenhower. No time for politics for Adlai Stevenson, Ill.

PARAMOUNT NEWS, No. 101—Liner *S. S. Queen Elizabeth* brings celebrities. Farouk in Capri. Political battlefront. Truman signs Bonn treaty. Drought. U. S. wins Olympics.

TELENEWS DIGEST, No. 32A—Drought. Chinese quit Red Cross parley. A weekend with candidates. Swimming champions of 1972? Davis Cup matches in Italy.

UNIVERSAL NEWS, No. 584—Farouk in exile. Maneuvers in Arctic. Queen Juliana in France. Helicopters cross Atlantic. Truman signs Bonn pact. WAVES 11th anniversary. Olympics.

WARNER PATHE NEWS, No. 103—Helicopters cross Atlantic. Farouk. Truman signs German treaty. Harry M. Warner dedicates Legion centre. Blind Marine general gets second star. Air vets honored. New U. S. High Commissioner in Germany. Olympics.

German, Sunshine Head JDA Units

William German, president of W. J. German, Inc., and Morton Sunshine, executive director of the New York Independent Theatre Owners Association, have accepted chairmanship of the laboratories and publicity divisions, respectively, of the industry's drive on behalf of the Joint Defense Appeal. The announcement was made by Leon Goldberg, of Universal Pictures, and Edward L. Fabian, of Fabian Theatres, who are co-chairmen of the industry-wide campaign.

The JDA is seeking $5,000,000 in 1952 to finance activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

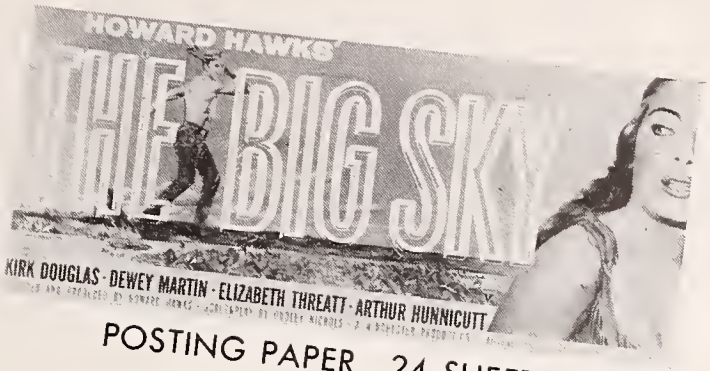
Clagett to Ohio On Censor Case

Tim Clagett, press representative of the Motion Picture Association of America, is due to leave here today for Columbus enroute to Toledo, where "The American Newsreel" censorship's case will be argued on Friday.

Clagett will be joined in Columbus by Robert Wile, executive secretary of the Independent Theatre Owners of Ohio. Both will be on hand for the Municipal Court hearing in Toledo testing the legality of the Ohio State censorship law.

The case grew out of the Toledo Westwood Theatre's exhibition of "The American Newsreel" without its having been submitted to the State Censorship Division for approval.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

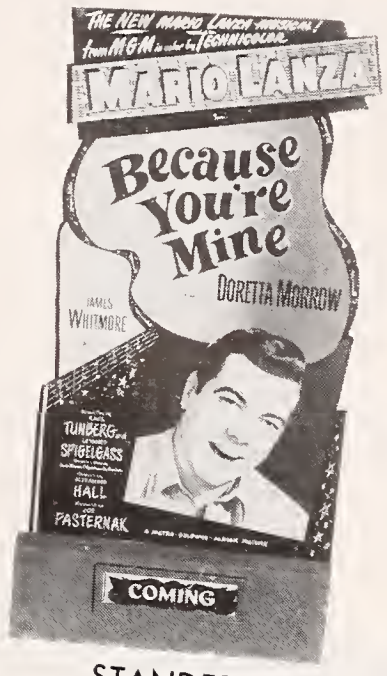


POSTING PAPER 24 SHEET



40 x 60

Let your patrons BEHOLD so they may BE SOLD!



STANDEE



DISPLAYAWAY



30 x 40

your BOXOFFICE is Only as GOOD as your SHOWMANSHIP!



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Chaplin, UA

(*Continued from page* 1)

Representing United Artists were Arthur B. Krim, president, Arnold Picker, William J. Heineman and Max E. Youngstein, vice-presidents, and Matthew Fox and Robert Benjamin, partners in the organization, all of whom had flown to Hollywood to attend.

"Limelight," Chaplin's first film in five years, was produced and directed by him. He also wrote the screenplay and composed the original score. Claire Bloom, an English actress, plays opposite Chaplin, while his son, Sydney, plays the leading man. Release date details will be determined later.

His last production was "Monsieur Verdoux," which he wrote, produced and directed, in 1947.

Court Test

(*Continued from page* 1)

to work things out without going to court, but we have gotten the runaround from Mayor Kennelly on down and we may be forced to take legal action to place the issue before the people of Chicago. We do not want to endanger the license of the Surf Theatre, so we are seeking another place to screen the picture for a representative group of leading Chicago citizens.

"The threat to revoke the license of the theatre," he continued, "reveals the true nature of censorship. People in whom the public has no reason to place confidence have power not only to say what people will or will not see, but to step in and control the motion picture industry through their right to close theatres."

Startling, Different, Socko Ads... —from the "Showmanship Company" of Course!



JOSEPH KAUFMAN presents

Joan Crawford in Sudden Fear!

with JACK PALANCE • GLORIA GRAHAME • BRUCE BENNETT
VIRGINIA HUSTON • TOUCH CONNORS
Produced by JOSEPH KAUFMAN • Directed by DAVID MILLER
Screenplay by LENORE COFFEE and ROBERT SMITH
Based on Edna Sherry's Story, "Sudden Fear"

Distributed by RKO RADIO PICTURES

A NEW HIGH IN SUSPENSE MELODRAMA!

THIS IS NEWSPAPER AD NO. 205

Replies to U. S. Suit

(*Continued from page* 1)

whether or not it would be advisable to seek a change of venue from the Los Angeles Federal court where the government filed the suit to the New York Federal court district, where the principal defendants have their places of business, and whether the defendants should endeavor to obtain a severance from the joint action and contest the government case separately.

Indications are that if decisions have not been reached on these and other issues by October 15, the defendants will seek additional time before filing their answers.

The government's readiness to agree to the extension of time for filing answers came as a surprise to many trade circles which were convinced that the television film suit is basically political in nature and that the Justice Department would bend every effort to force it to trial before the November elections.

Support for that view was found in the fact that the Department chose to file the suit in Los Angeles rather than in New York, where the defendants maintain business headquarters. The only apparent reason for the government's choice was that the Los Angeles court docket is much less crowded than in New York, which circumstance promised the government the earliest possible trial date.

With the time extension to October 15 having been granted without objection and with the possibility of further extensions being sought and obtained, together with other legal preliminaries besides the filing of answers certain to arise and to require time for disposition before actual trial of the government suit could be begun, legal observers here yesterday said they saw no possibility whatever of the suit coming to trial before the November elections.

Some individual defendants, it is learned, favor a change of venue to the New York Federal court. Should they prevail, it would be several years before the suit could be tried and disposed of. However, other defendants feel that the Los Angeles court may be more familiar with industry problems involved in the case and that a better understanding of the fatal consequences of the action to the industry, should it be won by the government, might prevail on the West Coast than here.

Meanwhile, it was learned, at least one major company defendant is preparing a statement scoring the government suit. It is expected to be released within the week and will be the first of its kind from any of the producer-distributor defendants since the filing of the suit two weeks ago. The statement is expected to be of an unequivocal nature certain to be reassuring to exhibitors who, under the defendants' protracted silence on the suit, have been growing increasingly uneasy.

Para. Plan

(*Continued from page* 1)

and Ethel Barrymore, with a first-run availability date of September 10; Pine-Thomas' "Caribbean," starring John Payne and Arlene Dahl, available September 24, and "Somebody Loves Me," starring Betty Hutton and Ralph Meeker, with a date of October 1st. All three have color by Technicolor.

These engagements will be offered in competitive negotiation on the same basis as Cecil B. DeMille's "The Greatest Show on Earth," Hal Wallis' "Jumping Jacks" and "Son of Paleface," Bob Hope-Jane Russell-Roy Rogers starrer, initial films to be released under the new plan which calls for seven simultaneous first-runs in Los Angeles and contiguous municipalities and joint ad campaigns participated in by the theatres and the distributor.

Silliphant Resigns

(*Continued from page* 1)

Louis will play himself in certain fight sequences but throughout most of the film an actor, for whom a search is now underway, will depict the former champion.

FCC Hearings

(*Continued from page* 1)

in which case it must be heard, or whether it does not, in which case it is outlawed by the three-year anti-trust limitation .

If the Commission rules that there should be further SCA testimony estimates are that the hearing will last another five to seven weeks. The recess interrupted the testimony of Arthur Levey, former SCA and current Skiatron president, who would have to continue. He would be followed by Paul Raibourn, Paramount Pictures director and president of Paramount Television Productions, Inc., and Paramount attorneys have said they would put still other SCA witnesses on the stand.

The question of asking the Commission to clarify the status of SCA testimony in the hearing came up today at a conference of attorneys representing all parties in the case. They expect to meet again tomorrow to decide just how they will ask the FCC to clarify the question.

At today's meeting hearing examiner Leo Resnick ruled on several other, but minor, questionable points in the Commission's Friday order. He declared that for the purpose of the hearing all parties should be regarded as licensees, although technically some of them are not. The FCC three-year limitation applies only to applicants who are existing licensees.

Resnick also ruled out the question of credibility of some of the witnesses who have already appeared in the hearing. In its order the Commission referred to the fact that Commission counsel had questioned the credibility of some of the testimony given by UPT president Leonard Goldenson and UPT director A. H. Blank. Since their testimony covered periods prior to 1948, Resnick indicated that he would not look into the question.

Finally, in order to expedite an early decision from the Commission, Resnick suggested that attorneys file proposed findings on the issues relating to Allen B. DuMont laboratories—chief of which is the question of Paramount's control of DuMont—within 20 days.

Arbitration

(Continued from page 1)

ference.

The newly-appointed drafting committee was also charged with blueprinting a system of conciliation to supplement the arbitration system along lines agreed upon by the continuations committee.

Agreement in principle came on such thorny issues as competitive bidding, forcing of pictures, violation of contracts, clearances, runs, damages and procedural matters, including appeals and the setting up of machinery for arbitration.

Named to the drafting committee, which is expected to meet in about 10 days, were Herman Levy and Abram F. Myers, representing exhibition, and Robert Perkins and Adolph Schimel, representing distribution.

As soon as the drafting work is completed, it was announced, the blueprint will be submitted to the arbitration conference for approval.

Complete optimism that the newly-formed drafting committee will not hit any snags was expressed in informed quarters. Another indication of confidence is that no date has been set for reconvening the continuations committee.

Yesterday's meeting climaxed months of effort to inaugurate an arbitration system which began in the spring with the convening of the arbitration conference. The hurdles yet to be met include the submission of the proposed system to the full arbitration conference, its individual member organizations, the courts and the Department of Justice for their approval.

Present at yesterday's meeting were: from exhibition, Levy, Si Fabian, Emanuel Frisch, Wilbur Snaper and Myers; from distribution, Perkins, Abe Montague, William F. Rodgers and Al Schwalberg. Ralph D. Hetzel, Jr., Motion Picture Association of America vice-president, and Henderson Richey, secretary of the Arbitration Conference, attended as ex-officio members of the committee.

Review

"Park Row"

(Samuel Fuller—United Artists) *Hollywood, Aug. 5*

HERE THE SAMUEL FULLER who wrote, produced and directed "The Steel Helmet," the first great story of the Korean war, performs those three services and one more, equally vital, for a composite story of the great American newspaper and the men who made it great. The fourth Fuller service performed for this picture was its selling, and the exhibitor is thereby given, for the first time in his life, a chance to go down to his newspaper office and ask the editor and publisher about the picture before he plays it! For the writer-producer-director has been in direct touch with every publisher and editor in the country for many months, beginning before and continuing through the start of production and afterward, in a one-newspaper-man-to-another promotional campaign without precedent. If ever a picture came to market with a pre-conditioned press, this is it.

The story which Samuel Fuller, one-time copy boy for the late Arthur Brisbane and forever a newsman at heart, utilizes to wrap up precedental incidents and events in the careers of Joseph Pulitzer, Arnold Bennett, Horace Greeley, Charles A. Dana, Ottmar Mergenthaler and other memorable men of ink concerns one Phineas Mitchell, who in 1866 launches a newspaper, without funds but with principle, in competition with the *New York Star*, a rich publication owned by Charity Hackett, descendent of great newsmen but herself a journalistic misfit. The struggle between the newspapers, and between their publishers, ranges from legitimate competition to violence and riot, with the romantic element present but kept in the background. The leap of Steve Brodie from Brooklyn Bridge and the raising of a fund to build a base for the Statue of Liberty are among the historical incidents dealt with.

Gene Evans, the unforgettable "Steel Helmet" discovery, plays the poor but principled newspaper man, and Marcy Welch portrays the publisher of the powerful publication which tries to run him out of business. Others in the cast are Bela Kovacs, Herbert Heyes, Tina Rome, George O'Hanlon, J. M. Kerrigan, Forrest Taylor, Don Orlando, Neyle Morrow, Dick Elliott, Stuart Randall, Dee Pollock and Hal K. Dawson.

Running time, 84 minutes. General audience classification. Release date, August 12.

WILLIAM R. WEAVER

Davis Acquires 12 For U. S. Market

Arthur Davis, president of Arthur Davis Associates, foreign film distributors, has returned from a six-week trip to Europe where he obtained U. S. distribution rights to 12 new French and Italian films. They are being processed with English subtitles, and will be released at the rate of two a month beginning in September.

List Italian Films

The Italian pictures include the new Vittorio De Sica film, "Buon Giorno, Elephants!" ("Hello, Elephant!"), starring De Sica with Sabu and Maria Mercader; "The First Communion" (tentative title), with Aldo Fabrizzi and Gaby Morlay, and "Don Camillo and the Mistress of the Mountains" starring Vivi Gioi.

The French pictures include "La Beaute Du Diable," written and directed by Rene Clair; "Montmartre," the first Technicolor feature in France, produced and directed by J. C. Bernard; "The Seven Capital Sins," co-directed by Roberto Rossellini, "Malou of Paris," "Sextette," "Ramuntcho" and others.

Fessenden Joins Hacker

Howard L. Fessenden has joined Samuel Hacker and Co., film industry "CPAs," as head of the foreign audit division. Fessenden was manager of the foreign accounting department of Selznick Releasing Corp. from 1947 to 1951. Prior to that, he was assistant foreign comptroller of United Artists from 1933 to 1947.

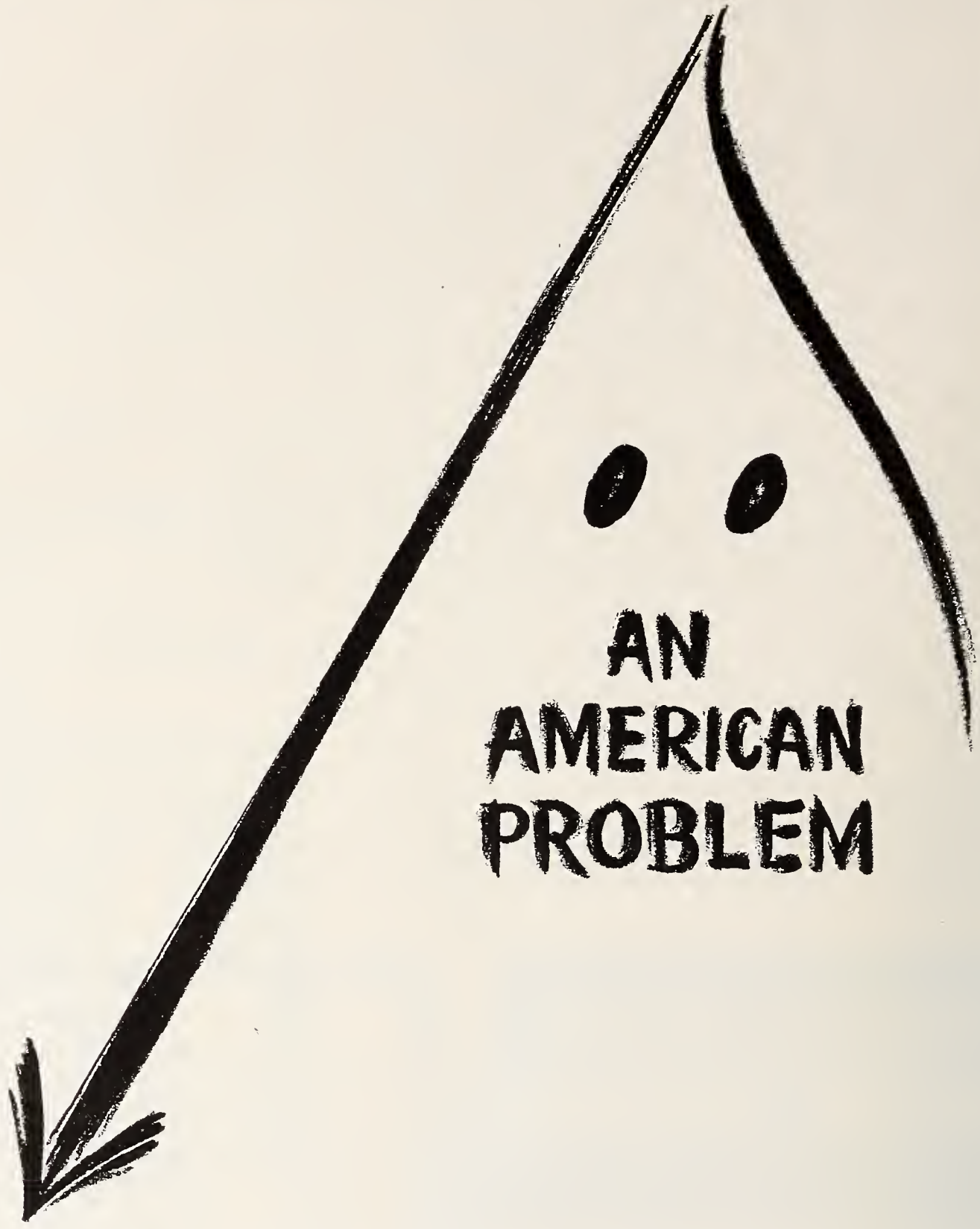
PARAMOUNT
TRADE SHOWS
Wednesday, August 13th, 1952

"CARIBBEAN"
Starring
JOHN PAYNE · ARLENE DAHL
SIR CEDRIC HARDWICKE
with
FRANCIS L. SULLIVAN · WILLARD PARKER
Color by TECHNICOLOR
Directed by EDWARD LUDWIG
Written for the Screen by
FRANK L. MOSS and EDWARD LUDWIG
From the novel by Ellery H. Clark
Produced by
William H. Pine and William C. Thomas

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Waltan St., N. W.	2:30 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2:30 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 Sauth Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 Sauth Michigan Avenue	1:30 P.M.
CINCINNATI	FOX SCREENING ROOM, 1638 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	2 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Staut Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	6 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	1 P.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Flarida Thea. Bldg.	2:30 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandatte Street	1:30 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 Sauth Secand Street	12:15 P.M.
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 Narth Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 Sauth Liberty Street	1 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Braadway (9th Fl.)	11 A.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	FOX SCREENING ROOM, 1502 Davenpart Street	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 Narth 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Baulevard af Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st Sauth Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Galden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	8 P.M.

Sponsored by

W. J. GERMAN, INC.



BIGOTRY
PREJUDICE
DISCRIMINATION

To safeguard and protect democratic liberties—This is your job — This is the job of every American regardless of race, creed or color. The Motion Picture Division of the Joint Defense Appeal calls upon you to help the American Jewish Committee and the Anti-Defamation League of B'nai B'rith preserve and defend the American way of life.

Support

JOINT DEFENSE APPEAL

220 West 42nd Street, New York City

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 26 NEW YORK, U.S.A., WEDNESDAY, AUGUST 6, 1952 TEN CENTS

Agreement in Principle Reached on Arbitration

Basis Is Set for Agreement on Competitive Bidding, Damage Awards, Other Difficult Issues in Swift Day and a Half Meeting

By MURRAY HOROWITZ

Agreement in principle on all phases of the proposed industry-wide arbitration system was reached here yesterday by the Industry Arbitration Conference's Continuations Committee of 10.

The committee, following an all-day meeting at the Hotel Astor, announced that it had "completed consideration of all matters involved in the arbitration system." The sub-committee of the Industry Arbitration Conference closed its sessions one day ahead of schedule, which served as another indication of the climate of agreement reached by exhibitor-distributor delegates.

The two-day meeting of the continuations committee brought about the following results:

The appointment of a legal drafting committee to put in final form the work thus far completed for submission to the general Arbitration Con-

(Continued on page 5)

Replies to US Suit Now Off Until Oct. 15

D of J Grants Delay; No Trial Before Elections

The Department of Justice has agreed to an extension to October 15 of the time for filing of answers by producer-distributor defendants to the government's anti-trust suit designed to force the sale of 16mm. films to television and other miscellaneous users.

Defendants' answers would have been due next Tuesday. The extension of time, it was learned, was requested by attorneys for RKO Pictures and was granted by the Justice Department without objection. At the same time, the Department said the time extension would apply to all defendants.

The additional time will give defense attorneys further opportunity to study the government's complaint and formulate defense strategy. Among the decisions still to be made are

(Continued on page 4)

Silliphant Resigning, To Make Louis Film

Stirling Silliphant, Eastern publicity manager for 20th Century-Fox, will resign that post early next January to produce "The Joe Louis Story," a screen biography of the former world's heavyweight champion.

Federated Films, a new independent company formed here, has acquired the motion picture and television rights to the Louis life story.

(Continued on page 4)

May Be Court Test On 'Miracle' in Chi.

CHICAGO, Aug. 5.—Edward Meyerding, local American Civil Liberties Union spokesman, commenting on the cancellation of the private invitational showing of "The Miracle," (banned by the Chicago police censor board) as a result of the threat by police Commissioner O'Connor to arrest the organizers of the showing and revoke the license of the Surf Theatre, today said in an interview: "We have tried

(Continued on page 4)

Arnall May Resign OPS Post Sept. 1

Washington, Aug. 5.—Price Stabilizer Eilis Arnall may tell President Truman tomorrow that he will resign September 1.

Arnall, on leave as head of the Society of Independent Motion Picture Producers, has an appointment with the President tomorrow. When he took the OPS job last February, he told the President he would only hold it for six months. The six months will be up at the end of this month. Arnall has been reported as anxious to get back to his law practice for some time.

Chaplin, U. A. Close Deal on 'Limelight'

Charles Chaplin's latest production, "Limelight," in which he stars as Calvero, a music hall comedian, goes to United Artists for worldwide distribution. Chaplin's announcement was made at the conclusion of a meeting in his Beverly Hills home at which Arthur Kelly, vice-president of Chaplin Celebrated Films, was present.

(Continued on page 4)

$174,802 RKO Theatres Net

Consolidated net profit of RKO Theatres Corp. and subsidiary companies for the first six months of 1952 was $174,802, after taxes and all other charges, (including profit of $16,518 on the sale of capital assets, before taxes), compared with consolidated net profit for the first six months of 1951 of $551,639, after taxes and all other charges, (including profit of $378,886 on the sale of capital assets, before taxes).

Consolidated net profit for the second quarter of 1952 was $36,935, after taxes and all other charges, (including profit of $9,253 on the sale of cap-

(Continued on page 2)

To Ask FCC to End Its Hearings on UPT-ABC

WASHINGTON, Aug. 5.—The Federal Communications Commission will probably be asked shortly to decide whether or not the United Paramount Theatres—American Broadcasting Co. merger hearings should close pending the filing of proposed findings or should continue.

An FCC order issued on Friday cut out as an issue in the case any anti-trust activity prior to August 7, 1948, outside the field of radio communications. When the hearing recessed on July 3, however, several witnesses still remained to be heard on testimony about Scophony Corp. of America and its six-year tie-in with Paramount Pictures.

What attorneys for all parties in the case will ask the Commission is whether testimony on SCA falls within the field of radio communications,

(Continued on page 4)

Extend Para. Plan To 3 More Films

Paramount's expanded first-run releasing plan in the Los Angeles area, which is currently being tested, will be continued on three additional films, A. W. Schwalberg, president of Paramount Film Distributing Corp., discloses.

The films are: "Just for You," starring Bing Crosby, Jane Wyman

(Continued on page 4)

NEWS FLASHES

HOLLYWOOD, Aug. 5. -- Following five months of negotiations, the executive board of the Screen Writers Guild last night voted unanimously for strike against the Alliance of Television Film Producers effective one minute after Sunday midnight.

•

It was learned here yesterday that a meeting of the convention committee of the Theatre Owners of America, attended by TOA president Mitchell Wolfson, will be held in Washington on August 14. Others slated to attend the meeting include Herman Levy, general counsel, and Si Fabian. The convention will be held there September 14-18.

Personal Mention

JACK WARNER, Warner Brothers vice-president, returned here from Europe yesterday and will leave shortly for the Coast.

•

SPYROS S. SKOURAS, executive vice-president of Skouras Theatres Corp., announces the birth of a daughter to MRS. SKOURAS last Sunday at the Lawrence Hospital, Bronxville, N. Y.

•

RUDOLPH ALLEN, industry attorney, will return here today on the *S.S. Biancomanno,* after spending two months in Europe with his wife on a combination business-pleasure trip.

•

JACK GLENN, March of Time director and head of the Eastern Screen Directors Guild, returned to New York yesterday from Detroit.

•

JOSEPH GRANT, owner of the Northwood Theatre, Baltimore, has left Union Memorial Hospital there and is convalescing at home.

•

MAURICE SILVERSTEIN, Loew's International regional director for Latin America, has left here for the Coast en route to his Mexico City office.

•

HERB STEINBERG, Paramount publicity manager, has returned here from the Coast.

•

FOSTER M. BLAKE, Universal Western sales manager, has left here for Chicago and Des Moines.

•

RALPH PIELOW, M-G-M resident manager in Pittsburgh, is in New York on vacation.

•

LOUIS DE ROCHEMONT, Columbia producer, is in Europe from New York.

•

IRVING SOCHIN, Universal short subject sales manager, is on vacation.

Buffalo Meets on Tax Repeal Fight

BUFFALO, Aug. 5.—Managers and members of the sales staffs of all local exchanges met here yesterday to discuss plans for getting theatres in the entire exchange area to join the Council of Motion Picture Organizations in its fight for the repeal of the admission tax. Presiding at the meeting were Jack Chinell, manager of the RKO Radio exchange, who is distributor chairman, and Elmer F. Lux, general manager of Lazar Theatres, who is exhibitor chairman. The salesmen will go into the field to get exhibitors to join COMPO and thus aid in the tax repeal battle.

Jerry Wald to Leave RKO Radio Oct. 31

HOLLYWOOD, Aug. 5.—A spokesman for Jerry Wald today confirmed published report that the producer will leave RKO Radio October 31 on the expiration of his contract. The studio declined comment.

U. A. Wins Action to Halt Nasser Film Telecasts

United Artists claims the victory of "an important decision" clarifying the status of residual television rights in motion pictures still in theatrical release by major companies.

The company reported that Federal Judge Harry C. Westover in the Southern District Court of California ruled yesterday that television distribution of motion pictures originally produced for major theatrical release is not a "commercial practice" within the meaning of a 1948 contract between United Artists and Nasser Brothers. The judge's decision overruled a recent decision by Benno M. Brink, referee in bankruptcy, it was disclosed by Seymour M. Peyser, vice-president and general counsel of UA.

As a result, the recent televising of four Nasser pictures has been ruled unauthorized and must be discontinued, said U. A.

"The decision of Judge Westover has the effect of settling the television status of many films still being released by United Artists under contracts executed prior to February, 1951. Since that time a new contract clause has fully clarified the question," said U. A.

The law firm of Wright, Wright, Green and Wright argued the petition for review for United Artists.

'U' Drive Winners To Visit Studio

The 10 Universal exchange managers whose branches placed second to 11th in the company's recent "N. J. Blumberg 40th Anniversary Sales Drive," will visit the Universal studios for a week starting Monday, in addition to the cash prizes in which they shared. Arthur Greenfield, Portland, Ore., branch manager, whose branch placed first, has been awarded a two-week trip to Europe starting August 27.

The 10 managers making the studio trip in the order in which they finished in the drive are Don Gillin, Seattle; Jack Langan, Kansas City; C. R. Ost, New Orleans; Ted Reisch, San Francisco; R. C. Settoon, Memphis; R. N. Wilkinson, Dallas; Joseph Gins, Washington; J. W. Greenleaf, Charlotte; Harry Hynes, St. Louis, and C. R. Wade, Salt Lake City.

Lew Lieser Forms Distribution Firm

BUFFALO, Aug. 5.—Lew Lieser, who has been manager of the Buffalo and Albany Lippert exchanges for the past several years, has purchased the Lippert franchise for New York State, outside New York City, and on Friday will begin business as Lieser Film Distributing Co., Inc., with headquarters in the Film Building here.

U.S. Films for Venice

WASHINGTON, Aug. 5.—The State Department said 13 documentary films produced by U. S. government agencies have been selected for showing at the International Film Festival being held in Venice.

RKORadio-Hartford Releasing Deal

HOLLYWOOD, August 5.—RKO Radio has completed negotiations with Huntington Hartford for the distribution of two productions annually for the next three years to be produced by Hartford's Theasquare Productions, it is announced by C. J. Tevlin, RKO Radio vice-president in charge of studio operations.

It was announced additionally that RKO will begin distribution in September of Hartford's already completed feature entitled, "Face to Face." This is a picturization of two short stories: "The Secret Sharer," by Joseph Conrad, and "The Bride Comes to Yellow Sky," by Stephen Crane. James Mason stars in the first episode of "Face to Face," and Robert Preston stars in the second.

Dave Cockrill, 54, Dies Suddenly

DENVER, Aug. 5.—Benjamin D. (Dave) Cockrill, 54, managing director of the local Denham Theatre, as well as president of the Greater Indianapolis Amusement Co., with four theatres there, died here following a heart attack. He had been in Denver only a few hours when death occurred.

Formerly a film salesman and publicity man for Universal, and interested in theatres in the East, Cockrill came to Denver in 1934 to operate the Denham. He is survived by his widow, Vera, a daughter, Ann, a sister and two brothers.

RKO Theatres Net

(*Continued from page* 1)

ital assets, before taxes). This compares with consolidated net profit for the second quarter of 1951 of $109,697, after taxes and all other charges, (including profit of $8,183 on sale of capital assets, before taxes).

Profit from operations before taxes and other charges totaled $1,277,011 for the first six months of 1952, compared with $1,879,982 for the same period in 1951. Profit from operations before taxes and other charges totaled $470,950 for the second quarter, against $786,041 for the second quarter in 1951.

Edgar C. Paul, 72

LOGAN, O., Aug. 5.—Edgar C. Paul, 72, manager of the Logan Chakeres Theatre for the past 18 years, died on July 27. Prior to coming to Logan he was general manager of the Gus Sun Amusement Co. in Springfield, O., for 18 years. He is survived by the widow, Blanche.

Newsreel Parade

THE POLITICAL battle front and King Farouk in exile are current newsreel highlights. Other items include people in the news and the Olympic games. Complete contents follow:

MOVIETONE NEWS, No. 64—U. S. Navy tests ships in icy wastes. President Truman signs German pact. Farouk in Capri. Helicopters end Atlantic flight. U. S. athletes win Olympics.

NEWS OF THE DAY, No. 298—Swimming victory assures U. S. Olympic triumph. Farouk in exile. Navy recruiting. Pigeon marathon. Eisenhower. No time for politics for Adlai Stevenson, Ill.

PARAMOUNT NEWS, No. 101—Liner *S. S. Queen Elizabeth* brings celebrities. Farouk in Capri. Political battlefront. Truman signs Bonn treaty. Drought. U. S. wins Olympics.

TELENEWS DIGEST, No. 32A—Drought. Chinese quit Red Cross parley. A weekend with candidates. Swimming champions of 1972? Davis Cup matches in Italy.

UNIVERSAL NEWS, No. 584—Farouk in exile. Maneuvers in Arctic. Queen Juliana in France. Helicopters cross Atlantic. Truman signs Bonn pact. WAVES 11th anniversary. Olympics.

WARNER PATHE NEWS, No. 103—Helicopters cross Atlantic. Farouk. Truman signs German treaty. Harry M. Warner dedicates Legion centre. Blind Marine general gets second star. Air vets honored. New U. S. High Commissioner in Germany. Olympics.

German, Sunshine Head JDA Units

William German, president of W. J. German, Inc., and Morton Sunshine, executive director of the New York Independent Theatre Owners Association, have accepted chairmanship of the laboratories and publicity divisions, respectively, of the industry's drive on behalf of the Joint Defense Appeal. The announcement was made by Leon Goldberg, of Universal Pictures, and Edward L. Fabian, of Fabian Theatres, who are co-chairmen of the industry-wide campaign.

The JDA is seeking $5,000,000 in 1952 to finance activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

Clagett to Ohio On Censor Case

Tim Clagett, press representative of the Motion Picture Association of America, is due to leave here today for Columbus enroute to Toledo, where "The American Newsreel" censorship's case will be argued on Friday.

Clagett will be joined in Columbus by Robert Wile, executive secretary of the Independent Theatre Owners of Ohio. Both will be on hand for the Municipal Court hearing in Toledo testing the legality of the Ohio State censorship law.

The case grew out of the Toledo Westwood Theatre's exhibition of "The American Newsreel" without its having been submitted to the State Censorship Division for approval.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



POSTING PAPER 24 SHEET



40 x 60

Let your patrons BEHOLD so they may BE SOLD!



STANDEE



DISPLAYAWAY



30 x 40

your BOXOFFICE is Only as GOOD as your SHOWMANSHIP!



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Chaplin, UA

(*Continued from page* 1)

Representing United Artists were Arthur B. Krim, president, Arnold Picker, William J. Heineman and Max E. Youngstein, vice-presidents, and Matthew Fox and Robert Benjamin, partners in the organization, all of whom had flown to Hollywood to attend.

"Limelight," Chaplin's first film in five years, was produced and directed by him. He also wrote the screenplay and composed the original score. Claire Bloom, an English actress, plays opposite Chaplin, while his son, Sydney, plays the leading man. Release date details will be determined later.

His last production was "Monsieur Verdoux," which he wrote, produced and directed, in 1947.

Court Test

(*Continued from page* 1)

to work things out without going to court, but we have gotten the run-around from Mayor Kennelly on down and we may be forced to take legal action to place the issue before the people of Chicago. We do not want to endanger the license of the Surf Theatre, so we are seeking another place to screen the picture for a representative group of leading Chicago citizens.

"The threat to revoke the license of the theatre," he continued, "reveals the true nature of censorship. People in whom the public has no reason to place confidence have power not only to say what people will or will not see, but to step in and control the motion picture industry through their right to close theatres."



Replies to U. S. Suit

(*Continued from page* 1)

whether or not it would be advisable to seek a change of venue from the Los Angeles Federal court where the government filed the suit to the New York Federal court district, where the principal defendants have their places of business, and whether the defendants should endeavor to obtain a severance from the joint action and contest the government case separately.

Indications are that if decisions have not been reached on these and other issues by October 15, the defendants will seek additional time before filing their answers.

The government's readiness to agree to the extension of time for filing answers came as a surprise to many trade circles which were convinced that the television film suit is basically political in nature and that the Justice Department would bend every effort to force it to trial before the November elections.

Support for that view was found in the fact that the Department chose to file the suit in Los Angeles rather than in New York, where the defendants maintain business headquarters. The only apparent reason for the government's choice was that the Los Angeles court docket is much less crowded than in New York, which circumstance promised the government the earliest possible trial date.

With the time extension to October 15 having been granted without objection and with the possibility of further extensions being sought and obtained, together with other legal preliminaries besides the filing of answers certain to arise and to require time for disposition before actual trial of the government suit could be begun, legal observers here yesterday said they saw no possibility whatever of the suit coming to trial before the November elections.

Some individual defendants, it is learned, favor a change of venue to the New York Federal court. Should they prevail, it would be several years before the suit could be tried and disposed of. However, other defendants feel that the Los Angeles court may be more familiar with industry problems involved in the case and that a better understanding of the fatal consequences of the action to the industry, should it be won by the government, might prevail on the West Coast than here.

Meanwhile, it was learned, at least one major company defendant is preparing a statement scoring the government suit. It is expected to be released within the week and will be the first of its kind from any of the producer-distributor defendants since the filing of the suit two weeks ago. The statement is expected to be of an unequivocal nature certain to be reassuring to exhibitors who, under the defendants' protracted silence on the suit, have been growing increasingly uneasy.

Para. Plan

(*Continued from page* 1)

and Ethel Barrymore, with a first-run availability date of September 10; Pine-Thomas' "Caribbean," starring John Payne and Arlene Dahl, available September 24, and "Somebody Loves Me," starring Betty Hutton and Ralph Meeker, with a date of October 1st. All three have color by Technicolor.

These engagements will be offered in competitive negotiation on the same basis as Cecil B. DeMille's "The Greatest Show on Earth," Hal Wallis' "Jumping Jacks" and "Son of Paleface," Bob Hope-Jane Russell-Roy Rogers starrer, initial films to be released under the new plan which calls for seven simultaneous first-runs in Los Angeles and contiguous municipalities and joint ad campaigns participated in by the theatres and the distributor.

Silliphant Resigns

(*Continued from page* 1)

Louis will play himself in certain fight sequences but throughout most of the film an actor, for whom a search is now underway, will depict the former champion.

FCC Hearings

(*Continued from page* 1)

in which case it must be heard, or whether it does not, in which case it is outlawed by the three-year anti-trust limitation .

If the Commission rules that there should be further SCA testimony estimates are that the hearing will last another five to seven weeks. The recess interrupted the testimony of Arthur Levey, former SCA and current Skiatron president, who would have to continue. He would be followed by Paul Raibourn, Paramount Pictures director and president of Paramount Television Productions, Inc., and Paramount attorneys have said they would put still other SCA witnesses on the stand.

The question of asking the Commission to clarify the status of SCA testimony in the hearing came up today at a conference of attorneys representing all parties in the case. They expect to meet again tomorrow to decide just how they will ask the FCC to clarify the question.

At today's meeting hearing examiner Leo Resnick ruled on several other, but minor, questionable points in the Commission's Friday order. He declared that for the purpose of the hearing all parties should be regarded as licensees, although technically some of them are not. The FCC three-year limitation applies only to applicants who are existing licensees.

Resnick also ruled out the question of credibility of some of the witnesses who have already appeared in the hearing. In its order the Commission referred to the fact that Commission counsel had questioned the credibility of some of the testimony given by UPT president Leonard Goldenson and UPT director A. H. Blank. Since their testimony covered periods prior to 1948, Resnick indicated that he would not look into the question.

Finally, in order to expedite an early decision from the Commission, Resnick suggested that attorneys file proposed findings on the issues relating to Allen B. DuMont laboratories—chief of which is the question of Paramount's control of DuMont—within 20 days.

Arbitration

(*Continued from page* 1)

ference.

The newly-appointed drafting committee was also charged with blueprinting a system of conciliation to supplement the arbitration system along lines agreed upon by the continuations committee.

Agreement in principle came on such thorny issues as competitive bidding, forcing of pictures, violation of contracts, clearances, runs, damages and procedural matters, including appeals and the setting up of machinery for arbitration.

Named to the drafting committee, which is expected to meet in about 10 days, were Herman Levy and Abram F. Myers, representing exhibition, and Robert Perkins and Adolph Schimel, representing distribution.

As soon as the drafting work is completed, it was announced, the blueprint will be submitted to the arbitration conference for approval.

Complete optimism that the newly-formed drafting committee will not hit any snags was expressed in informed quarters. Another indication of confidence is that no date has been set for reconvening the continuations committee.

Yesterday's meeting climaxed months of effort to inaugurate an arbitration system which began in the spring with the convening of the arbitration conference. The hurdles yet to be met include the submission of the proposed system to the full arbitration conference, its individual member organizations, the courts and the Department of Justice for their approval.

Present at yesterday's meeting were: from exhibition, Levy, Si Fabian, Emanuel Frisch, Wilbur Snaper and Myers; from distribution, Perkins, Abe Montague, William F. Rodgers and Al Schwalberg. Ralph D. Hetzel, Jr., Motion Picture Association of America vice-president, and Henderson Richey, secretary of the Arbitration Conference, attended as ex-officio members of the committee.

Review

"Park Row"

(*Samuel Fuller—United Artists*) *Hollywood, Aug.* 5

HERE THE SAMUEL FULLER who wrote, produced and directed "The Steel Helmet," the first great story of the Korean war, performs those three services and one more, equally vital, for a composite story of the great American newspaper and the men who made it great. The fourth Fuller service performed for this picture was its selling, and the exhibitor is thereby given, for the first time in his life, a chance to go down to his newspaper office and ask the editor and publisher about the picture before he plays it! For the writer-producer-director has been in direct touch with every publisher and editor in the country for many months, beginning before and continuing through the start of production and afterward, in a one-newspaper-man-to-another promotional campaign without precedent. If ever a picture came to market with a pre-conditioned press, this is it.

The story which Samuel Fuller, one-time copy boy for the late Arthur Brisbane and forever a newsman at heart, utilizes to wrap up precedental incidents and events in the careers of Joseph Pulitzer, Arnold Bennett, Horace Greeley, Charles A. Dana, Ottmar Mergenthaler and other memorable men of ink concerns one Phineas Mitchell, who in 1866 launches a newspaper, without funds but with principle, in competition with the *New York Star*, a rich publication owned by Charity Hackett, descendent of great newsmen but herself a journalistic misfit. The struggle between the newspapers, and between their publishers, ranges from legitimate competition to violence and riot, with the romantic element present but kept in the background. The leap of Steve Brodie from Brooklyn Bridge and the raising of a fund to build a base for the Statue of Liberty are among the historical incidents dealt with.

Gene Evans, the unforgettable "Steel Helmet" discovery, plays the poor but principled newspaper man, and Marcy Welch portrays the publisher of the powerful publication which tries to run him out of business. Others in the cast are Bela Kovacs, Herbert Heyes, Tina Rome, George O'Hanlon, J. M. Kerrigan, Forrest Taylor, Don Orlando, Neyle Morrow, Dick Elliott, Stuart Randall, Dee Pollock and Hal K. Dawson.

Running time, 84 minutes. General audience classification. Release date, August 12.

WILLIAM R. WEAVER

Davis Acquires 12 For U. S. Market

Arthur Davis, president of Arthur Davis Associates, foreign film distributors, has returned from a six-week trip to Europe where he obtained U. S. distribution rights to 12 new French and Italian films. They are being processed with English subtitles, and will be released at the rate of two a month beginning in September.

List Italian Films

The Italian pictures include the new Vittorio De Sica film, "Buon Giorno, Elephants!" ("Hello, Elephant!"), starring De Sica with Sabu and Maria Mercader; "The First Communion" (tentative title), with Aldo Fabrizzi and Gaby Morlay, and "Don Camillo and the Mistress of the Mountains" starring Vivi Gioi.

The French pictures include "La Beaute Du Diable," written and directed by Rene Clair; "Montmartre," the first Technicolor feature in France, produced and directed by J. C. Bernard; "The Seven Capital Sins," co-directed by Roberto Rossellini, "Malou of Paris," "Sextette," "Ramuntcho" and others.

Fessenden Joins Hacker

Howard L. Fessenden has joined Samuel Hacker and Co., film industry "CPAs," as head of the foreign audit division. Fessenden was manager of the foreign accounting department of Selznick Releasing Corp. from 1947 to 1951. Prior to that, he was assistant foreign comptroller of United Artists from 1933 to 1947.

PARAMOUNT
TRADE SHOWS
Wednesday, August 13th, 1952

"CARIBBEAN"
Starring
JOHN PAYNE · ARLENE DAHL
SIR CEDRIC HARDWICKE
with
FRANCIS L. SULLIVAN · WILLARD PARKER
Color by TECHNICOLOR
Directed by EDWARD LUDWIG
Written for the Screen by
FRANK L. MOSS and EDWARD LUDWIG
From the novel by Ellery H. Clark
Produced by
William H. Pine and William C. Thomas

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N. W.	2:30 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2:30 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 Sauth Michigan Avenue	1:30 P.M.
CINCINNATI	FOX SCREENING ROOM, 1638 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	2 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	6 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	1 P.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg.	2:30 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandatte Street	1:30 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 Sauth Second Street	12:15 P.M.
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 Narth Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	2 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 Sauth Liberty Street	1 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	11 A.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	FOX SCREENING ROOM, 1502 Davenport Street	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 Narth 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Baulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st Sauth Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Galden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	8 P.M.

Sponsored by

W. J. GERMAN, INC.



BIGOTRY
PREJUDICE
DISCRIMINATION

To safeguard and protect democratic liberties—This is your job — This is the job of every American regardless of race, creed or color. The Motion Picture Division of the Joint Defense Appeal calls upon you to help the American Jewish Committee and the Anti-Defamation League of B'nai B'rith preserve and defend the American way of life.

Support

JOINT DEFENSE APPEAL

220 West 42nd Street, New York City

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 27 NEW YORK, U.S.A., THURSDAY, AUGUST 7, 1952 TEN CENTS

Report Prices Not Part of Arbitration

Restrictions on Bidding Curb Distributor Action

Distributors have remained adamant in their refusal to agree to submit disputes over film prices and terms to arbitration, company sources indicated yesterday.

The fact that an agreement in principle on all subjects at issue had been announced at the close of the two-day arbitration conference here Tuesday led many to wonder whether or not distributors had retreated from their position against the inclusion of price complaints in any arbitration system set up for the industry. Semi-official responses to inquiries indicated they had not.

Allied States is on record as unequivocally asking the inclusion of price complaints among arbitrable subjects and the Theatre Owners of

(Continued on page 4)

Demand A Public Stand on U. S. Suit

The board of directors of the New York Independent Theatre Owners Association has called upon Eric Johnston, president of the Motion Picture Association of America, and the presidents of the motion picture company defendants in the suit commenced by the Department of Justice to compel the sale of 16mm. feature films to television to take a militant public stand with respect to the litigation. Said the ITOA yesterday:

"This is no time for silence on the

(Continued on page 4)

GPE Quarter Net Rises to $325,452

General Precision Equipment Corp. and its subsidiary companies reported for the three months ended June 30 a consolidated net income of $325,452, compared with $183,035 for the same quarter in 1951.

Net sales were $11,436,566, compared with $7,654,493 in the previous year's quarter.

After provision for preferred stock

(Continued on page 4)

Rembusch Seeks Aid for 5,000 'Hardship Cases'

CLEVELAND, Aug. 6.—A plea that Council of Motion Picture Organizations differences be submerged for industry unity to accomplish repeal of the Federal admission tax in order to keep open approximately 5,000 hardship-case theatres, was made here at an industry anti-tax meeting, by Trueman Rembusch, of the COMPO ruling triumvirate.

The 5,000 hardship cases "can survive only by the repeal of this discriminatory tax," Rembusch stated. He was accompanied here by Robert Wile, secretary of the Ohio Independent Theatre Owners.

"It is necessary that industry unity at the local level be established in order to accomplish our goal," Rembusch told the branch managers, film salesmen and exhibitors present. In the absence from town of Lester Zucker, local COMPO chairman, I. J. Schmertz conducted the general meeting, which, following Rembusch's plea for united effort, split into two meetings, of exchange managers and salesmen, and exhibitors. The exhibi-

(Continued on page 2)

Johnston Calls On 'IA' Membership to Aid Anti-Tax Drive

MINNEAPOLIS, Aug. 6.—Members of the IATSE, meeting here at their 41st biennial convention, were urged today by Eric Johnston, president of the Motion Picture Association of America, to lend their wholehearted support to the industry's campaign to repeal the 20 per cent Federal admission tax.

The "back-busting load of taxes"

(Continued on page 2)

Walsh Says 'IA' Has Licked 'Red' Problem

MINNEAPOLIS, Aug. 6.—IATSE has licked its Communist-infiltration problem, president Richard F. Walsh declared here today in his report to the 41st biennial convention.

He said only two international unions—Local 44, Allied Craftsmen and Local 683, Laboratory Technicians in Hollywood—remain under "emergency international control."

"Peace and Loyalty have gradually

(Continued on page 2)

Anti-Trust Question Kept Alive by FCC

WASHINGTON, Aug. 6.—The anti-trust question popped up again in the United Paramount Theatres-American Broadcasting Co. merger case when hearing examiner Leo Resnick asked the Federal Communications Commission today whether evidence on anti-trust activities after Aug. 7, 1948, could be put into the hearing record.

Resnick also asked the Commission

(Continued on page 4)

Wage Demands of Equity Cancel Todd TV Show

The experimental theatre telecast of Michael Todd's "Night in Venice" show from Jones' Beach, slated for tonight, has been called off due to a last-minute hitch with Actors Equity, it was learned here yesterday.

Actors Equity, it was reported, had demanded a full week's salary for each member of the cast for the half-hour test, arranged by Fabian Theatres, for tele-screening at the Warner Theatre here. The cost of paying a week's salary to over 200 members of the cast, in addition to reimbursing members of the orchestra, made the test economically prohibitive, it was pointed out.

The hitch developed after invitations had gone out to leading circuit executives, set manufacturers and pro-

(Continued on page 4)

Outline 'Texas' Tax Plan at Minn. Meet

Minneapolis, Aug. 6.—H. A. Cole outlined the "Texas plan" to fight the government's 20 per cent admission tax to 40 guests of North Central Allied at a luncheon here today at the Nicollet Hotel.

Adoption of the plan was delayed, it was reported, because primaries in this area still pend and it would be confusing and a waste of effort to buttonhole losing candidates.

Para. Earnings Up; Maintains Dividend Rate

$1,430,000 Profit Is Listed for 2nd Quarter

Maintaining its common stock dividend annual $2 rate, Paramount Pictures yesterday announced that its board had declared a quarterly dividend of 50 cents per share. At the same time the company reported an increase in earnings in the second quarter, ended June 28, to an estimated $1,430,000 after provision for taxes, compared with a net of $1,421,000 for the same period in 1951. The dividend is payable on Sept. 26 to stockholders of record on Sept. 12.

The earnings represent 61 cents a share on 2,342,096 shares outstanding, compared with 62 cents on 2,302,000 shares outstanding one year ago.

Consolidated earnings for the six months ended June 28, computed on the same basis, are estimated at $2,785,000, which is at the rate of $1.19 per share on shares outstanding. Consolidated earnings for the first six months of 1951 were estimated at

(Continued on page 4)

NEWS FLASHES

ALBANY, N. Y., Aug. 6.--An application for a television permit for UHF Channel No. 23, assigned to Albany, was filed today with the Federal Communications Commission in Washington by the Schine-owned Patroon Broadcasting Corp., operator of station WPTR since 1948. Two other local radio stations recently filed for the same channel.

•

WASHINGTON, Aug. 6.--Ellis Arnall, Price Stabilizer, declined comment today after a talk with President Truman on whether he had resigned from his government post to resume his job as SIMPP president. He said all comment would have to come from the White House.

Personal Mention

WILLIAM J. HEINEMAN, ARNOLD PICKER, and MAX YOUNGSTEIN, United Artists vice-presidents, and ROBERT BENJAMIN, a partner in the company, arrived here from the Coast yesterday.

•

IRVING HELFONT, home office assistant to GEORGE A. HICKEY, M-G-M Western sales manager; H. L. NATHANSON and TED GOULD of M-G-M Pictures of Canada, and JAY EISENBERG, home office attorney, will leave here Sunday for Toronto.

•

MONSIGNOR JOHN J. MCCLAFFERTY, dean of Catholic University in Washington and former head of the Legion of Decency, was a guest of Italian Films Export in a visit to Cinecitta, Rome's film city.

•

MRS. GEORGE H. ORNSTEIN, wife of the United Artists representative in Rome, is in California with her three children visiting MARY PICKFORD, her aunt.

•

ROBERT WEITMAN, United Paramount Theatres vice-president, has joined his family at Grossingers in the Catskills for a vacation.

•

HARRY B. FRENCH, president of Minnesota Amusement Co., will arrive here from Minneapolis on Monday.

•

LEOPOLD FRIEDMAN, secretary and general counsel for Loew's, has returned here from England.

•

NATE SPINGOLD, Columbia vice-president, has returned here from the Coast.

Canada Release Set For MOT Films

The March of Time and Astral Films Ltd. of Canada jointly announced an agreement for the Canadian firm to re-release the March of Time theatrical films throughout Canada beginning in the early fall.

Astral Films will also release the features, "The Vatican of Pius XII" and the "Golden Twenties," as well as re-releasing many of March of Time's short subjects, several with French narration.

Plan Allied Convention

Wilbur Snaper, Allied States president, and Abram F. Myers, chairman and general counsel, are scheduled to confer in Chicago next week with Jack Kirsch and the Allied convention committee on plans for the organization's annual convention and equipment exhibit to be held there in November.

$10,462 for Jungle Dual

CINCINNATI, Aug. 6.—The dual team of "Watusi" and "Cajun," jungle stories being distributed nationally by Horne and Dietz, New York, grossed a top $10,462 at the RKO Lyric here during the week ended last Tuesday, it is understood.

Calls on 'IA' Membership

(Continued from page 1)

placed on the industry was decried by Johnston. He called the heavy tax load and rising costs "two of the top reasons" for the weakening of the movie-going habit of the American people.

On the cost front, Johnston urged all segments of the industry—production, distribution and exhibition—to eliminate waste and promote efficiency.

The MPAA president acknowledged that box-office receipts have declined from 15 to 20 per cent, approximately $250,000,000, below the 1946 record of $1,600,000,000, a figure which included the admission tax take. Johnston pointed out, however, that today the total number of admissions each week runs close to 55,000,000, indicating the vitality of the industry.

He scored "alarmists" who stress the number of theatre closings without mentioning the hundreds of new conventional and drive-in theatres which have opened in replacement. He called the growth of drive-ins "one of the most dynamic and encouraging developments in exhibition in our times."

Johnston forecast that the period of transition the industry finds itself in, highlighted by home TV competition, would be met by the same fortitude which licked past industry problems.

Cole, Thompson Ask 'IA' Aid In Tax, Business Efforts

MINNEAPOLIS, Aug. 6.—Cooperation of all of its members in the nght to eliminate the 20 per cent Federal admissions tax was urged by H. A. Cole, co-chairman of the Council of Motion Picture Organizations' tax repeal campaign, at the annual convention of the IATSE being held here this week.

Cole suggested that the IATSE form a small national committee and a state committee in every state, and that state committees should contact COMPO committes which are already functioning. From there, perhaps, Cole said, IA district members might operate with COMPO district committeemen who also are already working.

"In other words," Cole continued, "we will have to apply argument, persuasion, good common sense, and sell some 500 or 600 of our legislators, Senators and Representatives, and that is quite a job. I think, gentlemen, it will be well repaid if you will undertake it."

Cole also told the delegates that exhibitors face the probable necessity of installing television in their theatres within five or 10 years.

"It may take considerable time, not because of the machinery involved, but because of the fact that programming that will attract customers at a profit is going to be very, very difficult to work out, but inevitably, sooner or later, we have to be prepared to install television in many, if not most of our theatres," Cole said.

At yesterday's session, Rev. F. J. Gilligan, St. Paul, Minn., and Leslie E. Thompson, labor relations executive for RKO Pictures, were the featured speakers.

Rev. Gilligan commended unions for their patriotism and said that not only is it the workers' right to organize but that they have been good for the country because they have protected it from the spread of Communism. This, he added, has been accomplished by a more even distribution of wealth, thereby eliminating one of the avenues of approach that Communism customarily thrives on.

Thompson told the convention that the union "can do a lot to attack the mistaken belief that the motion picture industry is dying." Management and labor will have to cooperate in convincing the public that theatres offer the best entertainment. He also tackled the problem of government interference, pointing out that television alone was not entirely responsible for the slump in business, but that such things as the government's admission tax and the recent "divorcement" decree were hampering the industry.

At the conclusion of Thompson's speech, International president Richard F. Walsh told the delegates that the union would do its share but that in his opinion good films, good equipment and good theatres would do much to cure the industry's ills.

Ben Berger, president of North Central Allied, told the "IA" that he was "purposely skipping" any detailed account of the present plight of exhibitors in view of the fact the subject was covered by C. W. Perrine, Minnesota Amusement Co. executive in an earlier speech, and that Eric Johnston will dwell extensively on the theatreman's problems in a subsequent speech.

Berger welcomed the delegates on behalf of NCA and the Northwest Variety Club and drew a round of applause when he said that he had always enjoyed "the finest relations" with the IA membership in negotiations, both as an individual and as head of the NCA.

Rembusch

(Continued from page 1)

tors elected Leo T. Jones of Upper Sandusky chairman of their division. Jones thereupon named district committee members.

Industry in New Haven Area Enters Tax Battle

NEW HAVEN, Aug. 6.—Some 105 of Connecticut's 192 theatres were represented at a meeting here to enter the fight for the repeal of the Federal amusement tax. Sixty-seven owners signed the pledges to participate in the movement.

Charles McCarthy of the Council of Motion Picture Organizations made the keynote address, with Maurice Bailey and Dr. Jack Fishman of Allied urging every theatre to do its best in contacting members of Congress and others. Other speakers included Al Pickus of Motion Picture Theatre Owners of Connecticut and Carl Reardon, branch manager of Universal International, who is in charge of collections for participation in the campaign.

Johnston Says Ohio Fair 'Great Thing'

Eric Johnston, president of the Motion Picture Association of America, said that the exhibitors of Ohio are doing a "great and grand thing" in bringing a motion picture exhibit to the Ohio State Fair.

"It means that they are bringing the story of our industry right where it needs the telling—the grass roots of America. That's where it reaches the people and I hope the Ohio example may spread across the country," Johnston added.

The Independent Theatre Owners of Ohio is sponsoring a "Hollywood at the Fair" exhibit at the state fair Aug. 22-29.

Predict Top Kramer Gross for 'Noon'

A gross in excess of $2,500,000, highest for any Stanley Kramer production, was predicted by Kramer spokesmen here yesterday for "High Noon" on the basis of holdovers in its opening engagements.

Distributed by United Artists, the picture has been given third week holdovers in Boston, Philadelphia, Pittsburgh, New York, Toronto and Calgary. Second week holdovers are set in Buffalo, Minneapolis, Oklahoma City, Portland, Ore., San Francisco and Milwaukee.

Walsh Says 'IA'

(Continued from page 1)

returned to Hollywood under Roy Brewer," Walsh said. (Walsh has previously recommended restoring home rule to Local 44.) "We are making good progress cleaning up the remaining loyalty disturbances and in a short time expect to restore home rule to both unions."

He said IATSE and its members stand committed to do all possible to help stem the tide of Communism.

Krim to Europe

Arthur B. Krim, president of United Artists, will leave here by plane tomorrow for a combined three-week visit in Rome, Paris and London. He will survey branch operations and independent production in three capitals and in Paris additionally will confer with Anatole Litvak, who will produce "Via Flaminia" for U. A., the script for which has just been completed.

'Fatima' Music on Air

Three themes from the musical score of Warner Brothers' "The Miracle of Our Lady of Fatima" will be played by the NBC symphony orchestra on its radio program on Aug. 17. Carmen Dragon will conduct the orchestra in interpretations of passages from the score composed by Max Steiner. The orchestra will play passages of "The Miracle," "The Credo," and "The Vision."

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



WATCH CHARLEY RUN!

AFTER WARNERS'
WONDERFUL LONG-RUNNING
START AT RADIO CITY MUSIC HALL

RAY BOLGER

BOWLS 'EM OVER NATIONALLY
NEXT WEEK IN

"Where's Charley?"



WITH ALLYN McLERIE Screen Play by JOHN MONKS, Jr. Dance and Production Numbers Staged by Michael Kidd Directed by DAVID BUTLER

WB
BEN KALMENSON DRIVE

Anti-trust

(Continued from page 1)

to decide whether or not testimony on Scophony Corp. of America should be included in the record of the hearing.

In an order issued last Friday the FCC outlawed as evidence in the case of any anti-trust involvement occurring before that date. Since there has been no development in the hearing record of any anti-trust activity since August, 1948, many observers here though that the anti-trust question was a dead duck.

In Resnick's petition he mentioned three specific anti-trust suits which Commission counsel thought should be part of the post-1948 anti-trust portion of the record. They were: the government's suit against the Madison Square Garden Corp., three of whose directors are directors of Paramount Pictures Corp.; the suit brought against National Screen Service and Paramount Pictures, among others; and the Milgrim Drive-in case where the final decision gave drive-in theatres the right to bid against indoor theatres for first-run product.

The request for clarification also mentioned "a number of pending private anti-trust proceedings which have not been explored to determine whether the anti-trust activities alleged occurred since Aug. 7, 1948."

Resnick pointed out that Commission counsel proposes to investigate the anti-trust activities involved in the government complaints and in several of the pending private cases. This process, he said, would involve a continuance of the hearing to permit the investigation and then further hearings which might take several months.

The SCA question revolved around the part of the FCC order which put a three-year limitation on anti-trust activity outside the field of radio communications, and Resnick requested the Commission to decide whether or not SCA testimony was within that field. If the FCC rules that it is, SCA witnesses would probably take up from five to seven weeks of hearing time.

The procedure of a hearing examiner's requesting the Commission for clarification of an order is rather unusual, but Resnick declared in his request that he felt it would be more time-saving than if attorneys for all the parties filed individual petitions.

The hearing will remain in recess pending the FCC's clarification.

Public Stand

(Continued from page 1)

part of industry leaders. This is a suit calculated to destroy the motion picture industry and it's time for segments other than exhibition to meet the issue squarely and with forthrightness. We are confident that the defendants will defend themselves to the hilt in court for vindication on these preposterous charges but if the industry remains quiet until that time we will have lost our case with the public.

"It's high time the MPAA publicly denounced this government action for what it is—a high-handed attempt to have the industry commit suicide to give its life blood to a competitive medium. The film company presidents must likewise meet the issue squarely and assure theatrical exhibition that the television industries are not going to be ceded public support and our stock in trade by default. As one board member remarked, let them stand up and be counted."

Not Part of Arbitration

(Continued from page 1)

America took a comparable but less specific stand. Abram Myers, Allied general counsel and chairman, and Herman Levy, TOA counsel, are members of the four-man drafting committee named on Tuesday to complete preparation of the subjects agreed upon.

The formula for the restriction of competitive bidding which appears to have made possible the complete agreement in principle on Tuesday is believed to virtually eliminate the imposition of competitive bidding by a distributor in any situation in which it may be resisted by exhibitors. It was reported that arbitrary attempts to impose bidding in such situations would form the basis for a complaint by exhibitors involved to have the distributor's action subjected to arbitration.

No limitations would apply in situations where exhibitors request bidding or where it is not resisted, it is understood.

The terms of bids may be subject to disclosure but indications are there will be recognition of distributor's right to award a picture to other than the highest bidder for valid reasons, such as location and condition of theatre, its reputation, operating policies, etc.

Thus, the proposed industry arbitration plan would include such restrictions on bidding as above and make departures from them subject to arbitration as well as any claims that there had been discrimination in awarding pictures under competitive bidding and charges that any exhibitor had over-bid or over-paid to deprive a competitor of pictures in bidding. Under such circumstances, the disputed bids would have to be disclosed to the disputants.

Previously agreed upon also were arbitration of complaints of forcing or conditioning, clearance, runs or violations of contracts. The right to award damages in arbitration proceedings is recognized. Conciliation, to be employed prior to arbitration, is approved and the use of lawyers in arbitration proceedings is regulated.

The drafting committee is expected to begin its work in about a week and a general conference meeting will be set thereafter to consider and approve the proposals.

Tax Reduction for Minneapolis House

MINNEAPOLIS, Aug. 6.—The Edina Theatre, Minneapolis suburban house operated by Ben Friedman, was granted a 20 per cent reduction in assessed valuation by the Edina board of review after hearing testimony that the theatre was having rough going due to the large number of television sets owned by Edina residents.

Stanley D. Kane, attorney for Friedman at the hearing, explained the many difficulties that are confronting theatre owners throughout the United States.

Para. Earnings

(Continued from page 1)

$2,832,000, which represented $1.23 per share.

The earnings reported do not include Paramount's share of net profits or losses of partially-owned non-consolidated subsidiaries. Such share resulted in net earnings of $48,000 for the second quarter of 1952, compared with a net loss of $209,000 for the same period of 1951 and net earnings of $217,000 for the first six months of 1952, compared with a net loss of $4,000 for the same period of time during 1951.

Todd Show

(Continued from page 1)

ducers, asking them to attend the showing. Letters inviting non-exhibitor guests heralded the showing as a test to clarify whether black-and-white entertainment shows are feasible today or whether entertainment shows would have to wait for the advent of color theatre television.

Republic Dividend Voted

A dividend of 25 cents per share on preferred stock, payable on Oct. 1 to stockholders of record on Sept. 12, has been declared by the board of directors of Republic Pictures.

'Ivanhoe' Gets Unique Boost from Interstate

HOUSTON, Aug. 6. — M-G-M's "Ivanhoe," having its Southwestern premiere engagement at Loew's Theatre here, received a unique boost when the competing Interstate Theatres circuit distributed a flyer saluting "this spectacular attraction, which is one of the outstanding events in the motion picture industry."

The flyer added that Interstate was "proud to be a part of this great industry when we can recommend this type of entertainment to our patrons."

GPE Quarter Net

(Continued from page 1)

dividends, the 1952 quarter earnings were equivalent to 48 cents per share on 646,087 common shares, against 30 cents per share on 601,087 shares in 1951.

Directors declared a dividend of 25 cents per share on the company's common, payable on Sept. 15 to stockholders of record on Aug. 25. Directors also declared a dividend of $1.25 per share on the cumulative preferred, $5 dividend series A, 1952, for the period ending Sept. 15. This dividend is also payable on Sept. 15 to stockholders of record on Aug. 25.

New Pact Staves Off Mexican Strike

MEXICO CITY, Aug. 6.—The strike threatened against the Churubusco-Azteca, San Angel Inn and Tepeyac studios here for tomorrow by the technical and manual workers' sections of the Picture Production Union to enforce demands for a 75 per cent wage increase and some other economic concessions, was averted by the signing of a pact to run until July 31, 1953.

The union accepted a five per cent pay hike but won such concessions as more paid holidays—each worker to have time off on his or her birthday, workers of more than 15 years' service, 25 days vacation yearly, and Good Friday to be a day off for all.

National Pre-Selling

MORE than three-fourths of the readers of *Pathfinder* magazine live in that diverse and wonderful part of America where the trading centers are towns not larger than 10,000 population. A little more than half of this great country's whole population live in places of 10,000 or fewer people, or the nearby country. Among this half of the American people home ownership runs high, community spirit is at its best and the best living standards prevail. It used to be axiomatic in the film business that half of the existing theatre situations were in non-competitive areas of this character.

•

***Ladies' Home Journal* for August chats pleasantly on its "About Town" page with Joan Crawford, who has just celebrated her 44th birthday and the completion of her newest picture, "Sudden Fear." . . . "The Bright Memory," feature article in the August *Redbook*, recalls that August day in 1935 when Will Rogers died, and says "no man in our times was more beloved; he still has power to warm our hearts." . . . Walt Disney's pre-selling is sometimes so spread out you can't be sure what is past, present or future.**

•

Interest in the American Weekly's *special movie issue, to be dated August 31, is growing among important theatre circuits, and operators are following the lead of Fox Midwest Theatres in ordering extra copies for distribution as the signal for a greater movie season. The publishers have arranged for an overrun of* 500,000 *copies and these will be available to exhibitors at two cents per copy. Cover and contents of the 24-page Sunday newspaper section will be devoted to upcoming films and promotional material for the players.*

•

Timed to the impending release of "Les Miserables," 20th Century-Fox reports a total of 23 separate breaks in leading fan and national magazines. The June 7 issue of *Saturday Evening Post* and the July issues of *Movieland, Photoplay, Modern Screen, Movie Stars Parade, Movielife* and *Movie Teen* lead the procession, while August issues of *Filmland, Movielife, Photoplay, Silver Screen, Modern Screen, Movie Fan, Movie Stars Parade, Movieland, Motion Picture* and *Movie Spotlight* will follow through. Presentation of the *Parents' Magazine* Medal in honor of the picture took place at the company's home office and was formally accepted by Al Lichtman, director of distribution, and Spyros Skouras, Jr., executive vice-president of Skouras Theatres, from E. Phillip Willcox, director of motion picture relations for the magazine.

•

***American* magazine for August, now on the stands, gives "a peek at the 'Movies of the Month'" and puts "Ivanhoe" at the top of a color page, with "The Story of Will Rogers" and "The World in His Arms" as runners-up. Top billing across the column goes to "Son of Paleface" with "High Noon" and "One Minute to Zero" following. A two-page spread is a regular feature.**

—WALTER BROOKS

Paramount reports:

"Carrie" TAKES HER PLACE IN THE SUN AS THE BIG-MONEY LOVE STORY OF 1952...

PARAMOUNT Presents

LAURENCE JENNIFER

Olivier and Jones



in WILLIAM WYLER'S

Production of

Carrie

with MIRIAM HOPKINS

EDDIE ALBERT

Produced and Directed by WILLIAM WYLER

Screenplay by RUTH and AUGUSTUS GOETZ

From the American Classic, SISTER CARRIE, by THEODORE DREISER

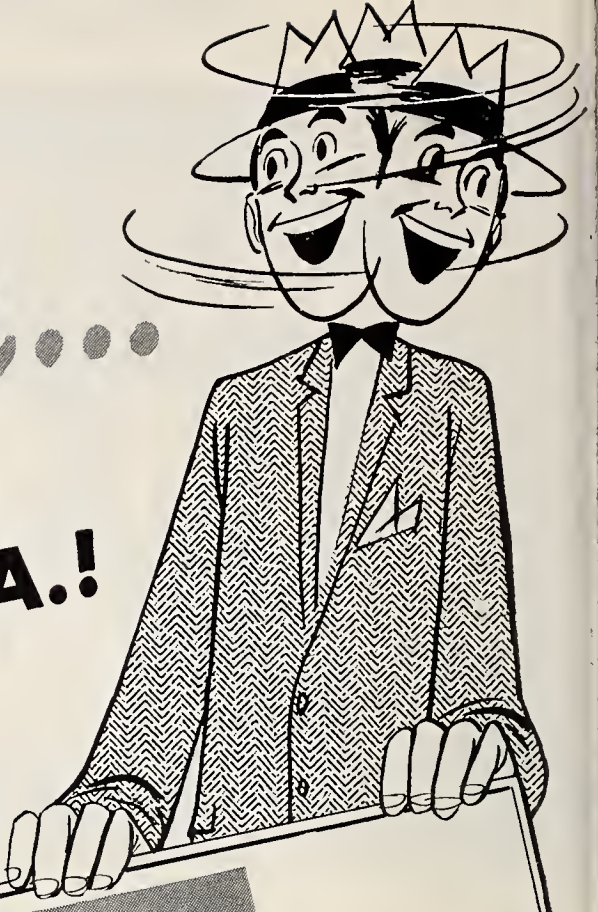
"Carrie" shapes up magnificently in her first dates! Paramount selected them carefully to prove her magnetic appeal to mass midsummer audiences who everywhere are flocking to see her "seething, passionate love story." (N. Y. Mirror)

And "Carrie" has those beautiful boxoffice legs for long runs—*fourth big week at New York Capitol now.*

At the Capitol last summer, "A Place In The Sun" began its climb to the top of 1951's grossers. Today in all her dates, "Carrie" is being compared favorably with that great money-hit by both the press and the public.

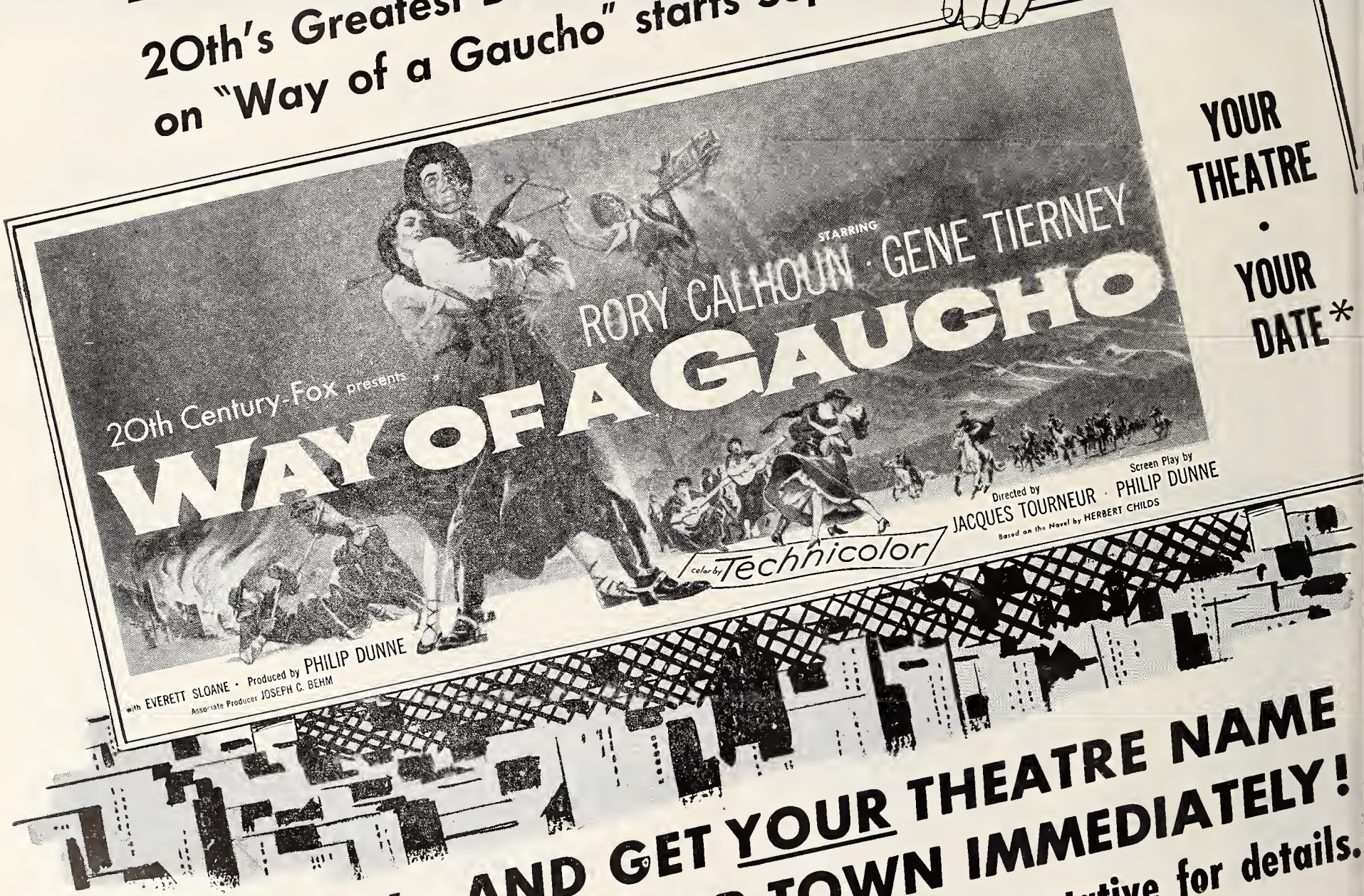
No wonder "Carrie" is the exhibitor's favorite gal to date today!

Wherever you turn...



YOU'LL SEE THIS 24-SHEET EVERYWHERE IN THE U.S.A.!

20th's Greatest Billboard showing on "Way of a Gaucho" starts Sept. 1st!



YOUR THEATRE • YOUR DATE*

DATE IT NOW—AND GET YOUR THEATRE NAME ON THE BOARDS IN YOUR TOWN IMMEDIATELY!

*See your 20th Representative for details.



THERE'S NO BUSINESS LIKE 20 CENTURY-FOX BUSINESS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 27 NEW YORK, U. S. A., THURSDAY, AUGUST 7, 1952 TEN CENTS

Report Prices Not Part of Arbitration

Restrictions on Bidding Curb Distributor Action

Distributors have remained adamant in their refusal to agree to submit disputes over film prices and terms to arbitration, company sources indicated yesterday.

The fact that an agreement in principle on all subjects at issue had been announced at the close of the two-day arbitration conference here Tuesday led many to wonder whether or not distributors had retreated from their position against the inclusion of price complaints in any arbitration system set up for the industry. Semi-official responses to inquiries indicated they had not.

Allied States is on record as unequivocally asking the inclusion of price complaints among arbitrable subjects and the Theatre Owners of

(Continued on page 4)

Demand A Public Stand on U. S. Suit

The board of directors of the New York Independent Theatre Owners Association has called upon Eric Johnston, president of the Motion Picture Association of America, and the presidents of the motion picture company defendants in the suit commenced by the Department of Justice to compel the sale of 16mm. feature films to television to take a militant public stand with respect to the litigation. Said the ITOA yesterday:

"This is no time for silence on the

(Continued on page 4)

GPE Quarter Net Rises to $325,452

General Precision Equipment Corp. and its subsidiary companies reported for the three months ended June 30 a consolidated net income of $325,452, compared with $183,035 for the same quarter in 1951.

Net sales were $11,436,566, compared with $7,654,493 in the previous year's quarter.

After provision for preferred stock

(Continued on page 4)

Rembusch Seeks Aid for 5,000 'Hardship Cases'

CLEVELAND, Aug. 6.—A plea that Council of Motion Picture Organizations differences be submerged for industry unity to accomplish repeal of the Federal admission tax in order to keep open approximately 5,000 hardship-case theatres, was made here at an industry anti-tax meeting, by Trueman Rembusch, of the COMPO ruling triumvirate.

The 5,000 hardship cases "can survive only by the repeal of this discriminatory tax," Rembusch stated. He was accompanied here by Robert Wile, secretary of the Ohio Independent Theatre Owners.

"It is necessary that industry unity at the local level be established in order to accomplish our goal," Rembusch told the branch managers, film salesmen and exhibitors present. In the absence from town of Lester Zucker, local COMPO chairman, I. J. Schmertz conducted the general meeting, which, following Rembusch's plea for united effort, split into two meetings, of exchange managers and salesmen, and exhibitors. The exhibi-

(Continued on page 2)

Johnston Calls On 'IA' Membership to Aid Anti-Tax Drive

MINNEAPOLIS, Aug. 6.—Members of the IATSE, meeting here at their 41st biennial convention, were urged today by Eric Johnston, president of the Motion Picture Association of America, to lend their wholehearted support to the industry's campaign to repeal the 20 per cent Federal admission tax.

The "back-busting load of taxes"

(Continued on page 2)

Walsh Says 'IA' Has Licked 'Red' Problem

MINNEAPOLIS, Aug. 6.—IATSE has licked its Communist-infiltration problem, president Richard F. Walsh declared here today in his report to the 41st biennial convention.

He said only two international unions—Local 44, Allied Craftsmen and Local 683, Laboratory Technicians in Hollywood—remain under "emergency international control."

"Peace and Loyalty have gradually

(Continued on page 2)

Anti-Trust Question Kept Alive by FCC

WASHINGTON, Aug. 6.—The anti-trust question popped up again in the United Paramount Theatres-American Broadcasting Co. merger case when hearing examiner Leo Resnick asked the Federal Communications Commission today whether evidence on anti-trust activities after Aug. 7, 1948, could be put into the hearing record.

Resnick also asked the Commission

(Continued on page 4)

Wage Demands of Equity Cancel Todd TV Show

The experimental theatre telecast of Michael Todd's "Night in Venice" show from Jones' Beach, slated for tonight, has been called off due to a last-minute hitch with Actors Equity, it was learned here yesterday.

Actors Equity, it was reported, had demanded a full week's salary for each member of the cast for the half-hour test, arranged by Fabian Theatres, for tele-screening at the Warner Theatre here. The cost of paying a week's salary to over 200 members of the cast, in addition to reimbursing members of the orchestra, made the test economically prohibitive, it was pointed out.

The hitch developed after invitations had gone out to leading circuit executives, set manufacturers and pro-

(Continued on page 4)

Outline 'Texas' Tax Plan at Minn. Meet

Minneapolis, Aug. 6.—H. A. Cole outlined the "Texas plan" to fight the government's 20 per cent admission tax to 40 guests of North Central Allied at a luncheon here today at the Nicollet Hotel.

Adoption of the plan was delayed, it was reported, because primaries in this area still pend and it would be confusing and a waste of effort to buttonhole losing candidates.

Para. Earnings Up; Maintains Dividend Rate

$1,430,000 Profit Is Listed for 2nd Quarter

Maintaining its common stock dividend annual $2 rate, Paramount Pictures yesterday announced that its board had declared a quarterly dividend of 50 cents per share. At the same time the company reported an increase in earnings in the second quarter, ended June 28, to an estimated $1,430,000 after provision for taxes, compared with a net of $1,421,000 for the same period in 1951. The dividend is payable on Sept. 26 to stockholders of record on Sept. 12.

The earnings represent 61 cents a share on 2,342,096 shares outstanding, compared with 62 cents on 2,302,000 shares outstanding one year ago.

Consolidated earnings for the six months ended June 28, computed on the same basis, are estimated at $2,785,000, which is at the rate of $1.19 per share on shares outstanding. Consolidated earnings for the first six months of 1951 were estimated at

(Continued on page 4)

Schine Affiliate in TV Station Bid

ALBANY, N. Y. Aug. 6.—The Schine-owned Patroon Broadcasting Corp., operator of station WPTR since 1948, today filed with the Federal Communications Commission in Washington an application for a television permit for UHF channel No. 23, assigned to Albany.

Two other local radio stations recently filed for the same channel. Hearings may start in February. The Vancurler Broadcasting Corp., a Fabian subsidiary, is one of two applicants for UHF channel 35 in Schenectady.

Truman Will Report On Arnall Status

WASHINGTON, Aug. 6.—Price Stabilizer Ellis Arnall saw President Truman today but refused to say whether or not he had handed in his resignation.

Arnall, on leave as head of the Society of Independent Motion Picture Producers, declared that any comment on his resignation would have to come from the White House.

Personal Mention

WILLIAM J. HEINEMAN, ARNOLD PICKER, and MAX YOUNGSTEIN, United Artists vice-presidents, and ROBERT BENJAMIN, a partner in the company, arrived here from the Coast yesterday.

•

IRVING HELFONT, home office assistant to GEORGE A. HICKEY, M-G-M Western sales manager; H. L. NATHANSON and TED GOULD of M-G-M Pictures of Canada, and JAY EISENBERG, home office attorney, will leave here Sunday for Toronto.

•

MONSIGNOR JOHN J. MCCLAFFERTY, dean of Catholic University in Washington and former head of the Legion of Decency, was a guest of Italian Films Export in a visit to Cinecitta, Rome's film city.

•

MRS. GEORGE H. ORNSTEIN, wife of the United Artists representative in Rome, is in California with her three children visiting MARY PICKFORD, her aunt.

•

ROBERT WEITMAN, United Paramount Theatres vice-president, has joined his family at Grossingers in the Catskills for a vacation.

•

HARRY B. FRENCH, president of Minnesota Amusement Co., will arrive here from Minneapolis on Monday.

•

LEOPOLD FRIEDMAN, secretary and general counsel for Loew's, has returned here from England.

•

NATE SPINGOLD, Columbia vice-president, has returned here from the Coast.

Canada Release Set For MOT Films

The March of Time and Astral Films Ltd. of Canada jointly announced an agreement for the Canadian firm to re-release the March of Time theatrical films throughout Canada beginning in the early fall.

Astral Films will also release the features, "The Vatican of Pius XII" and the "Golden Twenties," as well as re-releasing many of March of Time's short subjects, several with French narration.

Plan Allied Convention

Wilbur Snaper, Allied States president, and Abram F. Myers, chairman and general counsel, are scheduled to confer in Chicago next week with Jack Kirsch and the Allied convention committee on plans for the organization's annual convention and equipment exhibit to be held there in November.

$10,462 for Jungle Dual

CINCINNATI, Aug. 6.—The dual team of "Watusi" and "Cajun," jungle stories being distributed nationally by Horne and Dietz, New York, grossed a top $10,462 at the RKO Lyric here during the week ended last Tuesday, it is understood.

Calls on 'IA' Membership

(Continued from page 1)

placed on the industry was decried by Johnston. He called the heavy tax load and rising costs "two of the top reasons" for the weakening of the movie-going habit of the American people.

On the cost front, Johnston urged all segments of the industry—production, distribution and exhibition—to eliminate waste and promote efficiency.

The MPAA president acknowledged that box-office receipts have declined from 15 to 20 per cent, approximately $250,000,000, below the 1946 record of $1,600,000,000, a figure which included the admission tax take. Johnston pointed out, however, that today the total number of admissions each week runs close to 55,000,000, indicating the vitality of the industry.

He scored "alarmists" who stress the number of theatre closings without mentioning the hundreds of new conventional and drive-in theatres which have opened in replacement. He called the growth of drive-ins "one of the most dynamic and encouraging developments in exhibition in our times."

Johnston forecast that the period of transition the industry finds itself in, highlighted by home TV competition, would be met by the same fortitude which licked past industry problems.

Cole, Thompson Ask 'IA' Aid In Tax, Business Efforts

MINNEAPOLIS, Aug. 6.—Cooperation of all of its members in the fight to eliminate the 20 per cent Federal admissions tax was urged by H. A. Cole, co-chairman of the Council of Motion Picture Organizations' tax repeal campaign, at the annual convention of the IATSE being held here this week.

Cole suggested that the IATSE form a small national committee and a state committee in every state, and that state committees should contact COMPO committes which are already functioning. From there, perhaps, Cole said, IA district members might operate with COMPO district committeemen who also are already working.

"In other words," Cole continued, "we will have to apply argument, persuasion, good common sense, and sell some 500 or 600 of our legislators, Senators and Representatives, and that is quite a job. I think, gentlemen, it will be well repaid if you will undertake it."

Cole also told the delegates that exhibitors face the probable necessity of installing television in their theatres within five or 10 years.

"It may take considerable time, not because of the machinery involved, but because of the fact that programming that will attract customers at a profit is going to be very, very difficult to work out, but inevitably, sooner or later, we have to be prepared to install television in many, if not most of our theatres," Cole said.

At yesterday's session, Rev. F. J. Gilligan, St. Paul, Minn., and Leslie E. Thompson, labor relations executive for RKO Pictures, were the featured speakers.

Rev. Gilligan commended unions for their patriotism and said that not only is it the workers' right to organize but that they have been good for the country because they have protected it from the spread of Communism. This, he added, has been accomplished by a more even distribution of wealth, thereby eliminating one of the avenues of approach that Communism customarily thrives on.

Thompson told the convention that the union "can do a lot to attack the mistaken belief that the motion picture industry is dying." Management and labor will have to cooperate in convincing the public that theatres offer the best entertainment. He also tackled the problem of government interference, pointing out that television alone was not entirely responsible for the slump in business, but that such things as the government's admission tax and the recent "divorcement" decree were hampering the industry.

At the conclusion of Thompson's speech, International president Richard F. Walsh told the delegates that the union would do its share but that in his opinion good films, good equipment and good theatres would do much to cure the industry's ills.

Ben Berger, president of North Central Allied, told the "IA" that he was "purposely skipping" any detailed account of the present plight of exhibitors in view of the fact the subject was covered by C. W. Perrine, Minnesota Amusement Co. executive in an earlier speech, and that Eric Johnston will dwell extensively on the theatreman's problems in a subsequent speech.

Berger welcomed the delegates on behalf of NCA and the Northwest Variety Club and drew a round of applause when he said that he had always enjoyed "the finest relations" with the IA membership in negotiations, both as an individual and as head of the NCA.

Rembusch

(Continued from page 1)

tors elected Leo T. Jones of Upper Sandusky chairman of their division. Jones thereupon named district committee members.

Industry in New Haven Area Enters Tax Battle

NEW HAVEN, Aug. 6.—Some 105 of Connecticut's 192 theatres were represented at a meeting here to enter the fight for the repeal of the Federal amusement tax. Sixty-seven owners signed the pledges to participate in the movement.

Charles McCarthy of the Council of Motion Picture Organizations made the keynote address, with Maurice Bailey and Dr. Jack Fishman of Allied urging every theatre to do its best in contacting members of Congress and others. Other speakers included Al Pickus of Motion Picture Theatre Owners of Connecticut and Carl Reardon, branch manager of Universal International, who is in charge of collections for participation in the campaign.

Johnston Says Ohio Fair 'Great Thing'

Eric Johnston, president of the Motion Picture Association of America, said that the exhibitors of Ohio are doing a "great and grand thing" in bringing a motion pieture exhibit to the Ohio State Fair.

"It means that they are bringing the story of our industry right where it needs the telling—the grass roots of Ameriea. That's where it reaches the people and I hope the Ohio example may spread across the country," Johnston added.

The Independent Theatre Owners of Ohio is sponsoring a "Hollywood at the Fair" exhibit at the state fair Aug. 22-29.

Predict Top Kramer Gross for 'Noon'

A gross in excess of $2,500,000, highest for any Stanley Kramer production, was predicted by Kramer spokesmen here yesterday for "High Noon" on the basis of holdovers in its opening engagements.

Distributed by United Artists, the picture has been given third week holdovers in Boston, Philadelphia, Pittsburgh, New York, Toronto and Calgary. Second week holdovers are set in Buffalo, Minneapolis, Oklahoma City, Portland, Ore., San Francisco and Milwaukee.

Walsh Says 'IA'

(Continued from page 1)

returned to Hollywood under Roy Brewer," Walsh said. (Walsh has previously recommended restoring home rule to Local 44.) "We are making good progress cleaning up the remaining loyalty disturbances and in a short time expect to restore home rule to both unions."

He said IATSE and its members stand committed to do all possible to help stem the tide of Communism.

Krim to Europe

Arthur B. Krim, president of United Artists, will leave here by plane tomorrow for a combined three-week visit in Rome, Paris and London. He will survey branch operations and independent production in three capitals and in Paris additionally will confer with Anatole Litvak, who will produce "Via Flaminia" for U. A., the script for which has just been completed.

'Fatima' Music on Air

Three themes from the musical score of Warner Brothers' "The Miracle of Our Lady of Fatima" will be played by the NBC symphony orchestra on its radio program on Aug. 17. Carmen Dragon will conduct the orchestra in interpretations of passages from the score composed by Max Steiner. The orchestra will play passages of "The Miracle," "The Credo," and "The Vision."

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



WATCH CHARLEY RUN!

AFTER WARNERS'

WONDERFUL LONG-RUNNING

START AT RADIO CITY MUSIC HALL

RAY BOLGER

BOWLS 'EM OVER NATIONALLY

NEXT WEEK IN

"Where's Charley?"

COLOR BY TECHNICOLOR



WITH ALLYN McLERIE Screen Play by JOHN MONKS, Jr. Dance and Production Numbers Staged by Michael Kidd Directed by DAVID BUTLER

WB BEN KALMENSON DRIVE

Anti-trust

(Continued from page 1)

to decide whether or not testimony on Scophony Corp. of America should be included in the record of the hearing.

In an order issued last Friday the FCC outlawed as evidence in the case of any anti-trust involvement occurring before that date. Since there has been no development in the hearing record of any anti-trust activity since August, 1948, many observers here though that the anti-trust question was a dead duck.

In Resnick's petition he mentioned three specific anti-trust suits which Commission counsel thought should be part of the post-1948 anti-trust portion of the record. They were: the government's suit against the Madison Square Garden Corp., three of whose directors are directors of Paramount Pictures Corp.; the suit brought against National Screen Service and Paramount Pictures, among others; and the Milgrim Drive-in case where the final decision gave drive-in theatres the right to bid against indoor theatres for first-run product.

The request for clarification also mentioned "a number of pending private anti-trust proceedings which have not been explored to determine whether the anti-trust activities alleged occurred since Aug. 7, 1948."

Resnick pointed out that Commission counsel proposes to investigate the anti-trust activities involved in the government complaints and in several of the pending private cases. This process, he said, would involve a continuance of the hearing to permit the investigation and then further hearings which might take several months.

The SCA question revolved around the part of the FCC order which put a three-year limitation on anti-trust activity outside the field of radio communications, and Resnick requested the Commission to decide whether or not SCA testimony was within that field. If the FCC rules that it is, SCA witnesses would probably take up from five to seven weeks of hearing time.

The procedure of a hearing examiner's requesting the Commission for clarification of an order is rather unusual, but Resnick declared in his request that he felt it would be more time-saving than if attorneys for all the parties filed individual petitions.

The hearing will remain in recess pending the FCC's clarification.

Public Stand

(Continued from page 1)

part of industry leaders. This is a suit calculated to destroy the motion picture industry and it's time for segments other than exhibition to meet the issue squarely and with forthrightness. We are confident that the defendants will defend themselves to the hilt in court for vindication on these preposterous charges but if the industry remains quiet until that time we will have lost our case with the public.

"It's high time the MPAA publicly denounced this government action for what it is—a high-handed attempt to have the industry commit suicide to give its life blood to a competitive medium. The film company presidents must likewise meet the issue squarely and assure theatrical exhibition that the television industries are not going to be ceded public support and our stock in trade by default. As one board member remarked, let them stand up and be counted."

Not Part of Arbitration

(Continued from page 1)

America took a comparable but less specific stand. Abram Myers, Allied general counsel and chairman, and Herman Levy, TOA counsel, are members of the four-man drafting committee named on Tuesday to complete preparation of the subjects agreed upon.

The formula for the restriction of competitive bidding which appears to have made possible the complete agreement in principle on Tuesday is believed to virtually eliminate the imposition of competitive bidding by a distributor in any situation in which it may be resisted by exhibitors. It was reported that arbitrary attempts to impose bidding in such situations would form the basis for a complaint by exhibitors involved to have the distributor's action subjected to arbitration.

No limitations would apply in situations where exhibitors request bidding or where it is not resisted, it is understood.

The terms of bids may be subject to disclosure but indications are there will be recognition of distributor's right to award a picture to other than the highest bidder for valid reasons, such as location and condition of theatre, its reputation, operating policies, etc.

Thus, the proposed industry arbitration plan would include such restrictions on bidding as above and make departures from them subject to arbitration as well as any claims that there had been discrimination in awarding pictures under competitive bidding and charges that any exhibitor had over-bid or over-paid to deprive a competitor of pictures in bidding. Under such circumstances, the disputed bids would have to be disclosed to the disputants.

Previously agreed upon also were arbitration of complaints of forcing or conditioning, clearance, runs or violations of contracts. The right to award damages in arbitration proceedings is recognized. Conciliation, to be employed prior to arbitration, is approved and the use of lawyers in arbitration proceedings is regulated.

The drafting committee is expected to begin its work in about a week and a general conference meeting will be set thereafter to consider and approve the proposals.

Tax Reduction for Minneapolis House

MINNEAPOLIS, Aug. 6.—The Edina Theatre, Minneapolis suburban house operated by Ben Friedman, was granted a 20 per cent reduction in assessed valuation by the Edina board of review after hearing testimony that the theatre was having rough going due to the large number of television sets owned by Edina residents.

Stanley D. Kane, attorney for Friedman at the hearing, explained the many difficulties that are confronting theatre owners throughout the United States.

Para. Earnings

(Continued from page 1)

$2,832,000, which represented $1.23 per share.

The earnings reported do not include Paramount's share of net profits or losses of partially-owned non-consolidated subsidiaries. Such share resulted in net earnings of $48,000 for the second quarter of 1952, compared with a net loss of $209,000 for the same period of 1951 and net earnings of $217,000 for the first six months of 1952, compared with a net loss of $4,000 for the same period of time during 1951.

Todd Show

(Continued from page 1)

ducers, asking them to attend the showing. Letters inviting non-exhibitor guests heralded the showing as a test to clarify whether black-and-white entertainment shows are feasible today or whether entertainment shows would have to wait for the advent of color theatre television.

Republic Dividend Voted

A dividend of 25 cents per share on preferred stock, payable on Oct. 1 to stockholders of record on Sept. 12, has been declared by the board of directors of Republic Pictures.

'Ivanhoe' Gets Unique Boost from Interstate

HOUSTON, Aug. 6. — M-G-M's "Ivanhoe," having its Southwestern premiere engagement at Loew's Theatre here, received a unique boost when the competing Interstate Theatres circuit distributed a flyer saluting "this spectacular attraction, which is one of the outstanding events in the motion picture industry."

The flyer added that Interstate was "proud to be a part of this great industry when we can recommend this type of entertainment to our patrons."

GPE Quarter Net

(Continued from page 1)

dividends, the 1952 quarter earnings were equivalent to 48 cents per share on 646,087 common shares, against 30 cents per share on 601,087 shares in 1951.

Directors declared a dividend of 25 cents per share on the company's common, payable on Sept. 15 to stockholders of record on Aug. 25. Directors also declared a dividend of $1.25 per share on the cumulative preferred, $5 dividend series A, 1952, for the period ending Sept. 15. This dividend is also payable on Sept. 15 to stockholders of record on Aug. 25.

New Pact Staves Off Mexican Strike

MEXICO CITY, Aug. 6.—The strike threatened against the Churubusco-Azteca, San Angel Inn and Tepeyac studios here for tomorrow by the technical and manual workers' sections of the Picture Production Union to enforce demands for a 75 per cent wage increase and some other economic concessions, was averted by the signing of a pact to run until July 31, 1953.

The union accepted a five per cent pay hike but won such concessions as more paid holidays—each worker to have time off on his or her birthday, workers of more than 15 years' service, 25 days vacation yearly, and Good Friday to be a day off for all.

National Pre-Selling

MORE than three-fourths of the readers of *Pathfinder* magazine live in that diverse and wonderful part of America where the trading centers are towns not larger than 10,000 population. A little more than half of this great country's whole population live in places of 10,000 or fewer people, or the nearby country. Among this half of the American people home ownership runs high, community spirit is at its best and the best living standards prevail. It used to be axiomatic in the film business that half of the existing theatre situations were in non-competitive areas of this character.

•

***Ladies' Home Journal* for August chats pleasantly on its "About Town" page with Joan Crawford, who has just celebrated her 44th birthday and the completion of her newest picture, "Sudden Fear." . . . "The Bright Memory," feature article in the August *Redbook*, recalls that August day in 1935 when Will Rogers died, and says "no man in our times was more beloved; he still has power to warm our hearts." . . . Walt Disney's pre-selling is sometimes so spread out you can't be sure what is past, present or future.**

•

Interest in the American Weekly's *special movie issue, to be dated August* 31, *is growing among important theatre circuits, and operators are following the lead of Fox Midwest Theatres in ordering extra copies for distribution as the signal for a greater movie season. The publishers have arranged for an overrun of* 500,000 *copies and these will be available to exhibitors at two cents per copy. Cover and contents of the* 24-*page Sunday newspaper section will be devoted to upcoming films and promotional material for the players.*

•

Timed to the impending release of "Les Miserables," 20th Century-Fox reports a total of 23 separate breaks in leading fan and national magazines. The June 7 issue of *Saturday Evening Post* and the July issues of *Movieland, Photoplay, Modern Screen, Movie Stars Parade, Movielife* and *Movie Teen* lead the procession, while August issues of *Filmland, Movielife, Photoplay, Silver Screen, Modern Screen, Movie Fan, Movie Stars Parade, Movieland, Motion Picture* and *Movie Spotlight* will follow through. Presentation of the *Parents' Magazine* Medal in honor of the picture took place at the company's home office and was formally accepted by Al Lichtman, director of distribution, and Spyros Skouras, Jr., executive vice-president of Skouras Theatres, from E. Phillip Willcox, director of motion picture relations for the magazine.

•

***American* magazine for August, now on the stands, gives "a peek at the 'Movies of the Month'" and puts "Ivanhoe" at the top of a color page, with "The Story of Will Rogers" and "The World in His Arms" as runners-up. Top billing across the column goes to "Son of Paleface" with "High Noon" and "One Minute to Zero" following. A two-page spread is a regular feature.**

—WALTER BROOKS

Paramount reports:

"Carrie" TAKES HER PLACE IN THE SUN AS THE BIG-MONEY LOVE STORY OF 1952...

PARAMOUNT Presents

LAURENCE JENNIFER

Olivier and Jones



in WILLIAM WYLER'S

Production of

Carrie

with MIRIAM HOPKINS

EDDIE ALBERT

Produced and Directed by WILLIAM WYLER

Screenplay by RUTH and AUGUSTUS GOETZ

From the American Classic, SISTER CARRIE,

by THEODORE DREISER

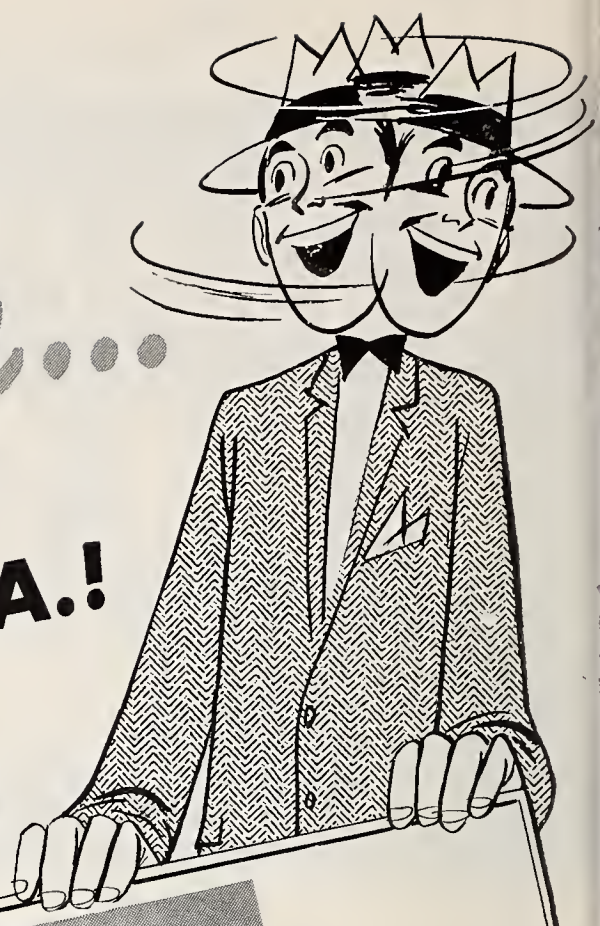
"Carrie" shapes up magnificently in her first dates! Paramount selected them carefully to prove her magnetic appeal to mass midsummer audiences who everywhere are flocking to see her "seething, passionate love story." (N. Y. Mirror)

And "Carrie" has those beautiful boxoffice legs for long runs—*fourth big week at New York Capitol now.*

At the Capitol last summer, "A Place In The Sun" began its climb to the top of 1951's grossers. Today in all her dates, "Carrie" is being compared favorably with that great money-hit by both the press and the public.

No wonder "Carrie" is the exhibitor's favorite gal to date today!

Wherever you turn...



YOU'LL SEE THIS 24-SHEET EVERYWHERE IN THE U.S.A.!

20th's Greatest Billboard showing on "Way of a Gaucho" starts Sept. 1st!



YOUR THEATRE • YOUR DATE*

DATE IT NOW — AND GET YOUR THEATRE NAME ON THE BOARDS IN YOUR TOWN IMMEDIATELY!

* See your 20th Representative for details.



THERE'S NO BUSINESS LIKE 20 CENTURY-FOX BUSINESS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 28 NEW YORK, U. S. A., FRIDAY, AUGUST 8, 1952 TEN CENTS

Warn Against Over-optimism On Arbitration

Plenty Hurdles Ahead; Start Drafting Aug. 19

Principals in the industry arbitration conference cautioned yesterday against over-optimism concerning final adoption by all parties of the tentative proposals on the basis of the agreements in principle reached by the continuations committee of 10 this week.

It was pointed out that the concord of this week still remains to be put into formal phraseology by the drafting committee of four, which will begin its work here on Aug. 19. Past experience in reducing agreements in principle to writing indicate that the new drafting committee will have a real task cut out for it.

Assuming the drafting committee

(Continued on page 4)

Rotus Harvey Quits WTO Presidency

SAN FRANCISCO, Aug. 7.—Rotus Harvey, president of the Western Theatre Owners, today announced his resignation from that office and gave as his reason the press of personal business.

Harvey, who also resigned six weeks ago from the presidency of the Independent Theatre Owners of Northern California, is an executive of Westland Theatres, with headquarters in San Francisco.

He was one of the original group

(Continued on page 4)

Abrose, Dunbar and Iannuzzi Promoted

James S. Abrose, Warner Brothers branch manager in Cincinnati, has been promoted to Central district manager by Ben Kalmenson, distribution vice-president. Abrose succeeds F. D. (Dinty) Moore, resigned. Abrose will have headquarters in Cincinnati. Robert H. Dunbar, Jacksonville branch manager, is promoted to branch manager in Cincinnati.

Kalmenson also announced the promotion of Ralph Iannuzzi, branch

(Continued on page 4)

First Company Statements Score U. S. 16mm. Suit

FIRST public reaction of producers-distributors to the government suit to force the sale of 16mm. films to television and other non-theatrical users are contained in letters, some of which are reproduced herewith, inspired by editorials by Martin Quigley on the government action which appeared in MOTION PICTURE DAILY *and* Motion Picture Herald *last week.*

SPYROS SKOURAS, president of 20th Century-Fox, one of the defendant companies, wrote Quigley:

"This (editorial) is the type we need to bring home to us all the necessity of decisive, concerted action against this suit which, if successful, would prove disastrous to our entire industry.

"Naturally, we intend to fight it with all our might and it is heartening to know that we have the active support of every branch of the industry in this fight. Exhibitors and exhibitor organizations everywhere have protested vigorously against this suit and have pledged their support in helping us to fight it. Indeed, we must fight it because the very existence of all of us is threatened."

MILTON R. RACKMIL, president of Universal Pictures, also a defendant, wrote: "I sincerely hope that all elements in our industry show the

(Continued on page 6)

Zanuck Labels US Suit Political

DALLAS, Aug. 7.—Darryl F. Zanuck, production vice-president of 20th Century-Fox, in a telegram to Robert J. O'Donnell of Interstate Theatres and co-chairman of Texas COMPO Showmen, stated:

"Congratulations on bringing out in the clear air the truth about the Government suit against major film companies in connection with withholding

(Continued on page 6)

Texas Compo Maps Wire Drive vs. Suit

DALLAS, Aug. 7.—At least 22,000 wires protesting the Department of Justice suit to force the sale of 16mm. films to television and other non-theatrical users will be sent to Washington from Texas alone, E. H. Rowley, president of Rowley United Theatres and chairman of the Texas COMPO committee to fight the suit, said today.

The plan of action set up by Row-

(Continued on page 6)

PAPER CUTS RATES, THEN RUNS FREE AD PLUGGING THEATRES

SAN FRANCISCO, Aug. 7.—Benefits to Northern California theatremen are still being felt as a result of Hal D. Neides' (Blumenfeld Theatres) successful campaign for lower newspaper advertising rates in San Mateo.

Neides presented as evidence of this a quarter page ad which ran in the *San Mateo Times* as a salute to the motion picture industry from its publisher. The ad was completely unsolicited and was done at no cost whatsoever to showmen. "Any Night Is Movie Night for the Whole Family," it said, and followed up with the advice to check the *Times* nightly for all Peninsula theatre listings. Neides' reaction to this is that the paper has come to the realization of the importance of the part played by theatres in the community where in the past they were taken for granted, and with this realization, the paper sees advantage to itself in promoting its own theatre page.

The whole situation can be pinpointed to the fact that Neides, after achieving his goal in getting lower advertising rates for theatremen, did not take it as a personal victory, but followed through with a letter of appreciation on behalf of his company and then increased Blumenfeld ads 30 per cent for its two Peninsula houses, the Manor at San Mateo, and the Belmont at Belmont. Other showmen followed suit. Westland Theatres, instead of carrying two inches each day for the Laurel at San Carlos, trippled the space. Fox West Coast Theatres increased the space also for the Broadway at Burlingame; the Fox at San Mateo, and the Baywood at Baywood. These theatres were actually down to a directory ad most of the time prior to the rate reduction.

VFW Lauds Industry on 'Red' Stand

Pass Resolution at 53rd National Encampment

LOS ANGELES, Aug. 7.—A resolution passed by the 53rd national encampment of the Veterans of Foreign Wars at the Embassy Hotel here lauds the motion picture industry for its fight against Communism. The resolution reads:

"Whereas hearings before a Committee of the United States Congress have disclosed that infiltration of the motion picture industry has been and is a primary objective of the Communist Party, and

"Whereas the motion picture industry has by its co-operation with the Congressional committee and by its own acts placed itself in the forefront of the fight against Communism in the United States, and

"Whereas the motion picture industry has taken extraordinary financial

(Continued on page 4)

ITOA, Brandt Sign First ASCAP Deals

The Independent Theatre Owners Association of New York yesterday became the first exhibitor organization to sign the new ASCAP master agreement which provides for graduated payments by theatres for recorded non-film music.

Signing for ITOA was Harry Brandt, president, who forecast that theatremen throughout the country will follow suit. In addition to inking the contract for ITOA, Brandt also signed a

(Continued on page 6)

Allied of Illinois Maps Tax Action

CHICAGO, August 7.—The board of directors of Allied Theatres of Illinois met here and approved plans set up by a group of leading exhibitors, including Jack Kirsch, Dave Wallerstein, Edwin Silverman, Al Kvool, Arthur Schoenstadt, John Jones, and Jack Rose, to support the Council of Motion Picture Organizations' fight against the 20 per cent Federal admission tax.

It was resolved that "it is the

(Continued on page 6)

Personal Mention

HOWARD DIETZ, M-G-M vice-president and director of advertising-publicity, returned here yesterday from the Coast.

•

LEONARD LEVY, associated in New Haven law practice with HERMAN LEVY, general counsel of the Theatre Owners of America, has been nominated for the Connecticut State Senate on the Republican ticket.

•

DOUGLAS M. KIRBY, Southern division credit manager for Altec Service Corp., will fly to Chicago today to attend the wedding of his daughter, JOAN, to ROBERT COMSTOCK of the U. S. Air Corps.

•

MURRAY MELMAN, assistant to MAURICE GRAD, Columbia's short subjects sales manager, and MRS. MELMAN announce the birth of a second child, a girl, ROBIN ELLEN.

•

THOMAS E. SHEA, JR., has resigned as advertising and publicity manager of *Counterpoint* magazine in San Francisco, and will shortly leave for a trip East.

•

BERNIE EVENS, M-G-M press representative in the Kansas and Missouri territory, is in Research Hospital, Topeka, recovering from a sudden illness.

•

MIKE SIMONS, assistant to H. M. RICHEY, M-G-M exhibitor relations head, will attend a meeting of Warner theatre managers in Pittsburgh on Tuesday.

•

MRS. JOSEPH FREIBERG, wife of Columbia's sales accounting department manager, gave birth to a girl on Wednesday at Lebanon Hospital here.

•

RAY RICHMOND, National Screen Service salesman in San Francisco, will marry PAULINE SPANER of Oakland on Aug. 31.

•

ED HARRISON, manager of the Bijou Theatre, Springfield, Mass., is on a leave of absence. RALPH CARENZA is relief manager.

•

JACK LEWIS, Universal student salesman in Cleveland, has been assigned to the Pittsburgh branch in a sales capacity.

•

HERMAN RIPPS, field assistant to JACK BYRNE, M-G-M's Eastern sales manager, will return here today from Buffalo.

•

JACK SHAINDLIN, musical director of Filmusic, will leave here today to visit his branch office in Hollywood.

•

ISADOR M. RAPPAPORT, Baltimore exhibitor, and his wife are touring Europe for a month.

•

RICHARD HARPER, M-G-M circuit sales representative, has been named a Kentucky Colonel.

•

E. M. SAUNDERS, M-G-M assistant general sales manager, is vacationing in Maine.

'King Kong' Sparks Business Upswing at Chicago 1st-runs

CHICAGO, Aug. 7.—The sensational opening of "King Kong" at the Balaban and Katz United Artists Theatre here yesterday highlighted a resurgence of business at Chicago first-runs that has local theatre executives taking out their books to compare current receipts with those of top-grossing pictures of the past few years.

By the time the United Artists box-office opened yesterday morning at 8:45 over 500 persons were waiting to buy tickets, and later in the morning the hold-out line extended three abreast from the front of the theatre to State Street, a full block away.

Irv Kupcinet, local newspaper columnist, and several local news commentators last night mentioned on their radio programs the excitement created by the opening.

Returns from outlying houses are mixed. David Wallerstern, of B. & K., said today that their neighborhood houses are doing better than they were at this time last year. Other circuits and independents are running a little behind last year, although business is much better than it had been before the recent pick-up, in July. Chances are, however, that most outlying theatres will start racking up bigger grosses as the product now playing the Loop start their subsequent runs.

Chicago Church to Show 'The Miracle'

CHICAGO, Aug. 7.—Carrying through in its determination to screen "The Miracle," banned from public exhibition here by the Chicago Police Censor board, the American Civil Liberties Union has scheduled two showings at the First Unitarian Church of Hyde Park, next Friday and Monday Aug. 18, Edward H. Meyerding, ACLU executive director for Illinois, announced here today.

Admission will be by invitation only and a representative group of clergymen, physicians, and civic leaders is expected to attend. The two showings have been arranged to replace the screening originally scheduled for the Surf Theatre last Tuesday, but cancelled after the commissioner of police threatened to revoke the theatre's license.

Goldwyn Sails for Europe Tomorrow

Samuel Goldwyn and Mrs. Goldwyn will sail from here tomorrow aboard the *S. S. Conte Biancamano* for a month's vacation in Europe. They will visit England, France, Germany and Austria, returning here around Sept. 8, and will be in New York briefly before returning to the Coast.

First prints of Goldwyn's "Hans Christian Andersen" are scheduled for delivery here early in September. A series of private screenings will be held then prior to screenings for reviewers and the trade.

New 'Hall' Record Set by 'Ivanhoe'

M-G-M's "Ivanhoe" in its first week at Radio City Music Hall, set an all-time non-holiday record for the house by grossing $176,000.

In pre-release engagements in out-of-town situations the picture also is setting house records, it was said.

Only two pictures at the Music Hall have ever topped "Ivanhoe" in grosses. "I'll See You in My Dreams," which played over the New Year's holiday of 1952, did $180,000 in its opening week. The film played five shows a day. "Ivanhoe" is playing four.

During the Easter holiday of this year, "Singin' in the Rain," playing five shows a day, grossed $178,500 in its opening week.

'Dreamboat' Heading for $103,000 in 2nd Week

By 3:00 P.M. yesterday 20th Century-Fox's "Dreamboat" was heading for a second week's gross at the New York Roxy Theatre of $103,000, according to David T. Katz, executive director of the theatre. Earlier in the afternoon the picture was $400 ahead of the previous week's take when the picture reached $102,000 after setting a new non-holiday weekend record for the theatre in over a year. "Dreamboat" is not only being held a third week, but will have its engagement extended through Aug. 19.

'Sudden Fear' Opens Big At Loew's State Here

"Sudden Fear," which opened at Loew's State here yesterday was heading at 5:00 P.M. for a robust opening day's figure of $10,000. Joan Crawford, who stars in the picture, personally greeted the first 3,308 patrons with autographed portraits.

Setting a record at the house, 1,148 persons entered the theatre in the first 40 minutes after the box-office opened, according to RKO Radio.

One Year to Prepare 'Commandments'

Pre-production work on "The Ten Commandments," Cecil B. DeMille's next production, for Paramount release, will require at least a year, he estimates, with actual shooting scheduled to start late in 1953.

It will have color by Technicolor, and, according to a joint statement issued here yesterday, "it will be produced on the same lavish scale as 'The Greatest Show on Earth' and 'Samson and Delilah,' with a cast of outstanding stars, and will be budgeted to possess the quality and spectacular value that have earned for De Mille the title of 'Hollywood's Master Showman.'"

De Mille's silent "Ten Commandments," produced in 1923, was the first feature to be filmed in Technicolor.

Correct View on Ohio Sales Tax

Columbus, O., Aug. 7.—Ohio state sales taxes on concession stand sales must be paid on each transaction over 40 cents unless the concession stand is operated by someone other than the exhibitor, said Robert Wile, executive secretary of the Independent Theatre Owners of Ohio in an ITO bulletin. This is a correction of a statement in a previous bulletin, he said. The rule affects many Ohio drive-ins.

"In other words," continued Wile, "if you run your own concession stand, people are consuming food on your premises. If someone else runs the stand, people buy food on their premises and consume it on yours. In the first case, the sales tax must be collected; in the latter case it does not."

FCC Hearings May Wind Up on Tuesday

WASHINGTON, Aug. 7.—If by next Tuesday the Federal Communications Commission gives a negative answer to hearing examiner Leo Resnick's query yesterday as to whether anti-trust activity since 1948 and testimony on Scophony Corp. of America can be introduced in the United Paramount Theatres-American Broadcasting Co. hearing, Resnick will probably close up the record after "loose end" exhibits have been introduced, FCC attorneys believe.

If the Commission rules the admissability of SCA and post-1948 anti-trust evidence, the next session of the merger hearing, which is set for Tuesday, will probably swing right into those fields.

Upstate House Reopens

ALBANY, N. Y., Aug. 7. — The Cameo in Schenectady reopened tonight after a five-week shut-down. It is operated by Syd Dwore.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

DEAN MARTIN and JERRY LEWIS
in WALLIS' Jumping Jacks
in person DON CORNELL
TRUDY RICHARDS MICKEY DEEMS
FOUR EVANS
ELLIOT LAWRENCE and his Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President: Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



HOW BIG IS "IVANHOE"?

Cleveland, Houston, San Francisco, Evansville, Atlanta give the answer to this question!



First 4 days
45%
BIGGER
Than
'SHOW
BOAT"

First 4 days
38%
BIGGER
Than
"BATTLE-
GROUND"

Opening
21%
BIGGER
Than
"QUO
VADIS"

First 4 days
22%
BIGGER
Than
"GONE
WITH
THE
WIND"

First 4 days
BIGGEST
NON-HOLIDAY
GROSS IN
HISTORY OF
MUSIC
HALL, N. Y.
(10 year M-G-M attendance record!)

This is the Biggest Attraction in M-G-M history! It is Big for the entire Industry which it has lifted to the skies!

M-G-M presents Sir Walter Scott's "IVANHOE" starring Robert Taylor • Elizabeth Taylor • Joan Fontaine • George Sanders
Emlyn Williams • Color by Technicolor • Screen Play by Noel Langley • Adaptation by AEneas MacKenzie
Directed by Richard Thorpe • Produced by Pandro S. Berman

Arbitration

(*Continued from page* 1)

can agree to its own satisfaction on language, its work still must be approved by the arbitration conference committee. That is where the last draft effort ran into its greatest difficulties and brought the entire arbitration effort to a temporary stalemate.

However, should the draft clear the arbitration conference hurdle, it was pointed out, it still must have the approval of the individual principals concerned—individual companies as well as distribution, per se; individual exhibitor organizations, through action by their boards of directors or membership, as each may decide.

If it is approved by the principals it will then require the approval of the Department of Justice and the three-judge Federal statutory court here. A veto by any of these could wreck the plan, it was pointed out.

Abram F. Myers, Allied States board chairman and general counsel, who was a participant in the continuations committee's sessions here this week and is a member of the four-man drafting committee which starts its work August 19, said yesterday that, "speaking only for myself, I repudiate the stories that 'agreements' were reached. My personal concern is that I do not want Allied members to think their representatives have committed them to anything without the approving action of the board of directors. There can be no agreements except as the governing bodies of the organizations represented at the conference may approve the final draft of an arbitration plan."

Cautious Viewpoint

Myers disclosed that because of this cautious viewpoint, the continuations committee had instructed that the word "agreement" be stricken from the press release issued last Tuesday. The continuations committee obviously was in accord on what should be incorporated in a draft for consideration by the full committee later but, it was learned, one faction, which included Myers, was opposed to saying that this constituted an "agreement"—even among members of the committee.

Although that view eventually prevailed, it certainly did not leave committee members in disagreement on the subjects which had been discussed.

Myers' insistence upon the technicalities is ascribed in some quarters to the absence from the proposed arbitration plan of provision for submission of complaints concerning film prices and terms to arbitration, a subject that both the Allied national convention and the board of directors are on record as favoring.

It is generally believed, however, that price complaints of some types will be accepted under the conciliation plan to be established as an auxiliary of the arbitration plan.

Rotus Harvey

(*Continued from page* 1)

which formed the WTO (formerly the PCCITO) in 1939, and since that time has held either the post of trustee for the Northern California unit or chairman of the board. When the office of president was initiated two years ago, he was elected and has remained at the helm of the association ever since.

WTO's new president will be elected at the next board of trustees meeting, the date of which has not been set.

Reviews

"Rainbow 'Round My Shoulder"

(Columbia)

A PEEK BEHIND the movie-making scenes in Hollywood plus some rousing vocalizing by such popular song stylists as Frankie Laine and Billy Daniels are offered in "Rainbow 'Round My Shoulder." These are factors which in themselves will exert strong appeal to many filmgoers. Color by Technicolor provides an added attraction.

The story is about the discovery of a young messenger girl in a film studio and her subsequent rise to fame on the screen. Charlotte Austin plays the young lady, who, through mistaken identity, is auditioned for a part in one of Laine's pictures. Arthur Franz, of the music department, falls in love with Miss Austin and thus a romantic element is developed in the screenplay, written by Blake Edwards and Richard Quine.

Difficulties arise when Miss Austin's grandmother, who dislikes the film industry, learns about the budding theatrical career of Miss Austin. She immediately stamps her foot down. Since she is the legal guardian of Miss Austin, she brings her motion picture career to an end by refusing to give her permission to work.

Someone cooks up the idea of proving to grandmother, played by Ida Moore, that show people are really very nice. So a lot of performers rally together and appear at grandmother's favorite charity ball. That, of course, does the trick and there is a very happy ending.

Jonie Taps produced and Quine directed.

Running time, 78 minutes. General audience classification. For September release.

MANDEL HERBSTMAN

"The Kid from Broken Gun"

(Columbia)

CHARLES STARRETT, once again doubling as The Durango Kid, proves himself in the great outdoors as well as in a courtroom interior. "The Kid From Broken Gun" stands up quite satisfactorily in the genre, for its action is ample and the developments reasonably interesting. Also on hand to provide touches of comic relief is Starrett's old film partner, Smiley Burnette.

The thing that gets Starrett going in this one is a murder charge that is pinned on Jack Mahoney. Bound up with the murder is the theft and mysterious disappearance of an iron box of gold coins. As the story proceeds it becomes apparent that Mahoney is innocent, and Starrett goes about proving it. This involves the usual gunplay, fisticuffs and encounters with skullduggery. It develops that Angela Stevens, a woman lawyer defending Mahoney, is actually the murderer and part of the outlaw gang. By the time the film runs its brisk 56 minutes, Starrett brings this fact successfully to the surface. Also in the cast is Helen Mowery, a pretty villainess.

Colbert Clark produced and Fred F. Sears directed, from a screenplay by Barry Shipman and Ed Earl Repp.

Running time, 56 minutes. General audience classification. August release.

M. HERBSTMAN

Set Photo Equipment Expansion Goal

WASHINGTON, Aug. 7. — The Defense Production Authority has set an interim goal of $8,600,000 as the amount of expansion desired in motion and still photographic equipment production by Jan. 1, 1954.

This increase is over Jan. 1, 1951 capacity. DPA officials said they had no estimate of what the capacity was on that date. Establishment of the goal is necessary so that DPA can provide government assistance to firms wanting to expand production. Most of the $8,600,000 expansion in the film equipment field has already been taken up, DPA officials indicated.

Francis Bruised

Francis the mule and star of the Francis series of motion pictures produced by Universal International sustained cuts and bruises of the legs when the trailer in which he was riding jack-knifed on the road between Providence and New York. Starting today the mule will make appearances at the Globe Theatre here. "Francis Goes to West Point," his next, will open at that house next Friday.

New deRochemont Film

Richard deRochemont who recently joined Transfilm, Inc., has announced that he will produce Henry James' "The Ambassadors." The picture will be filmed in London studios.

WB Promotions

(*Continued from page* 1)

manager in Atlanta, to branch manager in Boston, replacing George W. Horan, who is on an indefinite leave of absence due to illness. Charles T. Jordan, Jr., Atlanta salesman, was named Jacksonville branch manager. The post of branch manager in Atlanta will be set later. All promotions take effect immediately.

To Raze RKO's Lyric

CINCINNATI, Aug. 7.—The eight-story RKO Lyric Theatre, store and office building in the heart of the downtown business sector, will be razed after January 1, and the site used for a parking lot, it was disclosed here by Milton L. Maier, general manager of real estate for RKO Theatres, owners of the property. Built primarily for the Shubert interests approximately 50 years ago to compete with Klaw and Erlanger's Grand Opera House across the street, the house switched from legitimate attractions to pictures shortly after World War I.

'Fatima' Music Cited

LOS ANGELES, August 7.—The Los Angeles Music Trade Association announces a special award for Warner Brothers' "The Miracle of Our Lady of Fatima," according to Ralph Grassmueck, vice-president of the association, who cited the musical score of the production.

NSS Handling N. E. 'JimmyFund'Trailer

BOSTON, Aug. 7.—National Screen Service is again handling the New England distribution of the "Jimmy Fund" trailer, which will be shown in theatres in New England to help raise funds for the Children's Cancer Research Foundation, the local industry's charity, Arthur Lockwood, general chairman of the campaign, reports.

The trailer, entitled, "The Wonderful Ones," starring Loretta Young, was produced by Hy Fine at the Republic Coast studio.

Meanwhile, Ben Domingo of the RKO Keith Memorial Theatre; Dan Finn of the B. and Q. Theatres Association, and Edward Cantor of American Theatres Corp., have been appointed theatre chairmen for the Boston campaign.

Dates Sept. 1-14

The official dates of the drive are September 1-14, but many theatre chairmen and salesmen throughout New England have already begun activities.

Although collection in theatres will not begin until the last week in August, Ben Rosenwald, of M-G-M, and Hatton Taylor, of RKO Radio, chairman and co-chairman of the salesmen's drive unit, have thus far secured more than 600 pledges from exhibitors throughout New England to take up audience collections.

VFW Lauds

(*Continued from page* 1)

and legal risks in eliminating Communists from the industry and at great cost has eliminated identified subversives from the ranks of its employees, and

"Whereas the motion picture industry has defeated the objectives of the Communist Party in Hollywood, and

"Whereas the motion picture industry has produced a considerable number of anti-Communist films,

"Therefore be it resolved that the 53rd national encampment of the VFW commend the motion picture industry for its example in fighting Communism and pledge full support of the VFW to the industry's continuing battle against subversive persons and activities and that the VFW strongly affirms its intention to utilize every weapon of public protest and action to rout Communists from other branches of the entertainment industry and all other areas of American life which have been infiltrated by Communism.

"Be it further resolved that the VFW commends other industries and organizations which also have placed themselves in the forefront of the fight against Communism."

Postpone WTO Meeting

SAN FRANCISCO, Aug. 7.—The board of directors of the Western Theatre Owners has postponed the 1952 annual convention scheduled for Feather River Inn in Northern California Sept. 2-6. The new date will be announced soon.

30-City N.E. Opening Set

BOSTON, Aug. 7.—"Sudden Fear" will open in 30 key cities in the New England area in a saturation booking on August 20. The film will be exploited exclusively on television stations in New England.



GOOD-BYE!



HELLO!

It won't be long now—
Football fever will again sweep the nation!
M-G-M's ready with a sock football short subject,
Pete Smith's "Football Thrills"—
Packed with the high-spots of last season's top games,
Thirteen spine-tingling contests in capsule form.
Book it now and be ready when the time comes!
It's live-wire showmanship to play "FOOTBALL THRILLS".



First Company Statements

(Continued from page 1)

same forcefulness in dealing with a matter which hits at the very core of free enterprise, and on the score of injustice has, in my opinion, no parallel in this or any other country."

STEVE BROIDY, president of Monogram-Allied Artists, wrote: "I have heard much comment recently regarding the government's latest anti-trust suit which threatens our entire industry. In no discussions has there been such a forceful and sensible denunciation of the government's stand as contained in your editorial."

ALFRED E. DAFF, executive vice-president of Universal, said: "For once, I am sure, our industry will be united in a fight and I hope that the conduct of our defense will be such as to discourage any further vicious attacks on private enterprise and the whole structure of an industry that has served its government so well and received so little recognition for what it has done.

"We have, in the past, been almost defenseless in our attitude toward vicious attacks from all quarters, but perhaps this latest outrage will spur our industry to the offensive rather than a passive defensive policy which seemed to have governed us in the past."

Y. FRANK FREEMAN, vice-president of Paramount Pictures, not a defendant in the government suit, wrote: "I heartily concur with the views you express in your editorial, 'A Call to Arms.' (M. P. DAILY—Aug. 1)

Numerous other expressions were in the same vein.

Texas Compo

(Continued from page 1)

ley's committee calls for protests to the Attorney General, Texas Congressmen and the President by every Texas exhibitor and theatre employee. In addition, every exhibitor is pledged to enlist a minimum of 10 business men, civic leaders, mayors and Chambers of Commerce officials to join in forwarding protests.

Kyle Rorex, executive director of Texas COMPO, announced that the district organizations in Texas which have been set up to work for the repeal of the 20 per cent Federal amusement tax will be used to further combat the government suit. Aiding in the campaign planning in addition to Rowley and Rorex are: H. A. Cole, R. J. O'Donnell, Claude Ezell, H. J. Griffith, Phil Isley and Paul Short.

Allied of Illinois

(Continued from page 1)

opinion of this board that when and if the tax is finally repealed, the decision as to whether to retain the savings or pass it on to the public should rest with each individual theatre owner."

Payments by individual theatres range from $10 for theatres with under 500 seats to $100 for theatres with over 2,500 seats, plus one cent per seat to the local campaign.

Connecticut Showmen Name Tax Committee

HARTFORD, Aug. 7. — The following will serve on the Connecticut COMPO 20 per cent tax campaign committee:

Harry F. Shaw, Loew's Poli-New England Theatres; Harry Feinstein, Warner Theatres; Morris Bailey, Bailey Theatres; Dr. Jack Fishman, Fishman Theatres; Albert M. Pickus, regional vice-president of the TOA; Herman Levy, executive secretary of the MPTO of Connecticut and general counsel of the TOA; State Treasurer Joseph A. Adorno, son of Sal Adorno, Sr., general manager of M. & D. Theatres, and John Pavone of Monogram.

Kansas City Territory Meets on Tax Drive

KANSAS CITY, August 7. — Branch managers and salesmen of the Kansas City exchange area met here and set up the assignments for collecting contributions for the campaign aimed at elimination of the admission tax. William Gaddoni, distributor chairman, presided. Representatives of the exhibitor group were present, reporting plans for making contacts with exhibitors and promoting the project, including setting up committees in all towns and interviewing congressmen. The exhibitor committee present included Jay Wooten, Jack Braunagle and Richard Brous.

Zanuck Labels

(Continued from page 1)

of product from television. I am convinced that your position is correct and actually I anticipated this type of pressure from the present Administration. When I accepted joint chairmanship with Samuel Goldwyn and Jack Warner of the "Eisenhower-for-President" movement in Southern California some of my Democratic friends pointedly told me that I was making a mistake and when I took several stars with me to attend the Eisenhower rally in Denver I was again advised that this action on my part would not find favor with either the Taft forces or the present Administration. The filing of this preposterous and un-American suit indicates that apparently my Democratic friends knew what they were talking about."

Tell Stevenson He is 'Well Supported' in Hollywood

SPRINGFIELD, Ill., August 7. — Gov. Adlai Stevenson, Democratic nominee for President, was told here yesterday that he is "well supported" in Hollywood.

The advice came from M-G-M writers Leonard Spigelgass and Allen Rivkin, who called at the Governor's mansion and had a half-hour session with Stevenson. They said they told him the film colony was divided about 50-50 between the two contenders.

$30,000 for Gleason

BOSTON, Aug. 7.—Jackie Gleason, appearing at the RKO Boston Theatre, will end a week's engagement tonight with a gross of $30,000. Gleason worked on a 50 per cent-of-the-house basis and no guarantee.

ASCAP

(Continued from page 1)

separate contract for his own circuit of 115 theatres.

Under the ITOA agreement, it was explained, individual members of the organization can elect to sign or not sign the yearly contract. It was made clear, however, by J. M. Collins, ASCAP sales manager, that ASCAP would guard against any infringement of music copyrights by theatres playing recordings during intermission hours, or at other times.

It was acknowledged that during the last eight months of negotiations with theatre executives, the playing of ASCAP non-film, recorded music without compensation had occurred.

Brandt, hailing the new agreement, said that theatres now need not be dependent on music in the public domain. The ITOA president said he soon would begin talks with ASCAP on music rights in vaudeville houses.

Brandt also saw the new pact as opening the way for the wide use of ASCAP music in the promotion of pictures, citing his utilization of the songs in "High Noon" to sell that film to the public.

ASCAP's Collins pointed out that the new master agreement was a voluntary contract, that exhibitors not wishing to play ASCAP music need not do so. Collins declined to estimate the yearly revenue to ASCAP from this source, explaining that this year would be the first time the schedule of payments would be in effect.

On the licensing agreements with major producers, Collins said that most production companies either have signed or are in the process of signing a new contract covering a 12-month period with ASCAP. Among others present at the signing of the contracts was Otto A. Harbach, ASCAP president.

The schedule of yearly rates for theatres, which was reported previously in MOTION PICTURE DAILY, follows: Four-wall theatres: Up to 600 seats, $15; 601 to 1,200 seats, $24; 1,201 to 1,600 seats, $36; over 1,600 seats, $48. Drive-in theatres: Up to 350 cars, $36; 351 to 650 cars, $48; over 650 cars, $60.

RKO Radio Sues Writers

RKO Radio has brought suit in Federal District Court in New York against writers James H. Montgomery and Harry Tierney, alleging that they failed to deliver the motion picture rights to their play, "Irene." RKO stated that the writers breached a contract signed by them and asked the court for a judgment calling upon the defendants to deliver the assignment to the play.

Dunlap Gets 'Pocahontas'

HOLLYWOOD, Aug. 7.—Scott R. Dunlap will produce "Pocahontas" for Allied Artists in color, with James S. Burkett directing. The story, by Stephen B. Worth, was acquired June 6, the studio revealed.



Film Imports by Canada Increase

Ottawa, Aug. 7.—The Canadian government reports imports of films into Canada advanced slightly in the first five months of 1952, rising to $2,564,000 from $2,479,000 in the same period of 1951. May imports amounted to $573,000, against $498,000 in the same month a year ago.

New NBC TV Film Division Is Set

The top organization for the newly-created film division of National Broadcasting has been set by Robert W. Sarnoff, vice-president in charge of the division, who reports that John B. Cron, formerly manager of film syndication sales, has been named manager of television film sales in the new unit.

Stanton M. Osgood, formerly executive assistant to the director of television operations, was appointed manager of television film production. Cron and Osgood will report to Sarnoff.

John W. Kiermaier, formerly assistant to the director of production units, was named assistant manager of television film production, reporting to Osgood.

Benjamin Raub of the NBC legal department, and Robert Anderson of the controller's office, have been assigned to the new film division.

Television--Radio

with Pinky Herman

IN ORDER to streamline at least part of its TV schedule and at the same time cut down production cost, NBC is telecasting its morning programs back to back using the newly constructed WOR-TV sudios located at 67th St. & Columbus Ave. in New York. . . . And a little child (children) shall lead them. Femcee Pat Meikle didn't know what kind of set to build for her WABDelightful kideo series, "Magic Cottage." However, Pat asked her moppets and as a result she uses a Fairyland cottage instead of a real one, with excellent scenic results. . . . F. Hugh Herbert's "Meet Corliss Archer" returns to the ABCycles Oct. 3 with Janet Waldo again in the lead role which she's portrayed for a decade or more. Scripts are by Jerry Adelman and Michael Cramoy with N. W. Ayer, the agency.

☆ ☆ ☆

Governor TV Attractions has set its "Papa Bear News Reel Show" in ten television markets via ABC-TV . . . series consists of 26 episodes. . . . Armand Schenck has completed plans to release to West Coast TV station, "Hell's Devils," starring Alan Ladd. A. S. Productions is currently arranging release schedules for Eastern and Southern markets. . . . Maybe he's doing too many shows and is just tired but on his five minute "Sports cast" via NBC-TV Wednesday nite, Buster Crabbe fluffed repeatedly and then wound up his tribute with, and we quote: "To Leo Durocher: I take off my hand" unquote: . . . Gabe Heatter's contract at Mutual has been renewed and the optimistic WORdslinger will be around right through 1958. . . . It isn't news that ABC's ace announcer-narrator-newscaster George Ansbro made the round trip on the liner United States (for we hear tell that quite a few other fortunate showfolk also honored Capt. Harry Manning with their company) but this IS news. George proved as adept with his feet as with his speech when he copped first prize in the Viennese waltz contest on board. His partner was ABChief of the literary department, Margaret Marnell.

Production Spurts, 36 Before Cameras

HOLLYWOOD, Aug. 7.—The production index showed a five-point increase this week, for a total of 36 pictures in work. Ten new pictures were started and four were completed.

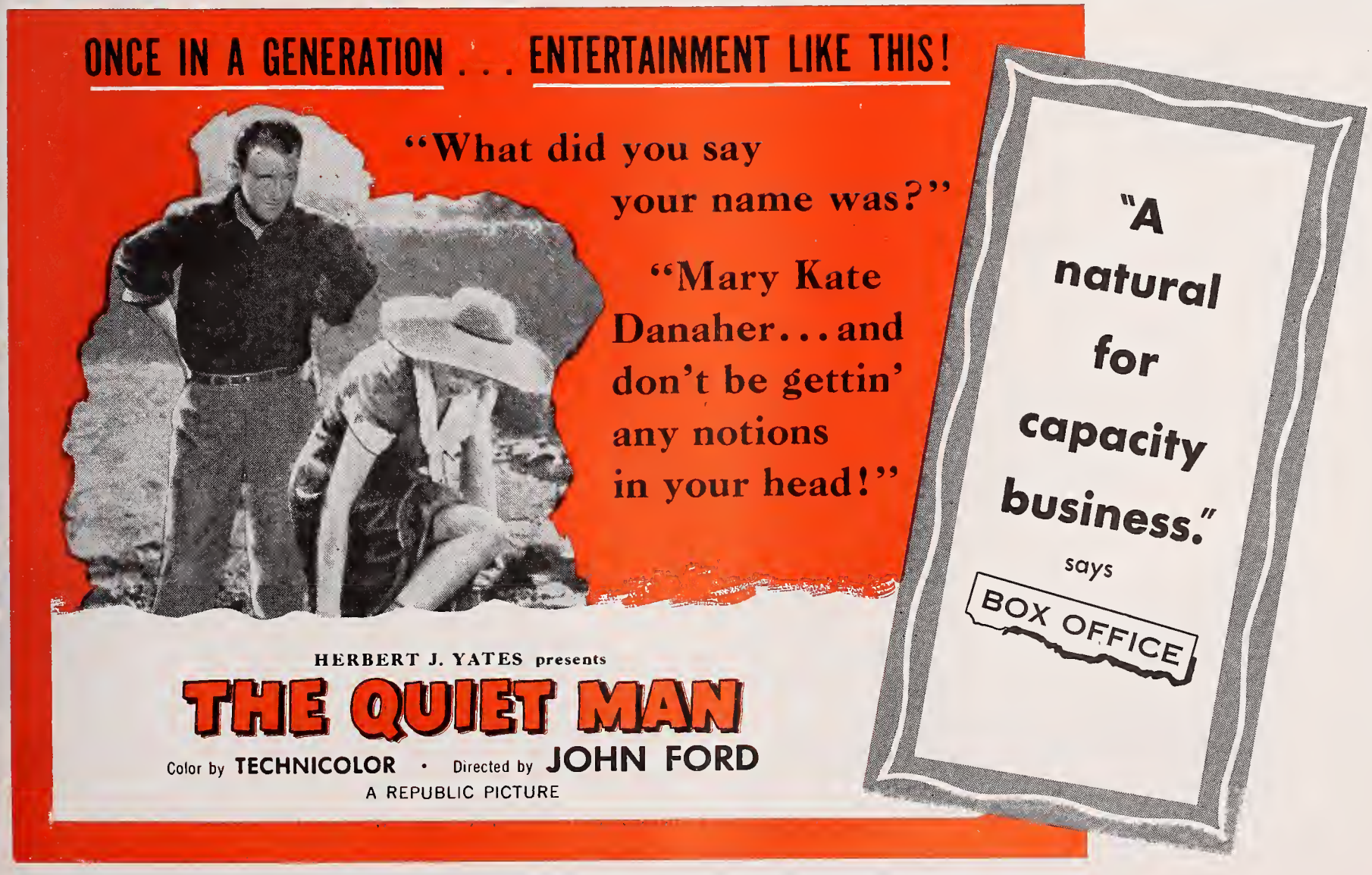
Started were: "The Sword and the Rose" (Walt Disney British production), "The Monster from Beneath the Sea," Mutual; "Battles of Chief Pontiac," Jack Broder; "Return to Paradise," Aspen Pictures; "Battle Circus" and "Vaquero," Metro-Goldwyn - Mayer; "Brazen" (Pine-Thomas) Paramount; untitled musical, Republic; "Column South" and "Abbott and Costello Go to Mars," Universal-International.

Completed were: "I Love Melvin," Metro-Goldwyn-Mayer; "Kansas Pacific" (Allied Artists) and "Down Periscope" (Allied Artists-Lindsley Parsons), Monogram; "Seminole," Universal-International.

500 Attend '4A' Merger Meeting

The merger plan of the "4A's" as drawn up by experts from the University of California and Cornell was outlined here yesterday at a membership meeting at the Park Sheraton Hotel, attended by 500.

Boards of the American Guild of Variety Artists, the American Federation of Radio Artists, Actors Equity and Chorus Equity will now take up the proposal to pass the plan on to their respective memberships for adoption or rejection.





with
WILLIAM TALMAN • CHARLES McGRAW • MARGARET SHERIDAN • Directed by TAY GARNETT • Written by MILTON KRIMS & WILLIAM WISTER HAINES • Produced by EDMUND GRAINGER

—AND SHOWMANSHIP NATIONAL ADS!

Five different styles of full page ads—one full page in Life, Look, S. E. P., Collier's, Time, Newsweek; Ebony, Am. Legion Magazine, V.F.W. Magazine—This Week Sunday supplement in 31 cities and American Weekly supplement in 22 cities FOR A SMASHING TOTAL OF 42,387,769 CIRCULATION!

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 29 NEW YORK, U. S. A., MONDAY, AUGUST 11, 1952 TEN CENTS

Tradewise...

By SHERWIN KANE

MEMBERS of the continuations committee of the industry arbitration conference were in spirited disagreement at the close of their successful two-day meeting here last week over the weighty issue of whether or not they should use the word "agreement" in their press release to describe the meeting of minds that had been achieved.

Even though the 10-man group had reached agreement on the matters which should be incorporated in a draft, work on which is scheduled to start here next week, those opposed to so informing the press argued that there can be no agreements until the principals have approved.

The "nays" had it and their position became even more vacuous when the committee's statement to the press meticulously refrained from mentioning anything that had been agreed upon.

Thus an effort was made to withhold from the industry the news that an accord had been reached in committee for fear that someone might mistakenly suppose it constituted an "agreement" on something the committee had no intention of disclosing. Moreover, the industry is fully aware of the entire procedure for approval which must be pursued before any agreement on arbitration becomes binding.

•

Despite the committee's overcautious stand, reportorial persistence brought to light the agreement in principle, meaning only a meeting of minds of committee members, that had been reached at last week's sessions. When this fact was duly reported, it was repudiated by some committee members and the hassle among others was resumed.

The fault, if any, lies with the press policy espoused by the arbitration conference. Its sessions from the start have been closed to the press. No provision is made for interrogation of participants. A carefully censored handout is prepared for the press after the sessions and formal agreements not to talk are entered into by the participants.

What seems to rankle is that despite all these precautions, some facts manage to emerge, free of the technical colorations preferred by some.

N. Y. Times Editorially Scores U. S. 16mm. Suit

THE following editorial, entitled "TV and the Movies," appeared in the ***New York Times*** *of Friday, Aug. 8. Because it presents so lucidly for public understanding of the* ***Times'*** *vast readership some of the fallacies of the government's ill-advised anti-trust suit to force the sale of 16 mm. films to television,* MOTION PICTURE DAILY *reprints the editorial in full, by special permission of the* ***New York Times.***

The Department of Justice has started an anti-trust suit against a number of Hollywood motion picture producers for the express purpose of forcing them to make their films available to television. In our opinion it is a suit born of fuzzy bureaucratic thinking that clearly flouts economic reality.

The department is asking the producers to sell to television the 16mm. duplicate prints of the 35 mm. films normally shown in the nation's picture houses. Traditionally, these prints have been shown in churches, clubs and military service camps, and the producers understandably have imposed restrictions on their use lest they

(Continued on page 4)

TOA Sets Nominators and Pre-convention Session

Challengers for 'IA' Posts Are Defeated; Brennan Reelected

MINNEAPOLIS, Aug. 10.—The two contested elections, first in the IATSE official family since 1946, ended in victories for both incumbents, James J. Brennan, president of Local No. 1, Stage Hands union, New York; and Felix D. Snow of Kansas City, both IATSE vice-presidents for many years.

The unsuccessful contestants for the Brennan and Snow posts were Vin-

(Continued on page 4)

Morris Loewenstein, of Oklahoma City, has been appointed chairman of the 1952 nominating committee of the Theatre Owners of America, it was reported Friday by Mitchell Wolfson, TOA president.

Other members of the committee are: R. B. Wilby, Elmer Rhoden, Al Pickus, Sam Kirby, M. A. Lightman, Sr., Henry Reeve, Mack Jackson, George Kerasotes and Tom Ribble.

The committee will present its slate of officers at the 1952 convention and trade show, Sept. 14-18 at the Shoreham Hotel in Washington.

Final plans and agenda for business sessions of the convention will be set at an all-day meeting Thursday

(Continued on page 4)

'Kilimanjaro' Set For Pre-Release

"The Snows of Kilimanjaro," produced by Darryl F. Zanuck as his only personal production for 1952, will be made available by 20th Century-Fox for pre-release engagements to a number of selected theatres in a limited number of large cities beginning early in October.

The announcement by Al Lichtman, director of distribution, marks

(Continued on page 4)

Arbitration May Lead Allied Agenda

WASHINGTON, Aug. 10.—Consideration of an arbitration plan—if one is ready—will probably lead the agenda of Allied States' November convention, along with plans to aid the Council of Motion Picture Organizations' tax fight, and discussion of the 16 mm. anti-trust suit.

In an announcement made over the weekend Allied General counsel Abram

(Continued on page 2)

Ohio Censors Hit for Free Speech Denial

Attorney-General Given Two Weeks to Reply

TOLEDO, Aug. 10.—The attorney-general of Ohio was given two weeks within which to file a brief defending the State's censorship laws, labeled "unconstitutional" Friday by exhibitor Martin G. Smith's counsel in the Municipal Court hearing on the newsreel test case, brought about through the cooperation of the Independent Theatre Owners of Ohio and the Motion Picture Association of America.

Smith, the defendant in whose Westwood Theatre here the newsreel at issue was shown, entered a plea of not guilty.

The major portion of Friday's hearing was taken up by Walton C. Ament, vice-president and general manager of Warner News, Inc., called by the defense as an expert newsreel witness. Ament on the stand outlined the history of newsreels, their

(Continued on page 2)

NEWS FLASHES

WASHINGTON, Aug. 10.--The construction of the following five drive-in theatres was approved by the NPA over the weekend: Blatt Brothers' Mercer County Theatre Corp., Wayne Township, Pa., $13,848; Little Flower Drive-in Theatre, Ottawa, O., $15,000; Albert Rains, Houston, $50,000; and Golden Spike Drive-in Theatre Corp., two drive-ins at Omaha at a total cost of $19,000.

•

HARTFORD, Aug. 10.--Boxoffice receipts in many independent and circuit theatres throughout Connecticut were sent soaring in the past several days as a result of the rainy weather, some putting up the SRO sign.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, is scheduled to leave here for the Coast today or tomorrow.

•

Y. FRANK FREEMAN, Paramount vice-president and studio head, arrived in New York over the weekend from Hollywood for conferences with president BARNEY BALABAN. He was accompanied by his son, Y. FRANK FREEMAN, JR., associate producer of GEORGE PAL'S "Houdini."

•

MONROE R. GOODMAN, executive assistant to A. W. SCHWALBERG, president of Paramount Film Distribution Corp., will return here today from a two-week vacation.

•

LEONARD HIRSCH, home office assistant to RUDY BERGER, M-G-M Southern sales manager, is due back here today from a New Hampshire vacation.

•

WILLIAM PINE, producer, arrived in New York over the weekend from the Coast and today will go to Philadelphia.

•

JACK WARNER, Warner Brothers production head, left here for the Coast over the weekend.

•

CHARLES DIETZ, M-G-M field representative in Detroit, is due here today for a vacation.

•

ABE OLMAN, head of M-G-M's music subsidiaries, has returned here from the Coast.

•

RALPH PIELOW, M-G-M Pittsburgh manager, left here over the weekend for that city.

Arbitration

(*Continued from page* 1)

F. Myers said that an arbitration plan "may be ripe for consideration" at that time and that Allied's board of directors may seek the advice of the convention before acting on it.

Pointing out that the convention would follow the national election, Myers said it would go into plans for bringing to the attention of a new administration and a new Congress "the strange attitude of the Department of Justice toward the motion picture industry."

The convention's advisory committee will meet in Chicago Wednesday and Thursday on planning the program. On the committee are general convention chairman Jack Kirsch, Allied president Wilbur Snaper, Ben Marcus, Stanley D. Kane and Myers.

The convention will be held Nov. 17, 18 and 19 at the Morrison Hotel in Chicago, in conjunction with the TESMA trade show.

Joseph Sommer, 70

Joseph Sommer, father of Arthur Sommer, general manager of Brandt Theatres, died Friday at the age of 70. Services were held yesterday at Beth David Cemetery, Long Island.

Uses Fight Theatre Telecast as Argument in Ohio Censor Case

Toledo, Aug. 10.—The new medium of theatre television highlighted the defense brief submitted Friday in Municipal Court here in the newsreel censorship test case.

The brief pointed out that the Robinson-Maxim bout was seen via theatre TV at the Albee Theatre, Cincinnati, without prior censorship or being subjected to taxation. "If the same prize-fight had been recorded on film and shown the same day or the next day in the same theatre, then the Division of Film Censorship would have insisted on licensing and collection of fees," the brief stated.

The defense also pointed out that "a film can be run in a television studio any place in the country and reproduced in every home in Ohio that has a television set and there is no attempt at censorship or taxation."

COMPO Dues Drive Gets Head Start

Advance work by sales forces in many parts of the country has given the Council of Motion Picture Organizations' drive for dues, which officially opens today and continues through the week, a substantial head start, it is learned.

So effectively was the drive organized in many exchange territories that salesmen in making their rounds last week were able to begin the collection and pledge solicitation work several days in advance of the official opening of the drive, with the result that it already has achieved considerable momentum. With the cooperation of all distribution companies, sales forces have been instructed to devote all of their time if necessary, or as much as may be required, to complete the solicitation work this week.

To Match Exhibitors

For every dollar subscribed by exhibitors, distribution will make a matching contribution to COMPO. While the bulk of the membership dues payments will help finance the all-industry campaign for repeal of the 20 per cent Federal admission tax, the drive is a general COMPO financing project, as well. Little in the way of dues payments has made its way into the COMPO treasury in recent months to finance all of the normal COMPO activities, and the national dues drive this week is being counted upon to remedy that deficiency as well as to provide financing for the industry's anti-tax effort.

With H. A. Cole of Dallas and Pat McGee of Denver, co-chairmen of the tax campaign, synchronizing their national organizing effort with COMPO headquarters here, no action has been taken to date on the long-contemplated designation of a campaign co-ordinator, a full-time paid post. Under consideration for the office have been H. M. Richey of Loew's, Paul Short of National Screen Service, Maurice Bergman of Universal and Sam Shain, public relations adviser. Unavailability of several of them has delayed a choice, it is said.

The COMPO dues plan is as follows: theatres up to 500 seats, $10 annually; 750 seats, $15; 1,000, $25; 2,500, $50; over 2,500, $100, and for drive-ins: 300-car capacity, $10 annually; 500, $15; 600, $25; over 600, $50.

To Map 'Movietime' Tours This Week

Plans for fall "Movietime, U.S.A." tours will be mapped this week in Hollywood. Top executives of the Council of Motion Picture Organizations will begin conferences there tomorrow with major studio heads on the tours. The meetings are slated to be held through Friday.

Another topic to be discussed is the COMPO campaign to repeal the 20 per cent Federal admission tax.

COMPO will be represented by Sam Pinanski and Trueman T. Rembusch, members of the governing triumvirate, and Robert J. O'Donnell, head of "Movietime, U.S.A." An alternate is expected to be named for Al Lichtman, another member of COMPO's triumvirate. Robert W. Coyne, COMPO special counsel, also will not attend.

Schimel Not Going To UNESCO Meet

Due to pressure of business affairs, Adolph Schimel, vice-president and general counsel of Universal, has called off his scheduled trip to Geneva, Switzerland, where he was to serve as U. S. delegate to the UNESCO inter-governmental conference on copyrights.

Herman Finkelstein, general counsel for ASCAP, left here at the weekend for the conference, which starts today.

SWG to Hold ATFP Strike Rally Tonight

HOLLYWOOD, Aug. 10.—The Screen Writers Guild has completed plans for a rally tomorrow night for the strike against the Alliance of Television Film Producers. At the rally the SWG will formally propose an assessment of one per cent on the salaries of its members working in motion picture studios to finance the strike.

Heineman Drive Rounds 1st Lap

United Artists' Dallas, New Orleans and Montreal exchanges have taken first-prize money in the first six-week lap of the company's "Bill Heineman Sales Drive," winning against exchange groups into which all branches have been classified, it was announced by vice-president Max E. Youngstein, who is drive captain.

There will be two additional laps, one running six weeks and the other seven, all in honor of William J. Heineman, UA's distribution vice-president.

Newsreel Parade

THE POLITICAL SPOTLIGHT and fighting in Korea are current newsreel highlights. Other items include the end of the Olympics and King Farouk. Complete contents follow:

MOVIETONE NEWS, No. 65—Spotlight on Eisenhower and King Farouk. Russell calls on Stevenson. Drought in Southland. Miss Texas. Olympics end.

NEWS OF THE DAY, No. 299—How King Farouk lost his throne. Action in Korea. Record jet flight. Ike and Adlai in political spotlight. Olympics end.

PARAMOUNT NEWS, No. 102 — Full steam ahead for candidates. Jolson Award goes to Bob Hope. Pacific Defense Alliance. Battle in Korea. Olympic windup.

TELENEWS DIGEST, No. 32-B — Red rally in Berlin. Rain maker beats drought. Margaret Truman in Switzerland. Interview with Stevenson's sister. Films of Farouk's ouster.

UNIVERSAL NEWS, No. 585 — Korea fighting. Truman votes in Missouri. Miss Universe. Alpine troops. Ann Blyth looks at lingerie. Olympics windup.

WARNER PATHE NEWS, No. 104—Ike outlines campaign. Fighting in Korea. Truman in the spotlight. Changing of the guard at War Crimes Prison. Tokyo ragpickers' town. Olympic end.

Hit Ohio Censors

(*Continued from page* 1)

coverage, their worldwide facilities and the role they played during the war.

In a brief submitted by Robert P. Golden, counsel for the defense, prior censorship of newsreels was hit as a clear violation of the Federal and State contitutional guarantees of free speech and free press. The tax imposed by Ohio on motion pictures, including newsreels, was also called "unduly discriminatory."

The brief also charged that the Ohio censorship rules are "so vague and indefinite and leave so much to the judgment and discretion of the particular censors, that they cannot be upheld." It also claimed that the U. S. Supreme Court had upset the Ohio law in the "Miracle" and "Pinky" cases and asked the Ohio court to declare that the censorship of newsreels is specifically unconstitutional.

During Friday's morning court session, Municipal Court Judge Frank W. Wiley witnessed a screening of "The American Newsreel," in addition to the short trailer announcing that it had not been submitted for prior censorship. It was this newsreel which led to Smith's arrest on July 17 when he exhibited it in the Westwood Theatre.

Following the filing of a brief by Attorney-General William O'Neil, the defense is expected to be given a week within which to reply.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue. Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club. Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



Stars must be glamorous—always

• Everybody loves the star. She's the darling of the box office . . . the apple of the producer's eye. Her glamour is everybody's good fortune—an inspiration to writers, directors, cameramen—a responsibility to technicians.

In the studio, technicians frequently collaborate with representatives of the Eastman Technical Service for Motion Picture Film . . . consider the best type of film, black-and-white or color, to use . . . to set control systems for the laboratory that assure standards of high image quality. Help is also made available for exchanges, exhibitors to make sure that prints and theater equipment are right for finest projection—that every foot of film gets the star the best possible showing.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

'IA' Convention in Tribute to DeForest

Minneapolis, Aug. 10.—The IATSE annual convention here voted to express its appreciation and commendation to Dr. Lee DeForest for his scientific developments and contributions to the motion picture industry, and for the economic strides all "IA" members have made as a result of his inventions.

'IA' Meet

(*Continued from page* 1)

cent Jacobi of New York and Charles Hathaway of Oklahoma City.

All other officers of "IA," headed by Richard Walsh, president, were reelected by acclamation, and without opposition, earlier. The contests for the fourth and sixth vice-presidencies, held by Brennan and Snow, respectively, forced a ballot for those offices which resulted in their reelection. Walsh's reelection gives him his sixth consecutive term.

Hugh J. Sedgwick, secretary-treasurer of the Ontario, Canada, Provincial Federation of Labor, was elected a vice-president to fill the vacancy created by the death of William P. Covert. Others reelected included vice-presidents Harland Holmden, Roger M. Kennedy, Carl G. Cooper, Harry J. Abbott, O. M. Jacobson and Louise Wright.

The week-long convention of 1,200 "IA" delegates adjourned at the weekend after adopting resolutions protesting production of films abroad for U. S. consumption for tax-saving purposes, or to take advantage of cheap production and labor costs, and approving an "IA" part in the industry's campaign to obtain repeal of the 20 per cent Federal amusement tax.

The convention instructed the International president to take whatever precautionary steps necessary to prevent the illegal use of the "IA" emblem, and the executive board, as well, to take necessary steps to prevent the exhibition in theatres, on television or elsewhere of films made under substandard working conditions which carry the "IA" label without being qualified or authorized to do so.

The convention referred to the International president for further consideration a proposal that the "IA" enlist in the industry fight against the government suit to force the sale of 16mm. feature films to television and other non-theatrical users. No action was taken on proposals that "IA" aid in the drive to win patronage for theatres, Walsh having expressed the informal opinion to the convention that while the union was willing to do its share, he felt that good films, good equipment and good theatres would have to provide the basic solution.

Other resolutions adopted by the convention were primarily of a political rather than trade character, meticulously adhering to the AFL political action line.

Defeat Tax Proposal

DETROIT, Aug. 10.—Voters at Ann Arbor turned out in record numbers to defeat decisively a proposal to levy a city tax on films, sports events and other forms of entertainment.

N. Y. Times Editorial

(*Continued from page* 1)

jeopardize business at theatre box-offices. Now the department demands the removal of those restraints so that the TV broadcasters can have access to Hollywood's reservoir of feature attractions.

The basic absurdity of the suit is its assumption that Hollywood not only must accommodate its chief competitor but do so on terms ruinous to itself. At its present stage of development television as a whole can afford to pay a total of about $25,000 in rental fees for a Hollywood film made some years ago, whereas showing the same film for another run in theatres may mean $200,000. To this must be added the further fact that TV does not charge the public for its shows, yet the motion picture exhibitors must ask admission fees.

By the Justice Department's line of reasoning, in short, the publisher of a best-selling novel would be obligated to make his property available to a free "throw-away" pamphlet financed by advertisements of local merchants and accept whatever remuneration the pamphlet's owner could pay. Application of the anti-trust laws must be tempered with a little more horse sense.

When television gains its full economic stature with the construction of many more stations, both the Hollywood producers and the video broadcasters will find it mutually advantageous to work out an accord. Indeed, there hardly could be a better example of the elasticity of our economy than the adjustment to the upheaval in show business brought about by television.

It is in the public interest that both TV and the motion picture industry should flourish and they must have time to learn to live together. The Department of Justice is ill-advised in prematurely trying to tip the scales to one side's advantage.

Merian Cooper Is Loaned to Cinerama

A loan arrangement has been effected by Cinerama Productions Corp. with Argosy Pictures Corp. whereby Merian C. Cooper, president of Argosy, will be loaned to Cinerama to serve as general manager in charge of all production, it was disclosed at the weekend by Lowell Thomas, Cinerama Productions' board chairman.

The loan-out, which is non-exclusive, will begin following the completion of Argosy's next production for Republic Pictures, "The Sun Shines Bright," which John Ford, Cooper's partner in Argosy, will direct beginning Aug. 18.

Cinerama Productions' first picture, "This Is Cinerama," will be shown for the first time in New York late in September. The company will probably produce at least two pictures a year, Thomas said.

Thomas explains that Cinerama Productions Corp. is an entirely separate corporation from Cinerama, Inc. Cinerama Productions was formed to produce entertainment for the Cinerama medium, while Cinerama, Inc., is an organization headed by H. E. Reeves, which controls and supplies technical guidance and materials necessary to produce motion pictures in the new medium.

'Kilimanjaro'

(*Continued from page* 1)

the climax of five years of script and production effort on Ernest Hemingway's short story. The picture marks the fourth association of Zanuck, director Henry King and star Gregory Peck.

Lichtman said the company will give the film "the most extensive, most penetrating advertising, publicity and exploitation campaign" ever lavished on a picture.

TOA Nominators

(*Continued from page* 1)

in Washington of the convention committee, headed by A. Julian Brylawski.

New York TOA staffers who will attend are: Gael Sullivan, executive director; Dick Pitts, executive assistant; Herman M. Levy, general counsel; Chick Lewis, convention and trade show advisor; and from Miami, Mitchell Wolfson.

Members of Brylawski's committee scheduled to attend the meeting include Sidney Lust and Morton Thalhimer, co-chairmen; Frank La Falce and Frank Boucher, coordinators; Jerry Adams, exchanges; Harry Bachman, reservations and registrations; Jerome Baker, exposition; Boucher, entertainment; George Crouch, distinguished guests; Orville Crouch, dinner committee; George Dorsey, newsreels; Jack Foxe, publicity; Philip F. Harling, budget coordinator; Morton Gerber, decorations; Vincent Iorio, transportation; Fred Kogod, reception; Mrs. Sidney Lust and Mrs. Frank Boucher, ladies' activities; Victor Orsinger, arrangements; Gerald Wagner, printing and badges; Lloyd Wineland, Sr., finances; Annette Moffitt, secretary.

More Have Contracted

Fifteen additional equipment manufacturers and concession companies have contracted to exhibit at the convention, it was reported at the weekend by Howard L. Bryant, TOA service coordinator in charge of booth sales.

The new trade show exhibitors include William Wrigley, Jr., American Chicle Co., Levin Associates, West Coast Sheet Metal Work, Electric-Aire Engineering Co., Spacarb, Inc., Cole Products Corp., RCA, Cretors Corp., Walter H. Johnson Candy Co., National Carbon Co., Berlo Vending Co., Schutter Candy Division, Laura Lee Candy Co. and Charm Sales.

In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

A FULL LINE of vending bags for drive-in theatres has been developed by the Rex Specialty Bag Corp. of Brooklyn, N. Y. It consists of the following: a hot dog and hamburger sandwich bag (both regular style and slit on one side), a French fry bag (both small and large sizes), an easy-stack, pillow-type dry wax popcorn bag, and a bag for hot buttered corn. Irving Singer, vice-president and general sales manager of Rex, reports the company plans to expand its lines even further.



Irving Singer

•

A non-sync turntable designed to provide for all three record speeds without attachments has been announced by the Fairchild Recording Equipment Corp. of Whitestone, N. Y. Designated model No. 530, *the turntable has a clutch for shifting to speeds of* 33⅓, 45 *and* 78.26 *during operation.*

•

Theatre patrons who buy and eat popcorn are going to be given a chance to vote in a Gallup-and-Roper type poll to predict the outcome of the nation's up-coming presidential election. To be known as the "Presidential Popcorn Poll," this new plan to boost popcorn sales will be conducted by the Blevins Popcorn Co., Popcorn Village, Nashville, with the cooperation of selected dealers and theatre circuits. Bulletins covering results of the poll week-by-week will be released to news and wire services and radio stations, direct from Popcorn Village. Local releases will feature the results at the local theatre. The company will also furnish point-of-sale material to be used to promote the idea to theatre patrons and to post results as the poll progresses.

•

A popcorn test kit designed to provide an accurate analysis of a representative sample of raw popcorn shipments has been announced by the National Association of Popcorn Manufacturers. It was developed as part of an industry program to set up sanitary standards of acceptance. The kit contains chemicals and equipment with complete instructions for use.

•

Contracts totalling $6,000,000 *for the production of* 16 *millimeter sound motion picture projection equipment for the Armed Forces have been awarded the De Vry Corp., Chicago. Announcement of the joint Army-Navy order was made by W. C. De-Vry, president.*

The film industry's greatest concentration of

BUYING POWER



WILL ATTEND THE 1952

TOA

ANNUAL CONVENTION AND TRADE SHOW

SEPTEMBER 14-18 • SHOREHAM HOTEL • WASHINGTON, D. C.

Here is an outstanding opportunity for equipment manufacturers and concession dealers to meet America's leading theatre owners and purchasing agents.

Between 8,000 and 9,000 theatres will be represented. Buyers of circuits, large and small, as well as hundreds of individual theatre owners and buyers will attend the 1952 TOA Trade Show.

Every supplier to the exhibitors of America owes it to himself, and to his company, to participate in this vital conference, and to meet the heaviest concentration of buying power in the history of the industry.

Show your product and sell!

Write . . . . Wire . . . . Telephone!

THEATRE OWNERS OF AMERICA

1501 BROADWAY • LACKAWANNA 4-4947 • NEW YORK 36, N. Y.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
June 29	(July Releases) CALIFORNIA CONQUEST (Color) Cornel Wilde Teresa Wright OD—79 min. (Rev. 6/12/52) CRIPPLE CREEK (Color) George Montgomery O—78 min. (Rev. 6/26/52) THE BRIGAND (Color) Anthony Dexter Jody Lawrance D—94 min. (Rev. 6/5/52) STORM OVER TIBET Rex Reason Diana Douglas D—87 min. (Rev. 12/26/51) RED SNOW Guy Madison Ray Mala D—75 min. (Rev. 6/20/52) BARBED WIRE Gene Autry O—61 min. (Rev. 7/14/52) JUNCTION CITY Charles Starrett Smiley Burnette O—54 min. (Rev. 7/3/52)		LOVELY TO LOOK AT (Color) Howard Keel Kathryn Grayson MC—101 min. (Rev. 5/27/52)	HERE COME THE MARINES Leo Gorcey CD—66 min. (5212) (Rev. 6/16/52)	(July Releases) THE GREATEST SHOW ON EARTH (Color) Betty Hutton James Stewart D—153 min. (5129) (Rev. 1/2/52) ENCORE Glynis Johns Kay Walsh D—90 min. (5122) (Rev. 4/1/52) JUMPING JACKS Dean Martin Jerry Lewis C—96 min. (5121) (Rev. 6/4/52)		(July Releases) THE WILD HEART (Color) Jennifer Jones David Farrar D—82 min. (274) (Rev. 5/29/52) (Disney) THE STORY OF ROBIN HOOD (Color) Richard Todd Joan Rice D—84 min. (391) (Rev. 3/18/52)	(July Releases) WAIT 'TIL THE SUN SHINES, NELLIE (Color) Jean Peters David Wayne D—108 min. (220) (Rev. 5/26/52) DIPLOMATIC COURIER Tyrone Power D—97 min. (222) (Rev. 6/10/52) WE'RE NOT MARRIED! Ginger Rogers Victor Moore C—85 min. (221) (Rev. 6/23/52) LADY IN THE IRON MASK (Color) Louis Hayward D—78 min. (218) (Rev. 6/11/52)			THE WINNING TEAM Doris Day Ronald Reagan D—98 min. (125) (Rev. 5/22/52)
July 6				WAGONS WEST (Color) Rod Cameron O—70 min. (5203) (Rev. 6/19/52)					(Carol Reed) OUTCAST OF THE ISLANDS Sir Ralph Richardson Robert Morley D—92 min. (Rev. 5/9/52)	(July Releases) HAS ANYBODY SEEN MY GAL (Color) Piper Laurie C—89 min. (226) (Rev. 6/6/52) FRANCIS GOES TO WEST POINT Donald O'Connor C—81 min. (224) (Rev. 6/13/52) SALLY AND SAINT ANNE Ann Blyth Edmund Gwenn C—90 min. (225) (Rev. 6/20/52)	
July 13		PIRATE SUBMARINE Special Cast D—09 min. (5110)	WASHINGTON STORY Van Johnson Patricia Neal D—82 min. (Rev. 6/27/52)						(Sid Kuller) ACTORS AND SIN Edward G. Robinson Eddie Albert D&C—85 min. (Rev. 5/23/52)		SHE'S WORKING HER WAY THROUGH COLLEGE (Color) Virginia Mayo Ronald Reagan MC—101 min. (Rev. 6/5/52)
July 20			HOLIDAY FOR SINNERS Gig Young Keenan Wynn D—72 min. (Rev. 6/25/52)	DEAD MAN'S TRAIL Johnny Mack Brown O—59 min. (5243)		THUNDERING CARAVANS Alan "Rocky" Lane Eddy Waller O—54 min. (5173) (Rev. 7/30/52) DLO OKLAHOMA PLAINS Rex Allen Slim Pickens O—60 min. (5144)					
July 27		THE JUNGLE Rod Cameron Cesar Romero D—74 min. (5112)		SEA TIGER John Archer Marguerite Chapman D—71 min. (5218) (Rev. 7/30/52)			(Aug. Releases) THE BIG SKY Kirk Douglas Dewey Martin OD—140 min. (361) (Rev. 7/9/52) ONE MINUTE TO ZERO Robert Mitchum Ann Blyth D—105 min. (301) (Rev. 7/22/52) SUDDEN FEAR Joan Crawford D—110 min. (362) (Rev. 7/23/52) (Re-Releases) LOOK WHO'S LAUGHING Fibber McGee & Molly C—79 min. (Rev. 9/17/41) TOO MANY GIRLS Desi Arnaz Lucille Ball MC—84 min. (Rev. 10/8/40)	(Re-Releases) THE BLACK SWAN (Color) Tyrone Power Maureen D'Hara D—85 min. (258) (Rev. 10/16/42) TO THE SHORES OF TRIPOLI (Color) John Payne Maureen O'Hara D—86 min. (257) (Rev. 3/11/42)	(Stanley Kramer) HIGH NOON Gary Cooper OD—85 min. (Rev. 4/30/52)	(Aug. Releases) THE WORLD IN HIS ARMS (Color) Gregory Peck Ann Blyth D—104 min. (227) (Rev. 6/17/52) THE DUEL AT SILVER CREEK (Color) Audie Murphy Stephen McNally OD—77 min (228) (Rev. 7/14/52) LOST IN ALASKA Bud Abbott Lou Costello C—76 min. (229) (Rev. 7/28/52)	THE STORY OF WILL ROGERS (Color) Jane Wyman Will Rogers, Jr. D—109 min. (129) (Rev. 7/11/52)
Aug. 3	(Aug. Releases) CAPTAIN PIRATE (Color) Louis Hayward D—85 min. (Rev. 7/25/52) LAST TRAIN FROM BOMBAY Jon Hall D—72 min. (Rev. 7/30/52)		YOU FOR ME Peter Lawford Jane Greer CD—71 min. (Rev. 7/23/52)		(Aug. Releases) CARRIE Laurence Olivier Jennifer Jones D—118 min. (5123) (Rev. 6/9/52) SON OF PALEFACE (Color) Bob Hope Jane Russell C—95 min. (5124) (Rev. 7/14/52)			(Aug. Releases) DREAM BOAT Clifton Webb Ginger Rogers C—83 min. (223) (Rev. 7/22/52) OON'T BOTHER TO KNOCK Richard Widmark Marilyn Monroe D—76 min. (224) (Rev. 7/11/52) LES MISERABLES Michael Rennie Debra Paget D—104 min. (225) (Rev. 7/24/52) WHAT PRICE GLORY (Color) James Cagney Corinne Calvet CD—111 min. (226) (Rev. 7/28/52)	(David E. Rose) ISLAND OF DESIRE (Color) Linda Darnell Tab Hunter D—103 min. (Rev. 7/31/52)		
Aug. 10	(J. Arthur Rank) THE CLOUDED YELLOW Jean Simmons Trevor Howard D—89 min. (Rev. 10/8/51) THE KID FROM BROKEN GUN Charles Starrett Smiley Burnette O—56 min. (Rev. 8/8/52)		FEARLESS FAGAN Janet Leigh Carleton Carpenter C—79 min. (Rev. 7/7/52)	MONTANA INCIDENT Whip Wilson O—54 min. (5253) ARCTIC FLIGHT Wayne Morris D—78 min. (5210) (Rev. 8/5/52)					(Samuel Fuller) PARK ROW Gene Evans D— 83 min. (Rev. 8/6/52)		
Aug. 17						WOMAN OF THE NORTH COUNTRY (Color) Ruth Hussey Rod Cameron OD—90 min. (Rev. 7/30/52)			(Zoltan Korda-Lopert) CRY THE BELOVED COUNTRY Canada Lee D—105 min. (Rev. 1/24/52)		WHERE'S CHARLEY? (Color) Ray Bolger Allyn McLerie MC—97 min. (130) (Rev. 6/26/52)
Aug. 24	(Sept. Releases) RAINBOW 'ROUND MY SHOULDER (Color) Frankie Lane Billy Daniels M—78 min. (Rev. 8/8/52) AFFAIR IN TRINIDAD Rita Hayworth Glenn Ford D—98 min. (Rev. 7/30/52) WAGON TEAM Gene Autry O—63 min.	SECRET PEOPLE Valentina Cortesa Audrey Hepburn D (5119)	IVANHOE (Color) Robert Taylor Elizabeth Taylor D—106 min. (Rev. 6/16/52)	YUKON GOLD Kirby Grant D (5221) ROSE BOWL STORY (Color) Marshall Thompson D—71 min. (5204)	(Sept. Releases) JUST FOR YOU (Color) Bing Crosby Jane Wyman (5201) CD—M—95 min. (Rev. 7/31/52) CARIBBEAN (Color) John Payne Arlene Dahl D—97 min. (5202) (Rev. 8/4/52)		(Sept. Releases) FACE TO FACE James Mason Robert Preston D—91 min. (Re-Releases) ANNIE OAKLEY Barbara Stanwyck Preston Foster D—91 min. (Rev. 10/28/35) ALLEGHENY UPRISING John Wayne Claire Trevor D—81 min. (Rev. 10/24/39)	(Sept. Releases) LURE OF THE WILDERNESS (Color) Jean Peters Jeffrey Hunter D—92 min. (Rev. 7/29/52) O. HENRY'S FULL HOUSE Fred Allen Anne Baxter C—D MONKEY BUSINESS Cary Grant Ginger Rogers C		(Sept. Releases) UNTAMED FRONTIER (Color) Joseph Cotten Shelley Winters OD—75 min. (230) SON OF ALI BABA (Color) Tony Curtis Piper Laurie D—75 min. (231) BONZO GOES TO COLLEGE Maureen O'Sullivan Edmund Gwenn C—80 min. (232)	
Aug. 31		HELLGATE Sterling Hayden Joan Leslie D—87 min. (5113)	THE MERRY WIDOW (Color) Lana Turner Fernando Lamas MC—105 min. (Rev. 7/8/52)								BIG JIM McLAIN John Wayne Nancy Olson D
Sept. 7	(Re-Release) THE MINE WITH THE IRON DOOR Richard Arlen Cecilia Parker D—66 min. (Rev. 4/20/36)		THE DEVIL MAKES THREE Gene Kelly Pier Angeli D—96 min.	FARGO Wild Bill Elliott O (5226)							

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 29 NEW YORK, U. S. A., MONDAY, AUGUST 11, 1952 TEN CENTS

Tradewise...

By SHERWIN KANE

MEMBERS of the continuations committee of the industry arbitration conference were in spirited disagreement at the close of their successful two-day meeting here last week over the weighty issue of whether or not they should use the word "agreement" in their press release to describe the meeting of minds that had been achieved.

Even though the 10-man group had reached agreement on the matters which should be incorporated in a draft, work on which is scheduled to start here next week, those opposed to so informing the press argued that there can be no agreements until the principals have approved.

The "nays" had it and their position became even more vacuous when the committee's statement to the press meticulously refrained from mentioning anything that had been agreed upon.

Thus an effort was made to withhold from the industry the news that an accord had been reached in committee for fear that someone might mistakenly suppose it constituted an "agreement" on something the committee had no intention of disclosing. Moreover, the industry is fully aware of the entire procedure for approval which must be pursued before any agreement on arbitration becomes binding.

•

Despite the committee's overcautious stand, reportorial persistence brought to light the agreement in principle, meaning only a meeting of minds of committee members, that had been reached at last week's sessions. When this fact was duly reported, it was repudiated by some committee members and the hassle among others was resumed.

The fault, if any, lies with the press policy espoused by the arbitration conference. Its sessions from the start have been closed to the press. No provision is made for interrogation of participants. A carefully censored handout is prepared for the press after the sessions and formal agreements not to talk are entered into by the participants.

What seems to rankle is that despite all these precautions, some facts manage to emerge, free of the technical colorations preferred by some.

N. Y. Times Editorially Scores U. S. 16mm. Suit

THE following editorial, entitled "TV and the Movies," appeared in the ***New York Times*** *of Friday, Aug. 8. Because it presents so lucidly for public understanding of the* ***Times'*** *vast readership some of the fallacies of the government's ill-advised anti-trust suit to force the sale of 16 mm. films to television,* MOTION PICTURE DAILY *reprints the editorial in full, by special permission of the* ***New York Times****.*

The Department of Justice has started an anti-trust suit against a number of Hollywood motion picture producers for the express purpose of forcing them to make their films available to television. In our opinion it is a suit born of fuzzy bureaucratic thinking that clearly flouts economic reality.

The department is asking the producers to sell to television the 16mm. duplicate prints of the 35 mm. films normally shown in the nation's picture houses. Traditionally, these prints have been shown in churches, clubs and military service camps, and the producers understandably have imposed restrictions on their use lest they

(Continued on page 4)

TOA Sets Nominators and Pre-convention Session

Challengers for 'IA' Posts Are Defeated; Brennan Reelected

MINNEAPOLIS, Aug. 10.—The two contested elections, first in the IATSE official family since 1946, ended in victories for both incumbents, James J. Brennan, president of Local No. 1, Stage Hands union, New York; and Felix D. Snow of Kansas City, both IATSE vice-presidents for many years.

The unsuccessful contestants for the Brennan and Snow posts were Vin-

(Continued on page 4)

Morris Loewenstein, of Oklahoma City, has been appointed chairman of the 1952 nominating committee of the Theatre Owners of America, it was reported Friday by Mitchell Wolfson, TOA president.

Other members of the committee are: R. B. Wilby, Elmer Rhoden, Al Pickus, Sam Kirby, M. A. Lightman, Sr., Henry Reeve, Mack Jackson, George Kerasotes and Tom Ribble.

The committee will present its slate of officers at the 1952 convention and trade show, Sept. 14-18 at the Shoreham Hotel in Washington.

Final plans and agenda for business sessions of the convention will be set at an all-day meeting Thursday

(Continued on page 4)

'Kilimanjaro' Set For Pre-Release

"The Snows of Kilimanjaro," produced by Darryl F. Zanuck as his only personal production for 1952, will be made available by 20th Century-Fox for pre-release engagements to a number of selected theatres in a limited number of large cities beginning early in October.

The announcement by Al Lichtman, director of distribution, marks

(Continued on page 4)

Arbitration May Lead Allied Agenda

WASHINGTON, Aug. 10.—Consideration of an arbitration plan—if one is ready—will probably lead the agenda of Allied States' November convention, along with plans to aid the Council of Motion Picture Organizations' tax fight, and discussion of the 16 mm. anti-trust suit.

In an announcement made over the weekend Allied General counsel Abram

(Continued on page 2)

Ohio Censors Hit for Free Speech Denial

Attorney-General Given Two Weeks to Reply

TOLEDO, Aug. 10.—The attorney-general of Ohio was given two weeks within which to file a brief defending the State's censorship laws, labeled "unconstitutional" Friday by exhibitor Martin G. Smith's counsel in the Municipal Court hearing on the newsreel test case, brought about through the cooperation of the Independent Theatre Owners of Ohio and the Motion Picture Association of America.

Smith, the defendant in whose Westwood Theatre here the newsreel at issue was shown, entered a plea of not guilty.

The major portion of Friday's hearing was taken up by Walton C. Ament, vice-president and general manager of Warner News, Inc., called by the defense as an expert newsreel witness. Ament on the stand outlined the history of newsreels, their

(Continued on page 2)

Construction of 5 Drive-ins Okayed

WASHINGTON, August 10.—The National Production Authority approved over the weekend the construction of five drive-in theatres.

They are: Blatt Brothers' Mercer County Theatre Corp., Wayne Township, Pa., $13,848; Little Flower Drive-in Theatre, Ottawa, O., $15,000; Albert Rains, Houston, $50,000; and Golden Spike Drive-in Theatre Corp., two drive-ins at Omaha at a total cost of $19,000.

NPA also approved construction of an addition to the Star Theatre at Limestone, Me., at a cost of $10,750.

Connecticut Houses Wave SRO Banners

Hartford, Aug. 10. — Rainy weather of the past several days sent box-office receipts soaring in many independent and circuit theatres throughout Connecticut. Numerous houses reported putting up the SRO sign for the first time in weeks.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, is scheduled to leave here for the Coast today or tomorrow.

•

Y. FRANK FREEMAN, Paramount vice-president and studio head, arrived in New York over the weekend from Hollywood for conferences with president BARNEY BALABAN. He was accompanied by his son, Y. FRANK FREEMAN, JR., associate producer of GEORGE PAL'S "Houdini."

•

MONROE R. GOODMAN, executive assistant to A. W. SCHWALBERG, president of Paramount Film Distribution Corp., will return here today from a two-week vacation.

•

LEONARD HIRSCH, home office assistant to RUDY BERGER, M-G-M Southern sales manager, is due back here today from a New Hampshire vacation.

•

WILLIAM PINE, producer, arrived in New York over the weekend from the Coast and today will go to Philadelphia.

•

JACK WARNER, Warner Brothers production head, left here for the Coast over the weekend.

•

CHARLES DIETZ, M-G-M field representative in Detroit, is due here today for a vacation.

•

ABE OLMAN, head of M-G-M's music subsidiaries, has returned here from the Coast.

•

RALPH PIELOW, M-G-M Pittsburgh manager, left here over the weekend for that city.

Arbitration

(*Continued from page* 1)

F. Myers said that an arbitration plan "may be ripe for consideration" at that time and that Allied's board of directors may seek the advice of the convention before acting on it.

Pointing out that the convention would follow the national election, Myers said it would go into plans for bringing to the attention of a new administration and a new Congress "the strange attitude of the Department of Justice toward the motion picture industry."

The convention's advisory committee will meet in Chicago Wednesday and Thursday on planning the program. On the committee are general convention chairman Jack Kirsch, Allied president Wilbur Snaper, Ben Marcus, Stanley D. Kane and Myers.

The convention will be held Nov. 17, 18 and 19 at the Morrison Hotel in Chicago, in conjunction with the TESMA trade show.

Joseph Sommer, 70

Joseph Sommer, father of Arthur Sommer, general manager of Brandt Theatres, died Friday at the age of 70. Services were held yesterday at Beth David Cemetery, Long Island.

Uses Fight Theatre Telecast as Argument in Ohio Censor Case

Toledo, Aug. 10.—The new medium of theatre television highlighted the defense brief submitted Friday in Municipal Court here in the newsreel censorship test case.

The brief pointed out that the Robinson-Maxim bout was seen via theatre TV at the Albee Theatre, Cincinnati, without prior censorship or being subjected to taxation. "If the same prize-fight had been recorded on film and shown the same day or the next day in the same theatre, then the Division of Film Censorship would have insisted on licensing and collection of fees," the brief stated.

The defense also pointed out that "a film can be run in a television studio any place in the country and reproduced in every home in Ohio that has a television set and there is no attempt at censorship or taxation."

COMPO Dues Drive Gets Head Start

Advance work by sales forces in many parts of the country has given the Council of Motion Picture Organizations' drive for dues, which officially opens today and continues through the week, a substantial head start, it is learned.

So effectively was the drive organized in many exchange territories that salesmen in making their rounds last week were able to begin the collection and pledge solicitation work several days in advance of the official opening of the drive, with the result that it already has achieved considerable momentum. With the cooperation of all distribution companies, sales forces have been instructed to devote all of their time if necessary, or as much as may be required, to complete the solicitation work this week.

To Match Exhibitors

For every dollar subscribed by exhibitors, distribution will make a matching contribution to COMPO. While the bulk of the membership dues payments will help finance the all-industry campaign for repeal of the 20 per cent Federal admission tax, the drive is a general COMPO financing project, as well. Little in the way of dues payments has made its way into the COMPO treasury in recent months to finance all of the normal COMPO activities, and the national dues drive this week is being counted upon to remedy that deficiency as well as to provide financing for the industry's anti-tax effort.

With H. A. Cole of Dallas and Pat McGee of Denver, co-chairmen of the tax campaign, synchronizing their national organizing effort with COMPO headquarters here, no action has been taken to date on the long-contemplated designation of a campaign co-ordinator, a full-time paid post. Under consideration for the office have been H. M. Richey of Loew's, Paul Short of National Screen Service, Maurice Bergman of Universal and Sam Shain, public relations adviser. Unavailability of several of them has delayed a choice, it is said.

The COMPO dues plan is as follows: theatres up to 500 seats, $10 annually; 750 seats, $15; 1,000, $25; 2,500, $50; over 2,500, $100, and for drive-ins: 300-car capacity, $10 annually; 500, $15; 600, $25; over 600, $50.

To Map 'Movietime' Tours This Week

Plans for fall "Movietime, U.S.A." tours will be mapped this week in Hollywood. Top executives of the Council of Motion Picture Organizations will begin conferences there tomorrow with major studio heads on the tours. The meetings are slated to be held through Friday.

Another topic to be discussed is the COMPO campaign to repeal the 20 per cent Federal admission tax.

COMPO will be represented by Sam Pinanski and Trueman T. Rembusch, members of the governing triumvirate, and Robert J. O'Donnell, head of "Movietime, U.S.A." An alternate is expected to be named for Al Lichtman, another member of COMPO's triumvirate. Robert W. Coyne, COMPO special counsel, also will not attend.

Schimel Not Going To UNESCO Meet

Due to pressure of business affairs, Adolph Schimel, vice-president and general counsel of Universal, has called off his scheduled trip to Geneva, Switzerland, where he was to serve as U. S. delegate to the UNESCO inter-governmental conference on copyrights.

Herman Finkelstein, general counsel for ASCAP, left here at the weekend for the conference, which starts today.

SWG to Hold ATFP Strike Rally Tonight

HOLLYWOOD, Aug. 10.—The Screen Writers Guild has completed plans for a rally tomorrow night for the strike against the Alliance of Television Film Producers. At the rally the SWG will formally propose an assessment of one per cent on the salaries of its members working in motion picture studios to finance the strike.

Heineman Drive Rounds 1st Lap

United Artists' Dallas, New Orleans and Montreal exchanges have taken first-prize money in the first six-week lap of the company's "Bill Heineman Sales Drive," winning against exchange groups into which all branches have been classified, it was announced by vice-president Max E. Youngstein, who is drive captain.

There will be two additional laps, one running six weeks and the other seven, all in honor of William J. Heineman, UA's distribution vice-president.

Newsreel Parade

THE POLITICAL SPOTLIGHT and fighting in Korea are current newsreel highlights. Other items include the end of the Olympics and King Farouk. Complete contents follow:

MOVIETONE NEWS, No. 65—Spotlight on Eisenhower and King Farouk. Russell calls on Stevenson. Drought in Southland. Miss Texas. Olympics end.

NEWS OF THE DAY, No. 299—How King Farouk lost his throne. Action in Korea. Record jet flight. Ike and Adlai in political spotlight. Olympics end.

PARAMOUNT NEWS, No. 102 — Full steam ahead for candidates. Jolson Award goes to Bob Hope. Pacific Defense Alliance. Battle in Korea. Olympic windup.

TELENEWS DIGEST, No. 32-B — Red rally in Berlin. Rain maker beats drought. Margaret Truman in Switzerland. Interview with Stevenson's sister. Films of Farouk's ouster.

UNIVERSAL NEWS, No. 585 — Korea fighting. Truman votes in Missouri. Miss Universe. Alpine troops. Ann Blyth looks at lingerie. Olympics windup.

WARNER PATHE NEWS, No. 104—Ike outlines campaign. Fighting in Korea. Truman in the spotlight. Changing of the guard at War Crimes Prison. Tokyo ragpickers' town. Olympic end.

Hit Ohio Censors

(*Continued from page* 1)

coverage, their worldwide facilities and the role they played during the war.

In a brief submitted by Robert P. Golden, counsel for the defense, prior censorship of newsreels was hit as a clear violation of the Federal and State contitutional guarantees of free speech and free press. The tax imposed by Ohio on motion pictures, including newsreels, was also called "unduly discriminatory."

The brief also charged that the Ohio censorship rules are "so vague and indefinite and leave so much to the judgment and discretion of the particular censors, that they cannot be upheld." It also claimed that the U. S. Supreme Court had upset the Ohio law in the "Miracle" and "Pinky" cases and asked the Ohio court to declare that the censorship of newsreels is specifically unconstitutional.

During Friday's morning court session, Municipal Court Judge Frank W. Wiley witnessed a screening of "The American Newsreel," in addition to the short trailer announcing that it had not been submitted for prior censorship. It was this newsreel which led to Smith's arrest on July 17 when he exhibited it in the Westwood Theatre.

Following the filing of a brief by Attorney-General William O'Neil, the defense is expected to be given a week within which to reply.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



Stars must be glamorous — always

• Everybody loves the star. She's the darling of the box office . . . the apple of the producer's eye. Her glamour is everybody's good fortune— an inspiration to writers, directors, cameramen— a responsibility to technicians.

In the studio, technicians frequently collaborate with representatives of the Eastman Technical Service for Motion Picture Film . . . consider the best type of film, black-and-white or color, to use . . . to set control systems for the laboratory that assure standards of high image quality. Help is also made available for exchanges, exhibitors to make sure that prints and theater equipment are right for finest projection— that every foot of film gets the star the best possible showing.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

'IA' Convention in Tribute to DeForest

Minneapolis, Aug. 10.—The IATSE annual convention here voted to express its appreciation and commendation to Dr. Lee DeForest for his scientific developments and contributions to the motion picture industry, and for the economic strides all "IA" members have made as a result of his inventions.

'IA' Meet

(*Continued from page* 1)

cent Jacobi of New York and Charles Hathaway of Oklahoma City.

All other officers of "IA," headed by Richard Walsh, president, were reelected by acclamation, and without opposition, earlier. The contests for the fourth and sixth vice-presidencies, held by Brennan and Snow, respectively, forced a ballot for those offices which resulted in their reelection. Walsh's reelection gives him his sixth consecutive term.

Hugh J. Sedgwick, secretary-treasurer of the Ontario, Canada, Provincial Federation of Labor, was elected a vice-president to fill the vacancy created by the death of William P. Covert. Others reelected included vice-presidents Harland Holmden, Roger M. Kennedy, Carl G. Cooper, Harry J. Abbott, O. M. Jacobson and Louise Wright.

The week-long convention of 1,200 "IA" delegates adjourned at the weekend after adopting resolutions protesting production of films abroad for U. S. consumption for tax-saving purposes, or to take advantage of cheap production and labor costs, and approving an "IA" part in the industry's campaign to obtain repeal of the 20 per cent Federal amusement tax.

The convention instructed the International president to take whatever precautionary steps necessary to prevent the illegal use of the "IA" emblem, and the executive board, as well, to take necessary steps to prevent the exhibition in theatres, on television or elsewhere of films made under substandard working conditions which carry the "IA" label without being qualified or authorized to do so.

The convention referred to the International president for further consideration a proposal that the "IA" enlist in the industry fight against the government suit to force the sale of 16mm. feature films to television and other non-theatrical users. No action was taken on proposals that "IA" aid in the drive to win patronage for theatres, Walsh having expressed the informal opinion to the convention that while the union was willing to do its share, he felt that good films, good equipment and good theatres would have to provide the basic solution.

Other resolutions adopted by the convention were primarily of a political rather than trade character, meticulously adhering to the AFL political action line.

Defeat Tax Proposal

DETROIT, Aug. 10.—Voters at Ann Arbor turned out in record numbers to defeat decisively a proposal to levy a city tax on films, sports events and other forms of entertainment.

N. Y. Times Editorial

(*Continued from page* 1)

jeopardize business at theatre box-offices. Now the department demands the removal of those restraints so that the TV broadcasters can have access to Hollywood's reservoir of feature attractions.

The basic absurdity of the suit is its assumption that Hollywood not only must accommodate its chief competitor but do so on terms ruinous to itself. At its present stage of development television as a whole can afford to pay a total of about $25,000 in rental fees for a Hollywood film made some years ago, whereas showing the same film for another run in theatres may mean $200,000. To this must be added the further fact that TV does not charge the public for its shows, yet the motion picture exhibitors must ask admission fees.

By the Justice Department's line of reasoning, in short, the publisher of a best-selling novel would be obligated to make his property available to a free "throw-away" pamphlet financed by advertisements of local merchants and accept whatever remuneration the pamphlet's owner could pay. Application of the anti-trust laws must be tempered with a little more horse sense.

When television gains its full economic stature with the construction of many more stations, both the Hollywood producers and the video broadcasters will find it mutually advantageous to work out an accord. Indeed, there hardly could be a better example of the elasticity of our economy than the adjustment to the upheaval in show business brought about by television.

It is in the public interest that both TV and the motion picture industry should flourish and they must have time to learn to live together. The Department of Justice is ill-advised in prematurely trying to tip the scales to one side's advantage.

Merian Cooper Is Loaned to Cinerama

A loan arrangement has been effected by Cinerama Productions Corp. with Argosy Pictures Corp. whereby Merian C. Cooper, president of Argosy, will be loaned to Cinerama to serve as general manager in charge of all production, it was disclosed at the weekend by Lowell Thomas, Cinerama Productions' board chairman.

The loan-out, which is non-exclusive, will begin following the completion of Argosy's next production for Republic Pictures, "The Sun Shines Bright," which John Ford, Cooper's partner in Argosy, will direct beginning Aug. 18.

Cinerama Productions' first picture, "This Is Cinerama," will be shown for the first time in New York late in September. The company will probably produce at least two pictures a year, Thomas said.

Thomas explains that Cinerama Productions Corp. is an entirely separate corporation from Cinerama, Inc. Cinerama Productions was formed to produce entertainment for the Cinerama medium, while Cinerama, Inc., is an organization headed by H. E. Reeves, which controls and supplies technical guidance and materials necessary to produce motion pictures in the new medium.

'Kilimanjaro'

(*Continued from page* 1)

the climax of five years of script and production effort on Ernest Hemingway's short story. The picture marks the fourth association of Zanuck, director Henry King and star Gregory Peck.

Lichtman said the company will give the film "the most extensive, most penetrating advertising, publicity and exploitation campaign" ever lavished on a picture.

TOA Nominators

(*Continued from page* 1)

in Washington of the convention committee, headed by A. Julian Brylawski.

New York TOA staffers who will attend are: Gael Sullivan, executive director; Dick Pitts, executive assistant; Herman M. Levy, general counsel; Chick Lewis, convention and trade show advisor; and from Miami, Mitchell Wolfson.

Members of Brylawski's committee scheduled to attend the meeting include Sidney Lust and Morton Thalhimer, co-chairmen; Frank La Falce and Frank Boucher, coordinators; Jerry Adams, exchanges; Harry Bachman, reservations and registrations; Jerome Baker, exposition; Boucher, entertainment; George Crouch, distinguished guests; Orville Crouch, dinner committee; George Dorsey, newsreels; Jack Foxe, publicity; Philip F. Harling, budget coordinator; Morton Gerber, decorations; Vincent Iorio, transportation; Fred Kogod, reception; Mrs. Sidney Lust and Mrs. Frank Boucher, ladies' activities; Victor Orsinger, arrangements; Gerald Wagner, printing and badges; Lloyd Wineland, Sr., finances; Annette Moffitt, secretary.

More Have Contracted

Fifteen additional equipment manufacturers and concession companies have contracted to exhibit at the convention, it was reported at the weekend by Howard L. Bryant, TOA service coordinator in charge of booth sales.

The new trade show exhibitors include William Wrigley, Jr., American Chicle Co., Levin Associates, West Coast Sheet Metal Work, Electric-Aire Engineering Co., Spacarb, Inc., Cole Products Corp., RCA, Cretors Corp., Walter H. Johnson Candy Co., National Carbon Co., Berlo Vending Co., Schutter Candy Division, Laura Lee Candy Co. and Charm Sales.

In the THEATRE Equipment World . . . *. . with RAY GALLO*

A FULL LINE of vending bags for drive-in theatres has been developed by the Rex Specialty Bag Corp. of Brooklyn, N. Y. It consists of the following: a hot dog and hamburger sandwich bag (both regular style and slit on one side), a French fry bag (both small and large sizes), an easy-stack, pillow-type dry wax popcorn bag, and a bag for hot buttered corn. Irving Singer, vice-president and general sales manager of Rex, reports the company plans to expand its lines even further.



Irving Singer

•

A non-sync turntable designed to provide for all three record speeds without attachments has been announced by the Fairchild Recording Equipment Corp. of Whitestone, N. Y. Designated model No. 530, the turntable has a clutch for shifting to speeds of 33⅓, 45 and 78.26 during operation.

•

Theatre patrons who buy and eat popcorn are going to be given a chance to vote in a Gallup-and-Roper type poll to predict the outcome of the nation's up-coming presidential election. To be known as the "Presidential Popcorn Poll," this new plan to boost popcorn sales will be conducted by the Blevins Popcorn Co., Popcorn Village, Nashville, with the cooperation of selected dealers and theatre circuits. Bulletins covering results of the poll week-by-week will be released to news and wire services and radio stations, direct from Popcorn Village. Local releases will feature the results at the local theatre. The company will also furnish point-of-sale material to be used to promote the idea to theatre patrons and to post results as the poll progresses.

•

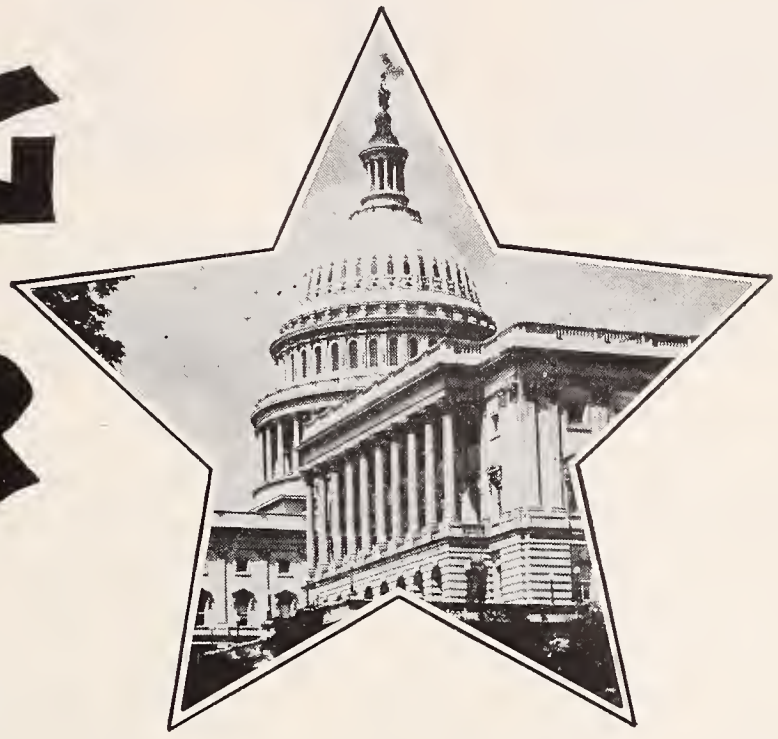
A popcorn test kit designed to provide an accurate analysis of a representative sample of raw popcorn shipments has been announced by the National Association of Popcorn Manufacturers. It was developed as part of an industry program to set up sanitary standards of acceptance. The kit contains chemicals and equipment with complete instructions for use.

•

Contracts totalling $6,000,000 *for the production of* 16 *millimeter sound motion picture projection equipment for the Armed Forces have been awarded the De Vry Corp., Chicago. Announcement of the joint Army-Navy order was made by W. C. De-Vry, president.*

The film industry's greatest concentration of

BUYING POWER



WILL ATTEND THE 1952

TOA

ANNUAL CONVENTION AND TRADE SHOW

SEPTEMBER 14-18 • SHOREHAM HOTEL • WASHINGTON, D. C.

Here is an outstanding opportunity for equipment manufacturers and concession dealers to meet America's leading theatre owners and purchasing agents.

Between 8,000 and 9,000 theatres will be represented. Buyers of circuits, large and small, as well as hundreds of individual theatre owners and buyers will attend the 1952 TOA Trade Show.

Every supplier to the exhibitors of America owes it to himself, and to his company, to participate in this vital conference, and to meet the heaviest concentration of buying power in the history of the industry.

Show your product and sell!

Write . . . . Wire . . . . Telephone!

THEATRE OWNERS OF AMERICA

1501 BROADWAY • LACKAWANNA 4-4947 • NEW YORK 36, N. Y.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
June 29	**(July Releases)** CALIFORNIA CONQUEST (Color) Cornel Wilde Teresa Wright OD—79 min. (Rev. 6/12/52) CRIPPLE CREEK (Color) George Montgomery O—78 min. (Rev. 6/26/52) THE BRIGAND (Color) Anthony Dexter Jody Lawrance D—94 min. (Rev. 6/5/52) STORM OVER TIBET Rex Reason Diana Douglas D—87 min. (Rev. 12/26/51) RED SNOW Guy Madison Ray Mala D—75 min. (Rev. 6/20/52) BARBED WIRE Gene Autry O—61 min. (Rev. 7/14/52) JUNCTION CITY Charles Starrett Smiley Burnette O—54 min. (Rev. 7/3/52)		LOVELY TO LOOK AT (Color) Howard Keel Kathryn Grayson MC—101 min. (Rev. 5/27/52)	HERE COME THE MARINES Leo Gorcey CD—66 min. (5212) (Rev. 6/16/52)	**(July Releases)** THE GREATEST SHOW ON EARTH (Color) Betty Hutton James Stewart D—153 min. (5129) (Rev. 1/2/52) ENCORE Glynis Johns Kay Walsh D—90 min. (5122) (Rev. 4/1/52) JUMPING JACKS Dean Martin Jerry Lewis C—96 min. (5121) (Rev. 6/4/52)		**(July Releases)** THE WILD HEART (Color) Jennifer Jones David Farrar D—82 min. (274) (Rev. 5/29/52) (Disney) THE STORY OF ROBIN HOOD (Color) Richard Todd Joan Rice D—84 min. (391) (Rev. 3/18/52)	**(July Releases)** WAIT 'TIL THE SUN SHINES, NELLIE (Color) Jean Peters David Wayne D—108 min. (220) (Rev. 5/26/52) DIPLOMATIC COURIER Tyrone Power D—97 min. (222) (Rev. 6/10/52) WE'RE NOT MARRIED! Ginger Rogers Victor Moore C—85 min. (221) (Rev. 6/23/52) LADY IN THE IRON MASK (Color) Louis Hayward D—78 min. (218) (Rev. 6/11/52)		**(July Releases)** HAS ANYBODY SEEN MY GAL (Color) Piper Laurie C—89 min. (226) (Rev. 6/6/52) FRANCIS GOES TO WEST POINT Donald O'Connor C—81 min. (224) (Rev. 6/13/52) SALLY AND SAINT ANNE Ann Blyth Edmund Gwenn C—90 min. (225) (Rev. 6/20/52)	THE WINNING TEAM Doris Day Ronald Reagan D—98 min. (125) (Rev. 5/22/52)
July 6		PIRATE SUBMARINE Special Cast D—69 min. (5110)	WASHINGTON STORY Van Johnson Patricia Neal D—82 min. (Rev. 6/27/52)	WAGONS WEST (Color) Rod Cameron O—70 min. (5203) (Rev. 6/19/52)					(Carol Reed) OUTCAST OF THE ISLANDS Sir Ralph Richardson Robert Morley D—92 min. (Rev. 5/9/52)		SHE'S WORKING HER WAY THROUGH COLLEGE (Color) Virginia Mayo Ronald Reagan MC—101 min. (Rev. 6/5/52)
July 13		THE JUNGLE Rod Cameron Cesar Romero D—74 min. (5112)	HOLIDAY FOR SINNERS Gig Young Keenan Wynn D—72 min. (Rev. 6/25/52)	DEAD MAN'S TRAIL Johnny Mack Brown O—59 min. (5243)		THUNDERING CARAVANS Allan "Rocky" Lane Eddy Waller O—54 min. (5173) (Rev. 7/30/52) OLD OKLAHOMA PLAINS Rex Allen Slim Pickens O—60 min. (5144)			(Sid Kuller) ACTORS AND SIN Edward G. Robinson Eddie Albert D&C—85 min. (Rev. 5/23/52)		THE STORY OF WILL ROGERS (Color) Jane Wyman Will Rogers, Jr. D—109 min. (129) (Rev. 7/11/52)
July 20			YOU FOR ME Peter Lawford Jane Greer CD—71 min. (Rev. 7/23/52)	SEA TIGER John Archer Marguerite Chapman D—71 min. (5218) (Rev. 7/30/52)	**(Aug. Releases)** CARRIE Laurence Olivier Jennifer Jones D—118 min. (5123) (Rev. 6/9/52) SON OF PALEFACE (Color) Bob Hope Jane Russell C—95 min. (5124) (Rev. 7/14/52)		**(Aug. Releases)** THE BIG SKY Kirk Douglas Dewey Martin OD—140 min. (361) (Rev. 7/9/52) ONE MINUTE TO ZERO Robert Mitchum Ann Blyth D—105 min. (301) (Rev. 7/22/52) SUDOEN FEAR Joan Crawford D—110 min. (362) (Rev. 7/23/52) (Re-Releases) LOOK WHO'S LAUGHING Fiber McGee & Molly C—79 min. (Rev. 9/17/41) TOO MANY GIRLS Desi Arnaz Lucille Ball MC—84 min. (Rev. 10/8/40)	**(Re-Releases)** THE BLACK SWAN (Color) Tyrone Power Maureen O'Hara D—85 min. (258) (Rev. 10/16/42) TO THE SHORES OF TRIPOLI (Color) John Payne Maureen O'Hara D—86 min. (257) (Rev. 3/11/42)	(Stanley Kramer) HIGH NOON Gary Cooper OD—85 min. (Rev. 4/30/52)	**(Aug. Releases)** THE WORLD IN HIS ARMS (Color) Gregory Peck Ann Blyth D—104 min. (227) (Rev. 6/17/52) THE DUEL AT SILVER CREEK (Color) Audie Murphy Stephen McNally OD—77 min (228) (Rev. 7/14/52) LOST IN ALASKA Bud Abbott Lou Costello C—76 min. (229) (Rev. 7/28/52)	
July 27									(David E. Rose) ISLAND OF DESIRE (Color) Linda Darnell Tab Hunter D—103 min. (Rev. 7/31/52)		WHERE'S CHARLEY? (Color) Ray Bolger Allyn McLerie MC—97 min. (130) (Rev. 6/26/52)
Aug. 3	**(Aug. Releases)** CAPTAIN PIRATE (Color) Louis Hayward D—85 min. (Rev. 7/25/52) LAST TRAIN FROM BOMBAY Jon Hall D—72 min. (Rev. 7/30/52) (J. Arthur Rank) THE CLOUDED YELLOW Jean Simmons Trevor Howard D—89 min. (Rev. 10/8/51) THE KID FROM BROKEN GUN Charles Starrett Smiley Burnette O—56 min. (Rev. 8/8/52)		FEARLESS FAGAN Janet Leigh Carleton Carpenter C—79 min. (Rev. 7/7/52)	MONTANA INCIDENT Whip Wilson O—54 min. (5253) ARCTIC FLIGHT Wayne Morris D—78 min. (5210) (Rev. 8/5/52)							
Aug. 10						WOMAN OF THE NORTH COUNTRY (Color) Ruth Hussey Rod Cameron OD—90 min. (Rev. 7/30/52)			(Samuel Fuller) PARK ROW Gene Evans D— 83 min. (Rev. 8/6/52)		
Aug. 17	**(Sept. Releases)** RAINBOW 'ROUND MY SHOULDER (Color) Frankie Laine Billy Daniels M—78 min. (Rev. 8/8/52) AFFAIR IN TRINIDAD Rita Hayworth Glenn Ford D—98 min. (Rev. 7/30/52) WAGON TEAM Gene Autry O—63 min. (Re-Release) THE MINE WITH THE IRON DOOR Richard Arlen Cecilia Parker D—66 min. (Rev. 4/20/36)	SECRET PEOPLE Valentina Cortesa Audrey Hepburn D (5119)	IVANHOE (Color) Robert Taylor Elizabeth Taylor D—106 min. (Rev. 6/16/52)	YUKON GOLD Kirby Grant D (5221) ROSE BOWL STORY (Color) Marshall Thompson D—71 min. (5204)	**(Sept. Releases)** JUST FOR YOU (Color) Bing Crosby Jane Wyman (5201) CD—M—95 min. (Rev. 7/31/52) CARIBBEAN (Color) John Payne Arlene Dahl D—97 min. (5202) (Rev. 8/4/52)		**(Sept. Releases)** FACE TO FACE James Mason Robert Preston D—91 min. (Re-Releases) ANNIE OAKLEY Barbara Stanwyck Preston Foster D—91 min. (Rev. 10/28/35) ALLEGHENY UPRISING John Wayne Claire Trevor D—81 min. (Rev. 10/24/39)	**(Sept. Releases)** LURE OF THE WILDERNESS (Color) Jean Peters Jeffrey Hunter D—92 min. (Rev. 7/29/52) O. HENRY'S FULL HOUSE Fred Allen Anne Baxter C—D MONKEY BUSINESS Cary Grant Ginger Rogers C	(Zoltan Korda-Lopert) CRY THE BELOVED COUNTRY Canada Lee D—105 min. (Rev. 1/24/52)	**(Sept. Releases)** UNTAMED FRONTIER (Color) Joseph Cotten Shelley Winters OD—75 min. (230) SON OF ALI BABA (Color) Tony Curtis Piper Laurie D—75 min. (231) BONZO GOES TO COLLEGE Maureen O'Sullivan Edmund Gwenn C—80 min. (232)	
Aug. 24		HELLGATE Sterling Hayden Joan Leslie D—87 min. (5113)	THE MERRY WIDOW (Color) Lana Turner Fernando Lamas MC—105 min. (Rev. 7/8/52)	FARGO Wild Bill Elliott O (5226)							BIG JIM McLAIN John Wayne Nancy Olson D
Aug. 31			THE DEVIL MAKES THREE Gene Kelly Pier Angeli D—96 min.								
Sept. 7											

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 30 NEW YORK, U.S.A., TUESDAY, AUGUST 12, 1952 TEN CENTS

Rains Swell Coffers of NY 1st-Runs

'Ivanhoe,' 'Jacks,' 'Fear,' 'Dreamboat' Lead Parade

Rains over the weekend swelled box-office grosses of New York first-run theatres, sending the summer business spiral climbing to sturdy heights.

Exceptionally good product along Broadway was also credited for the lively upswing, which saw thousands of New Yorkers, confined by the weather to the city, flock to theatres.

Outstanding business was done by such films as "Ivanhoe," "Dreamboat," "Sudden Fear," and "Jumping Jacks."

A smash opening week of $66,000 was forecast for "Sudden Fear" at Loew's State. At Radio City Music Hall, a terrific $175,000 was seen for the second week of "Ivanhoe," aided by the Hall's regular stage show. The Hall's second week forecast about equals the business done in the non-

(*Continued on page 3*)

Belittles TV As 'Movie' Competitor

The TV industry estimates that between 50 and 70 per cent of all TV shows will eventually be on film—perhaps by next spring, the current issue of *Newsweek* reports.

Commenting on the quality of summer TV fare, *Newsweek* says: "So far the season has not seen one filmed 'sleeper,' not one new show that can keep people out of movie houses."

Hollywood, the article points out, has the best chance of becoming the center of TV film production in the future.

See $4-Million House In 'Frisco for FWC

SAN FRANCISCO, Aug. 11.— Fox West Coast Theatres plans to build a $4,000,000 theatre on the site adjoining Loew's Warfield here, which is now occupied by the 325-seat Fox-operated Cinema Theatre it was disclosed by Edward D. Keil, the company's attorney.

The proposal came out during a discussion of a lease-purchase arrangement which FWC president Charles Skouras will broach to the city later this month for the Fox Theatre.

'U' Reveals Provisions of Rackmil, Blumberg Pacts

Milton R. Rackmil's contract as president of Universal is for seven years beginning last July 15 at a salary of $1,538.50 per week, the company has informed the Securities & Exchange Commission. The amended employment agreement of Nate J. Blumberg, who recently resigned as president to become board chairman, covers a period of eight-and-a-half-years at compensation of $1,500 per week from last July 15 to Dec. 31, 1955, and $1,000 per week from Jan. 1, 1956, to Dec. 31, 1960, when the contract will expire, the SEC also was informed.

Blumberg's agreement, which amends a long-term contract dated July 1, 1950, specifies that it is subject to approval by the stockholders of Universal not later than the next annual meeting, which is scheduled for March 11, 1953.

Both Rackmil and Blumberg are given virtual *carte blanche* with respect to traveling, entertainment and

(*Continued on page 6*)

Mayer Selected for Annual Guild Award

HOLLYWOOD, Aug. 11.—Louis B. Mayer will be honored as the recipient of the annual Screen Producers Guild "Milestone Award" for his "historic contributions to the American motion picture," it was made known tonight by Sol. C. Siegel, president of the Guild, at a quarterly membership meeting. The presentation will be made at the Guild's yearly dinner on Oct. 22 at the Statler Hotel in Los Angeles.



Louis B. Mayer

The award, established last year, is

(*Continued on page 6*)

Silver to Preside At Pittsburgh Meet

PITTSBURGH, Aug. 11.—Warner Theatres' home office and zone executives will assemble at the Roosevelt Hotel here tomorrow with managers and representatives of 96 of the circuit's houses for Warner's Pittsburgh and Cleveland zone 1952 "Atomic Showmanship Drive" meeting. Zone head M. A. Silver will preside and Jack Hahn and Phil Katz of the Pittsburgh office will officiate at various of the many activities scheduled. Territory covered includes Western

(*Continued on page 3*)

Connecticut Industry Will Golf Today

HARTFORD, August 11.—The annual gold tournament of the Motion Picture Theatre Owners of Connecticut will be held tomorrow at the Racebrook Country Club at Orange, with an attendance of upwards of 150 expected.

Co-chairmen are George H. Wilkinson, Jr. of the Wilkinson Theatre, Wallingford, MPTO of Connecticut

(*Continued on page 6*)

MPA, Legion Meet on Film 'Red' Report

Eric Johnston, Motion Picture Association of America president, and company officials met with American Legion officers at the Astor Hotel here yesterday to exchange views concerning the Hollywood "Red" situation in anticipation of a report on the subject to the American Legion national convention here beginning Aug. 25.

Representing the Legion at the meeting were National Commander Donald R. Wilson and the Legion's director of publications, James F. O'Neill, editor of the *American Legion Weekly* which last winter published attacks on alleged Hollywood

(*Continued on page 6*)

File $2,700,000 Baltimore Suit

BALTIMORE, Aug. 11.—The Hippodrome and the Town theatres here have filed an anti-trust suit against five distributors, asking trebled damages of $2,700,000 and charging that for many years the defendants conspired to shut off first-run competition in Baltimore.

The suit also asks for an injunction against the distributor defendants to force them to disclose to the plaintiffs the terms upon which a first-run picture was awarded, when the plaintiff's bid for the picture had been rejected.

Named in the complaint are Loew's,

(*Continued on page 3*)

Exhibitors to Meet in D.C. On Gov't Suit

TOA, MMPTA, Federal Aides to Talk Tomorrow

Leaders of at least two major exhibitor associations will meet in Washington tomorrow with government officials in what was described as an attempt to win sympathy for the industry's fight against the Department of Justice's 16mm. anti-trust suit.

Organizations named here yesterday as scheduled to send representatives to the parley are the Theatre Owners of America and the Metropolitan Motion Picture Theatres Association. There was said to be a possibility that the Independent Theatre Owners Association of New York also would be represented, but confirmation of this could not be secured at a late hour yesterday.

It was regarded as certain, however, that Allied States Association would

(*Continued on page 8*)

TOA Unit Asks U.S. To Abandon Suit

WASHINGTON, Aug. 11. — The MPTO of the District of Columbia has asked the Department of Justice to "abandon" its 16mm. anti-trust suit against producers and distributors. The organization is affiliated with the Theatre Owners of America.

A resolution unanimously adopted by the organization said that if the suit should succeed, it "would inevitably spell the death knell of motion picture theatres." It emphasized the "billions of dollars" investment of exhibitors and declared that since "you cannot sell to people that which they can get free," the release of the films

(*Continued on page 8*)

Arbitration, US Suit On NJ Allied Agenda

The board and membership of Allied of New Jersey will meet in New York today for a discussion of arbitration development to date and the government's anti-trust suit to force the sale of 16mm. films to TV and other outlets in competition to regular theatres, Wilbur Snaper, president, disclosed yesterday. Snaper also is president of national Allied.

Personal Mention

GEORGE A. SMITH, Paramount's Western division manager, left here over the weekend for Portland and Seattle.

•

MEYER HUTNER, press contact here for 20th Century-Fox, announces the birth of a son, WILLIAM BOGART, to MRS. HUTNER at Madison Avenue Hospital yesterday.

•

JOSEPH GRANT, owner of the Northwood Theatre, Baltimore, recently returned home from Union Memorial Hospital there, is now a patient at Johns Hopkins Hospital.

•

ADOLF R. SCHWARTZ, Westrex Corp.'s equipment manager, has been transferred to Australia to assume duties as managing director of Westrex Australia, Pty, Ltd.

•

JAMES V. FREW, Universal Southern district manager, and MRS. FREW have returned to Atlanta from a vacation in Jamaica, B.W.I.

•

BILLY WILDER, Paramount producer-director, will arrive in New York today from Europe aboard the *S.S. Liberte*.

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, yesterday arrived in Hollywood from Kansas City.

•

HY CHAPMAN, Columbia branch manager in Minneapolis, is convalescing at University Hospital there following an operation.

•

LEON J. BAMBERGER, RKO Radio's sales promotion chief, has returned to his desk here following a vacation in Minnesota.

•

ISIDORE LINDENBAUM, president and executive producer of Filmcraft Productions, has returned to Hollywood from New York.

•

ARTHUR KROLICK, United Paramount Theatres general manager in Buffalo and Rochester, is on vacation at Cape Cod, Mass.

•

NORMAN TURGEON, concessions manager at the Pike Drive-In, Newington, Conn., has left for Army service.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, Inc., is on vacation at Murray Bay, Quebec.

•

DON HARTMAN, Paramount production head, has returned to the studio following a two-week vacation.

•

CHESTER ERSKINE, RKO Radio director, has returned here from a four-month tour of Europe.

Another House Reopens

MINNEAPOLIS, Aug. 11.—The World Theatre, first-run Loop house in St. Paul, was reopened, completely redecorated, under the new management of Ted Mann and George Granstrom.

MPAA to Seek Return of Brazilian Import Rights

The Motion Picture Association of America indicated here yesterday that it was making plans to win reinstatement of motion pictures on Brazil's list of "essential" imports. Joaquin Rickard, MPAA representative in Latin America, arrived here at the weekend from Rio de Janeiro for conferences with John G. McCarthy, MPAA international division chief.

Press dispatches from Rio de Janeiro disclosed that Brazil has dropped motion pictures from the list of "essential" imports for which import licenses will be granted. United States newsreels ceased coming in here seven months ago, and this new move, if unchanged, will mean the complete disappearance of United States films from Brazilian screens.

The dispatches stated further that United States motion-picture officials here are more worried about the stoppage than about the lack of newsreels, on which they did not expect to make much profit anyway, but from the general point of view of the United States the absence of newsreels is really more important.

The reason for the stoppage of import licenses was not given by the government, but it is believed to be part of its constantly intensified protectionist policy. A United States motion-picture executive said today it was not calculated to conserve Brazil's scanty supply of dollars because movie companies have never pressed for liquidation of their balances here when dollars were unavailable.

There is reason to believe it is the beginning of an effort to force them to have their prints made here to give work to Brazilian laboratories, but that has been tried in the past and dropped because the work of the local laboratories was unsatisfactory.

Import licenses already issued will cover the normal importation of films for the next couple of months, but unless some new agreement is reached before that the entry of United States pictures will halt.

Praise Murphy for Texas Legion Talk

DALLAS, Aug. 11.—George Murphy was credited with engendering a "greater affinity between the American Legion and the (motion picture) industry" by his message to the Legion's state convention here in which he denounced Communism.

Praise for Murphy's address at the weekend came from William C. McCraw, executive director of Variety International, chairman of the Texas Council of Motion Picture Organizations' speakers bureau and past department commander of the Legion. McCraw's commendation was seconded by G. Ward Moody who commented, "we are deeply indebted to Mr. Murphy for expressing his views against Communism . . . they parallel the attitude taken by the Legion."

Other favorable comments came from Robert J. O'Donnell and Col. H. A. Cole, co-chairmen of Texas COMPO.

Equipment Makers May Set Allotments

WASHINGTON, Aug. 11.—The National Production Authority has acted to permit manufacturers of theatre and film equipment and other "B" products to calculate their own allotments and write priorities for them without applying to the government.

The change will take place beginning with the first quarter of 1953. Any manufacturer who got a third quarter allotment of steel, copper and aluminum from the NPA may automatically allot himself, starting with the first three months of next year, up to 100 per cent of his third quarter allotment of copper and aluminum, providing this does not exceed 40,000 pounds of copper and 60,000 pounds of aluminum, and up to 60 per cent of the third quarter steel allotment, providing this does not exceed 500 tons of carbon steel, 90 tons of alloy steel and 10,000 pounds of nickel-bearing stainless steel.

Firms without third quarter allotments may self-authorize purchase orders up to 25 tons of carbon steel, one ton of alloy steel, 500 pounds of nickel-bearing stainless, 10,000 pounds of copper and 20,000 pounds of aluminum. Other firms must apply to the NPA for allotments.

Meinhardt and Perse To Aid Joint Appeal

Ira Meinhardt, of Film Carriers, has accepted the chairmanship of the film delivery division of the industry's drive on behalf of the Joint Defense Appeal, and Benjamin Perse, of Capitol Motion Picture Supply Corp., will serve in a similar capacity in the equipment supply division, it was announced by Leon Goldberg, of Universal Pictures, and Edward L. Fabian, of Fabian Theatres Corp., co-chairmen of the industry-wide JDA campaign.

4 Stage Attractions Set for Reade Houses

Booking of the new Slavenska-Franklin Ballet Co. for its New Jersey and New York theatres in October was announced by Walter Reade Theatres, giving the circuit a lineup of for stage attractions for its motion picture theatres this fall and early winter.

The circuit will lead off with the Theatre Guild's production of "Oklahoma" in early September, follow it in late September with "Mr. Roberts," the ballet in October, and the Trapp Family Singers in December.

St. Paul Cooperative Is Successful

Minneapolis, Aug. 11.—Box-office receipts at five independently owned neighborhood houses in St. Paul skyrocketed when a new program policy was tried out for the first time and was so successful that it will continue on a permanent basis.

The five subsequents combined their resources and launched a program offering to the public a first-run double feature show, and used cooperative newspaper advertising to announce the policy, the features and the names of the theatres participating. The five are: Astor, Dale, Hollywood, Mounds and Royal.

Yorke to Preside at Little League Meet

Motion picture, radio and television executives and trade press representatives, along with sports writers, and others, will attend a luncheon-meeting at Toots Shor's here on Friday to launch plans for the forthcoming annual Little League baseball world series to be played at Williamsport, Pa.

Emerson Yorke, official league film, radio and TV co-ordinator, will preside at the luncheon.

Weinberg Titles 3

Herman G. Weinberg has completed the English titles for three new films, from Sweden, France and Italy, for release in the U.S. this autumn. They are: "One Summer of Happiness," a Times Film Corp., release, from Sweden, a prize-winner at the recent Cannes Film Festival; "The French Way," a Manor Films release, from France, starring Josephine Baker, and "Rome, 11 O'Clock," an AFE release from Italy.

Mrs. Robert Langer Dies

ATLANTA, Aug. 11.—Mrs. Robert (Jerry) Langer, wife of the National Screen Service executive here, died at her home on Friday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

DEAN MARTIN and JERRY LEWIS
in WALLIS' Jumping Jacks
PARAMOUNT TIMES SQUARE
in person DON CORNELL IRUDY RICHARDS MICKEY DEEMS FOUR EVANS ELLIOT LAWRENCE and his Orchestra
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Coming Events

Aug. 12-15—COMPO meetings with studio heads, in Hollywood.

Aug. 13—Cinema Stamp Club meeting, Hotel Astor, New York.

Aug. 22-29—Independent Theatre Owners of Ohio-sponsored industry exposition, Ohio State Fair, Columbus.

Aug. 29-Sept. 5—Indiana Allied-sponsored industry exposition, Indiana State Fair, Indianapolis.

Sept. 5—Allied Theatre Owners of Iowa-Nebraska luncheon-meeting for local newspaper executives, Des Moines.

Sept. 14-18—Theatre Owners of America convention and trade show, Shoreham Hotel, Washington, D. C.

RKO Theatres Gets Two Former Houses

WASHINGTON, Aug. 11.—The Department of Justice has agreed to permit RKO Theatres to reacquire temporarily two divested theatres in Cincinnati.

The theatres—the Capitol and the Shubert—were sold under the RKO consent decree some time ago. However, the two principal purchasers have died and their estates have notified RKO Theatres that they cannot carry out the purchase contract nor pay rent, according to Justice officials. As a result, RKO Theatres is under "tremendous contingent liabilities," according to Justice, and so the government has agreed to let RKO take back the two theatres subject to a requirement that they must be divested again within six months.

The Justice Department also revealed it had notified RKO Theatres that the government has no objection to the company's selling its stock in a third Cincinnati theatre, the Times. The company has held an interest in the theatre with another firm, Gift, Inc., and had agreed to sell its interest providing the government agreed.

Services Today for Walter T. Freeman

BOSTON, Aug. 11.—Funeral services for Walter T. Freeman, 54, stage manager at the RKO Boston Theatre for the past five years and for 35 years associated with theatres, will be held with a Solemn High Mass of Requiem at St. Ann's Church in Manchester, New Hampshire, tomorrow.

Freeman, who died Friday, is survived by three brothers and two sisters, all of Manchester.

Cleve. Houses Hike Price

CLEVELAND, Aug. 11.—Theatres located on the west side are trying out a policy of a 5 cent advance in price for children and juniors. New scale is 15 cents for children and 35 cents for juniors. Adult admission is held to 50 cents. Theatres experimenting with the boost are the Fairview, Riverside, Beachcliffe, Hilliard Square, Homestead and Granada.

File Baltimore Suit

(*Continued from page* 1)

Warner Brothers Pictures Distributing Corp., Paramount Film Distributing Co., Universal and United Artists. Three other Warner Companies are named also—Warner Brothers Theatres, WB Pictures, and WB Circuit Management Corp.

The suit charges that from 1943 to 1948 the distributor defendants conspired with each other and affiliated exhibitors in favor of affiliated theatres, and that the effect of the conspiracy was to exclude from first-run competition in Baltimore any of the pictures distributed by the defendants. The best first-run Loew's films, the complaint said, went to the Century and the Valencia theatres, both owned 50 per cent by Loew's and 50 per cent by United Artists Theatre Circuit. The best Warner films went to the Stanley, a Warner theatre, the complaint charged. For a period of time half of the best Paramount films went to the Stanley and half of the best Universal films to the Century and Valencia, the complaint charged.

The complaint said that from 1947 to 1951 the Town and the Hippodrome were forced to exhibit inferior films, while "by far the larger number of leading box-office attractions each year were made available to theatres operated by Loew's and Warner Brothers. During this period, the complaint alleges, the Hippodrome's business was reduced about 57 per cent and it earned some $500,000 less than it would have earned if given a normal supply of product. Also during those years, the complaint continued, both theatres operated at a loss of more than $240,000.

The Hippodrome was forced to close for two months in the summer of 1950 and for three months in the summer of 1951, the complaint went on, due to lack of product. In April, 1952, the theatre was damaged by fire, and since there was not sufficient capital to pay for repairs it is still closed, the complaint alleged.

The complaint also declared that the Town Theatre was not permitted to compete with all first-run theatres for some of the distributors' films. It added, however, that the defendants will not disclose the terms of winning bids and that therefore, the Town does not know which, if any theatres are bidding against it. Unless it is given an opportunity to inspect the bids made by the Valencia, Century and the Stanley, the complaint says, the Town is "threatened with irreparable inury from continued secret discrimination."

Truman to Decide On Arnall Shortly

WASHINGTON, Aug. 11.—The resignation of Ellis Arnall as Price Administrator is reported to be on President Truman's desk, with a Presidential decision as to whether or not to accept it due later this week.

Arnall reportedly made his resignation effective Sept. 1, to give the President time to find a replacement. If his resignation is accepted, as is likely, he might take a brief vacation before returning to his duties as head of the Society of Independent Motion Picture Producers, according to friends here.

Albany in Tax Meet

ALBANY, N. Y., Aug. 11.—"Talk the the COMPO amusement tax repeal drive to every account you visit this week; get him to make a donation of not less than $10 or to sign a pledge card and transfer it to the account's favorite salesman," Leo Greenfield, distributor chairman, urged today at a meeting in the 20th Century-Fox projection room.

The salesmen and branch managers voted, after a discussion, to accept $10 in installments, but not to take less, from very small and part-time theatre operations. MGM was reported to have collected the most pledges to date.

Bogeaus to Reorganize

HOLLYWOOD, Aug. 11.—Benedict Bogeaus Pictures, Inc., today filed a voluntary petition in Federal Court here for reorganization under Chapter 11, Bankruptcy Act. Petition showed liabilities $221,117; assets $529,000.

City Theatre to Mathews

BERGHOLZ, O., Aug. 11.—The City Theatre, closed all summer, has been taken over by Jerry Mathews who also has the Port Theatre at Freeport, and is operating it on a full-time basis.

Estimate $4-Million Gross for 'Fear'

On the basis of first grosses reported on Joseph Kaufman's "Sudden Fear," RKO Radio officials here are estimating a gross of between four and five million dollars on the Joan Crawford starrer.

First four days at Loew's State, New York, including the weekend, saw the picture take in over $45,000, to give the theatre its best business in three years, it was said. Executives look for a gross of better than $66,000 for the first week. The picture is also doing top business in out-of-town engagements, they added. At the Palace, Cleveland, with a big weekend, it took in $12,400 in four days, and will do about $18,000 in its first week. The Apollo, Atlantic City, reports over $9,000 for the weekend, with the picture grossing 75 per cent of major "A" product in recent months. The Casino in Wildwood, N. J., reported a take of $6,000 from Thursday through Sunday, for the biggest gross in the history of the theatres, it was said.

Silver to Preside

(*Continued from page* 1)

Pennsylvania, all of West Virginia and Ohio, and Southwestern New York. The drive is described as the most ambitious business promotion planned by the circuit on anything but a national level.

Guest speakers will include Jerry Pickman, Paramount advertising-publicity vice-president; Sterling Silliphant, Eastern publicity manager for 20th Century-Fox, and Mike Simons, M-G-M industry relations executive. Harry Kalmine, Ben Wirth and Harry Goldberg will attend from the home office.

The drive will run from Sept. 1 to Nov. 29 and will feature $3,500 in prizes for managers and tieups, special promotions and giveaways to the public ranging all the way from automobiles to a house and lot with a car in a garage and furniture.

N. Y. Grosses

(*Continued from page* 1)

holiday record-breaking opening week.

At the Roxy, which also features a stage show, the third week of "Dreamboat" is expected to top the healthy grosses experienced in the first two weeks. Over the weekend, the film did a big $62,000, topping the weekend take of the initial stanza. For the third week, a robust $106,000 is estimated. "Dreamboat" will be held for another week, pushing back the opening day of "What Price Glory" to Aug. 22.

Another high grosser which will be held over is "Jumping Jacks" at the Paramount, which headlines Don Cornell on stage. For the third week, a brisk $95,000 is forecast.

At the Victoria, a fine $35,000 is due for the second round of "Affairs of State," while at the Mayfair a sturdy $39,000 is seen for 'High Noon.'

Also doing fine is "Story of Robin Hood" at the Criterion, where $21,000 is estimated for the seventh week. The final round of "Don't Bother to Knock" at the Globe is expected to hit a nice $14,500 for the fourth week. "Francis Goes to West Point" bows there on Friday.

"Carrie" at the Capitol is doing well, with $28,000 seen for the fourth stanza. The gross of "The Story of Will Rogers" at the Astor is expected to climb in the current fourth week, with a solid $17,000 estimated.

"King Kong," reissue, returned to the RKO Palace, giving that house the best business since May of 1949, with the exception of a two-a-day interlude. On the basis of a terrific $22,300 over the weekend, a big $37,000 for the initial and only week is forecast. "Son of Ali Baba" will have its premiere there Friday.

Rivoli Reopening

The Rivoli, shuttered at the advent of summer, will reopen Thursday with "Les Miserables."

Among off-Broadway houses, a fine $7,200 is indicated for the 19th week of "The Man in the White Suit" at the Sutton. Another hold-over doing good business is "Encore" at the Normandie, where $6,200 is seen for the 19th stanza.

"Ivory Hunter" will open Monday at the Trans-Lux 52nd Street, replacing "High Treason." For the week which ended Sunday, the 12th session, a fairly good $3,500 was registered by "High Treason." The seventh and final week of "Island Rescue" at the Park Avenue is expected to hit a nice $4,200. "Brandy for the Parson" will have its premiere there on Saturday.

'Paleface' to N. Y. Paramount

"Son of Paleface," musical Western comedy starring Bob Hope, Jane Russell and Roy Rogers and his horse, Trigger, has been booked by the Paramount Theatre here for early fall, it was jointly announced yesterday by the management of the theatre and Paramount Pictures. The picture also marks the debut of Rogers in a non-formula Western. It is his 89th film, and his first with color by Technicolor.

'Jacks' in $28,000 Week

BOSTON, August 11.—Paramount's "Jumping Jacks," starring Dean Martin and Jerry Lewis, ended its second week at the Metropolitan Theatre here with a gross of $28,000. First week's gross was $48,000.

It's a sta



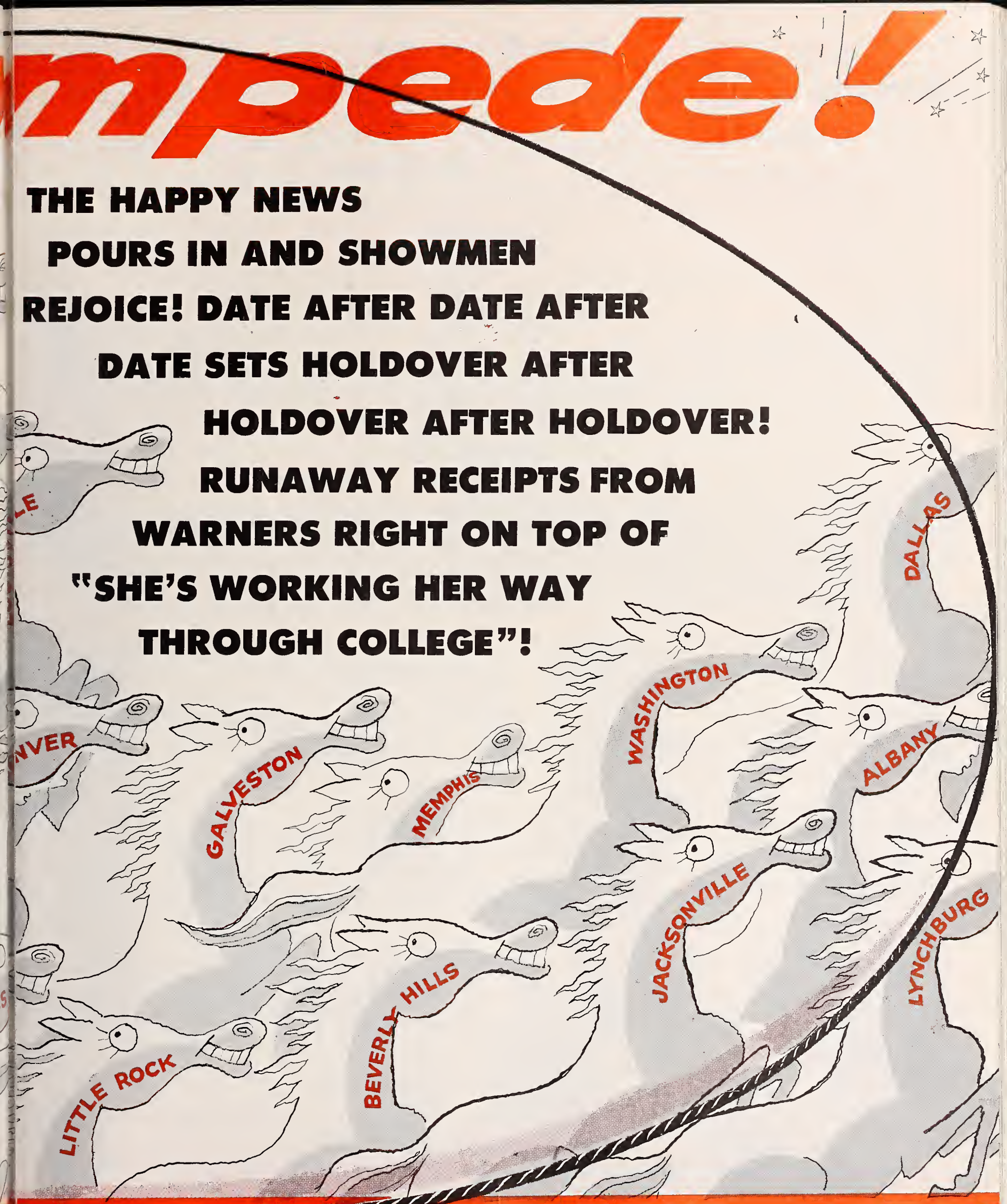
SEATTLE
MIAMI
WICHITA
FT. WORTH
INDIANAPOLIS
PEORIA
ST. LOUIS
EL PASO
WINSTON-SALEM
NEW YORK
SAN ANTONIO
PHILADELPHIA
LOS ANGELES

THE STORY OF WILL ROGERS

COLOR BY Technicolor

mpede!

THE HAPPY NEWS POURS IN AND SHOWMEN REJOICE! DATE AFTER DATE AFTER DATE SETS HOLDOVER AFTER HOLDOVER AFTER HOLDOVER! RUNAWAY RECEIPTS FROM WARNERS RIGHT ON TOP OF "SHE'S WORKING HER WAY THROUGH COLLEGE"!



ERING **WILL ROGERS, JR.** AND **JANE WYMAN**

WITH
CARL BENTON REID · EVE MILLER · JAMES GLEASON · SLIM PICKENS · NOAH BEERY, JR.
MARY WICKES · STEVE BRODIE · PINKY TOMLIN AND **EDDIE CANTOR** AS HIMSELF
SCREEN PLAY BY
FRANK DAVIS AND STANLEY ROBERTS BASED ON THE SATURDAY EVENING POST STORY, "UNCLE CLEM'S BOY" BY MRS. WILL ROGERS ORIGINAL MUSIC BY VICTOR YOUNG
PRODUCED BY ROBERT ARTHUR DIRECTED BY MICHAEL CURTIZ

Bregstein Sets 7 for Release

Seven features, including several of foreign origin, will be released nationally during 1952-1953 by Herbert Bregstein, West Coast film distributor, he disclosed.

Bregstein, who recently joined with Peter Horner to organize Union Film Distributors, which will handle the releases in New York, will shuttle between California and New York to supervise distribution.

Include Richardson Film

The pictures include a Ralph Richardson starrer, "Secret Flight," and "Affairs of A Model," Swedish production, now at the Rialto. The remaining five are Alexander Brothers productions: "Seven Ravens," a feature-length puppet film based on a Grimm fairy tale; "The Villain Still Pursued Her," starring Hugh Herbert, Anita Louise, Alan Mowbray and Buster Keaton; "Amazon Quest," starring Tom Neal; "Pimpernel Smith," the last production in which the late Leslie Howard starred, and "One of Our Aircraft Is Missing," a Powell-Presburger war film.

While the Bregstein distribution units will supervise the California and New York releases, the films also will be released in Boston by Ruff and Farber; in Detroit and Milwaukee by Albert Dezell; in Indianapolis and Cincinnati by Edward Salzberg, in Washington by Equity Films and in Dallas by Tower Pictures. Bregstein's California unit is Beverly Pictures Corp.

Rackmil, Blumberg

(*Continued from page* 1)

other business expenses for the duration of their contracts.

The SEC was apprised also of a new one-year employment agreement signed with David Lipton, national director of Universal advertising-publicity. Dated Jan. 1, 1952, Lipton's contract stipulates a salary of $900 per week, and specifies that in addition to his services under it the company "shall own and you hereby sell, assign, grant, transfer and set over to us all rights of every kind in and to all of the results and proceeds of your services hereunder."

Rackmil, under his agreement, is to act as the chief executive officer of Universal and have general supervision of the business and affairs of the company and its subsidiaries. Rackmil continues as president of Decca Records. It has not yet been indicated officially whether any change has been made in the salary he receives from that company.

Rackmil's Universal pact states that he shall not directly or indirectly be interested in or be connected or concerned with any competitive business or pursuit during the term of his employment, except that he may serve as officer or consultant to Decca and its subsidiaries or for "not more than one-third of his business time."

Rackmil also "may continue to hold any directorship, trusteeship or executorship which he now has but he shall not, without first obtaining the consent of the Universal board, assume any new obligations in any such capacity, except such additional directorships of subsidiaries and affiliates of Decca as shall be appropriate to his continuing relationship with that company."

Blumberg agreed that only until Dec. 31, 1955, would he not become an officer, director or employee of any person, firm or corporation engaged in any competitive business. The same limitation is put on his having financial interest in competitive enterprises, but all restrictions listed would automatically terminate in the event of the failure of the stockholders to continue Blumberg as a director or in the event of the failure of the board to continue him in office as its chairman. Blumberg may, however, acquire and own interests in the securities of any companies listed or traded on any public stock exchanges. Should Blumberg elect not to continue as a director or board chairman, however, he would not be relieved of the restrictions under the agreement.

Blumberg, who will headquarter in California, is entitled under the pact to offices on both coasts, and may use his discretion as to how, when and where he shall spend his time in behalf of the company. He also is entitled to warrants or options to purchase company securities comparable to those granted "the most favored officer."

Both Rackmil and Blumberg were granted 31-day vacations annually, and the vacation of either may be cumulative from year to year.

Provision for reduced salary payments is made for both executives in the event of prolonged illnesses. The services of both are described in the contracts as "special, unique, unusual, extraordinary and intellectual character, which give them peculiar value." Breach of contract by Rackmil would entitle Universal to injunctive and other equitable relief, and breach by Blumberg would have to be taken to arbitration in accordance with American Arbitration Association rules.

Until the stockholders' approval of his new contract is given, Blumberg's July 1, 1950, pact "shall continue in full force and effect."

Provision is made under the new agreements for salary payments to survivors of Rackmil and Blumberg in event of death. The latter's agreement stipulates that he "shall act in a consultative and advisory capacity to the directors and officers of Universal and its subsidiaries on a non-exclusive basis."

MPA-Legion

(*Continued from page* 1)

Reds which led to the picketing of individual pictures by Legion members in several sections of the country.

Wilson and O'Neill also were the two Legion officials who met with the MPAA executive committee in Washington last March 31 to discuss the Legion's charges against Hollywood. The meeting led to approximately 200 studio people being apprised by their employers of the Legion's suspicions regarding their personal records and activities, and their being given an opportunity to answer them. As a result, all but a relatively few are reported to have offered explanations adequate to clear them of suspicion of Communist membership or sympathies.

The Legion had accused Hollywood studios of failing to take a determined stand in eliminating suspected Communists from studio payrolls. The actual facts and the action taken in recent months to discredit the Legion's charges would appear to leave no basis for any justified report critical of the industry to the Legion convention, observers believe.

Last week, the 53rd National Encampment of the Veterans of Foreign Wars in Los Angeles adopted a resolution which warmly commended the industry for its fight against Communism.

'Holders Sue to Void Mayer Settlement

A second stockholder action was filed in U. S. District Court here yesterday to secure the negation of Loew's $2,750,000 settlement with Louis B. Mayer, upon his resignation as M-G-M production vice-president, for the residual rights in his contract with the company. Instituted by Daisy Dietsch, who owns 25 shares of Loew's stock, and Frank and Margaret McMullin, who own 150 shares, the new derivative action in behalf of Loew's names Mayer, Nicholas M. Schenck, president, and top directors of the company.

Like another action filed a few months ago by a holding corporation, the Dietsch-McMullin suit charges that the settlement was a violation of the Securities and Exchange Act of 1934.

Mayer Selected

(*Continued from page* 1)

bestowed upon individuals whose efforts and achievements constitute a milestone in the industry. Siegel, in his announcement, stated that the Screen Producers Guild was doubly fortunate in being able to honor Mayer for he has been the industry leader who more than any other person has been responsible for the establishment of the creative producer system as it exists today.

Mayer's selection, it was said, honors a pioneer whose background includes experience beginning in 1907 as an exchange man, a theatre operator, an independent producer, and his tenure for a quarter of a century as head of the M-G-M studios.

Jesse L. Lasky received the initial "Milestone Award" last year.

Connecticut Industry

(*Continued from page* 1)

president, and Al Pickus of the Stratford Theatre, Stratford, regional TOA vice-president. The general committee handling the tournament is composed of James Bracken, Warner circuit; James Darby, Paramount Theatre, New Haven; Ted Jacocks, Branford Theatre, and Harry F. Shaw of Loew's Poli-New England Theatres. The distribution committee consists of Ben Simon, 20th Century-Fox; Henry Germaine, Paramount, and John Pavone, Monogram. Other committee heads: Invitations, Herman M. Levy, TOA counsel; treasurer, Sam Weber, Rosen's Film Delivery, and publicity, Lou Brown, Loew's Poli-New England circuit.

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

Universal Pictures Board Chairman Nate J. Blumberg says:

"We have an exclusive contract with Pathé Labs for the processing of all our black and white pictures. They give us what we want, when we want it."



No processing job is too large for Pathé. None is too small. The *only* requirement is that *each* be of the highest quality. Perhaps *you* would like details on the benefits of an exclusive Pathé contract.

PATHÉ—PROCESSING · SOMETHING TO CROW ABOUT · TRADE MARK

Both New York and Hollywood Have *Complete* Pathé Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

FLASH! - Texas pre-release engagements sensational
...topping "Tomahawk" in most situations!

UNTAMED FRONTIER



Excitingly filmed in outdoor COLOR BY TECHNICOLOR

Starring

JOSEPH COTTEN



as **KIRK DENBOW**
Half of Texas in his grasp...its most dangerous woman in his arms!

SHELLEY WINTERS



as **JANE STEVENS**
She married one Denbow to save his life...loved another to save her own!

SCOTT BRADY



as **GLENN DENBOW**
Took anything that got in his way... with a bullet or a kiss!

and introducing

SUZAN BALL



as **"LOTTIE"**
Easy to meet... hard to forget... man-trouble all the way!

Universal International
1912 — 40th Anniversary Year — 1952

DIRECTED BY HUGO FREGONESE · SCREENPLAY BY GERALD DRAYSON ADAMS AND JOHN AND GWENN BAGNI · PRODUCED BY LEONARD GOLDSTEIN · A Universal-International Picture

Meet in D.C.

(*Continued from page* 1)

not be represented at the meeting since both Wilbur Snaper, president, and Abram F. Myers, general counsel, were scheduled to be in Chicago tomorrow for an Allied convention planning conference. Myers has his headquarters in the nation's capital.

On July 28, MOTION PICTURE DAILY reported that the belief was widespread in the industry here at that time that the defendants in the government's suit soon would attempt to persuade Congressmen and perhaps Secretary of Commerce Charles Sawyer, and other Federal officials, of the "injustice" of the action. TOA, while cited as a co-conspirator in the government's complaint, was not listed as a defendant. Whether any of the 12 defendats, including major producer-distributors, would be represented at the meeting tomorrow either in person or by proxy was not determinable yesterday.

The government's suit, filed July 22 in Los Angeles, is designed to force the sale of 16mm. films to TV and other outlets in competition to regular theatres.

The TOA delegates to the parley are expected to include Mitchell Wolfson, president; Gael Sullivan, executive director, and Herman M. Levy, general counsel. MMPTA is expected to be represented by S. H. Fabian and Emanuel Frisch.

SWG Strike Against ATFP Under Way

HOLLYWOOD, Aug. 11.—For the first time in its 16-year history, the Screen Writers Guild has gone on strike. Today the 6,000 members of the Guild struck the Alliance of Television Film Producers, a group that includes 13 of the largest TV film producers in Hollywood.

The strike was called after the breakdown of nine months of negotiations between the writers and the Alliance which refused to discuss the Guild's demands including: Minimum advance payments against a percentage of gross revenue to be paid after the producer has recouped his budgeted negative cost; leasing rather than an outright sale of material, with the leases being on a seven-year renewable basis; and reservation of the writer's rights, meaning that a writer working in television retains all but his television rights and that other rights must be acquired separately.

TOA Unit Asks

(*Continued from page* 1)

on television would kill theatre business.

Copies went to Attorney General McGranery, the anti-trust division, President Truman and Senate Small Business Committee chairman Sparkman.



Television--Radio

with Pinky Herman

CBS, in an exclusive arrangement with the Armed Services, will telecast important inter-service football games between the Army, Navy, Air Force and Marines. Coverage will take place starting Sept. 20 and will run right through the schedule ending Dec. 6, according to Sig Michelson, director of CBS-TV news and special events. . . . After a successful year on the ABC-TV channel George Foley's "Tales of Tomorrow," science-fiction series, will do a "repeat" performance. Unusual event will take place next Friday at 9:30 P.M. when "A Child Is Crying," co-starring Robin Morgan and Bert Lytell discuss the "possible attack on the Earth by another planet," a timely bit of fiction in view of the current "flying saucerumors." . . . Screen star John Carradine, when he guestalks on the Arthur Van Horn-Bill Berns ABCurrent events show, "Time Capsule," will decry and deplore the modern trend to change, revise and alter Shakespeare's classics. . . .

☆ ☆ ☆

That handsome new face seen substituting for the energetic emcee Randy Merriman on the "Big Payoff," NBContestant series, belongs to Ralph Paul who is the regular announcer on the "Strike It Rich" program. Incidentally, poor Bess Myerson had to model a mink coat on the program during that heat last week. (Beauty and the Beast-ly weather.) . . . Hal Cooper, scripter and producer of the WABD fantasy, "Magic Cottage," leaves for England on Sept. 1 where he'll produce George Bellak's new drama, "The Trouble Makers," scheduled for a Brighton tryout Sept. 8. . . . Gratified with the results of the "Texas Sandy" and "Junior Texas Ranger" series, Arthur W. Kelly TV Productions has signed scripter Frank P. Donovan's latest series of adventure films "The Cactus Kid," to be filmed on location in Arizona starting next month. . . . Lola Montez, associate producer of WOR-TV's "Broadway TV Theatre," is the granddaughter and namesake of the internationally famous dancer and actress of the 1880's (and just as beautiful). . . .



Ralph Paul

☆ ☆ ☆

We've just finished reading a most interesting booklet (53 pages) titled, "Handbook of Motion Picture Technique for Business Men," written by Charles Curran, prexy of Times Square Productions. The first line which we quote reveals the purpose of the author. "If you're thinking of making films, the purpose of this handbook is to take some of the mystery and hocus-pocus out of motion picture production so that the businessman will have a better understanding of what can and what cannot be done and how best to do it in this ever expanding field."

The author utilizes graphs, charts and illustrations to fine advantage, defining technical terms in language understandable by the layman. To this observer, everyone interested in film making, theatrical, non-theatrical, TV, commercial or industrial, should obtain a copy of this handbook.

☆ ☆ ☆

LOTSA DOTS. The Four Lads, who made their TV debut on a recent Perry Como program and who back up Johnny Ray's lachrymose wailings on platters, have been signed by Mitch (the Beard) Miller to wax several sides of their own. . . . Two comics, Alan Young and Red Buttons, have been CBSigned to telecast opposite Milton Berle's 8:00 to 9:00 slot Tuesdays starting at the end of September 1, with Alan seen during the 8:00 to 8:30 period and Red the second half hour. Alternating with "Amos 'N' Andy" starting Thursday September 25 will be a new dramatic series on film produced by Robert Florey. CBS-TV has also signed Eddie Albert's "Leave It To Dad" and Jane Froman to star in a new TVehicle, "USO Center." . . . Freddie Robbins' Allnite WOR-TV series, produced and directed by Hank Leeds, is catching on and several sponsors are ready to feather the 'Robbins' nest.' . . . Charlie Mann has been doing a whale of a job as script editor at DuMont. . . . Maestro Paul Taubman has composed a beautiful composition titled, "You Are So Lovely," which producer Walt Framer may adopt as the musical theme for "The Big Payoff." . . . *sotto voce* to Glenn Rowell: contact Bill Grey at the Lambs Club. He's got a fine idea for a TV series and Ray Nelson and yours truly suggested that you're his man. . . .

Showmen Figure in TV Applications

WASHINGTON, Aug. 11. — Three Denver television station applications involving industry interests have been set for hearings on Oct. 1, the Federal Communications Commission has announced.

They are the Denver Television Co., Aladdin Radio and Television Co. and Metropolitan Television Co. Denver Television Co. is controlled by Harris and John Wolfberg, Denver exhibitors. Aladdin is controlled by Frank H. Ricketson, Jr., president of Fox Intermountain Theatres, and Harry Huffman, retired city manager of Fox Intermountain. Bob Hope is the principal stockholder in Metropolitan.

The FCC also set for hearing on the same date television applications in Portland, Ore., Canton, O. and Waterbury, Conn.

Kallet May Bid for Buffalo TV Station

BUFFALO, Aug. 11.—Myron J. Kallet of Oneida, N. Y., president of Kallet Theatres, Inc., a circuit of about 40 theatres, and head of Copper City Broadcasting Corp., which owns and operates station WKTV on channel No. 13 in Utica, heads a group "investigating" the possibility of competing for one of the additional television channels assigned to Buffalo.

In addition to Kallet, the group includes W. T. McNeilly of Oneida, associated with Kallet. McNeilly declares that the group is "strongly considering" Buffalo as "a likely location" for which to apply for a TV channel. He said the group is conducting engineering and other surveys for the station. Three other cities also are being considered, he said.

68 Features Sold to Television by PSI

Sale of a package of 68 features to seven new TV markets by PSI-TV, Inc., producers and distributors of television film programming, was revealed by Andrew Jaeger, vice-president. Total new business from these markets is in excess of $150,000, he said.

Jaeger left here yesterday for a sales swing through the Mid West where he will visit all TV stations in the area.

PSI Appoints Kingsley

Robert J. Kingsley, formerly chief of production for the Associated Press "Spotnews" television newsreel, has been appointed production supervisor for PSI-TV it was announced by Paul White, president. Kingsley also will serve as director of the company's new film center here.

McCall Doing TV Script

HOLLYWOOD, Aug. 11.—Mary McCall, Hollywood screen writer and president of the Screen Writers Guild, was signed by Screen Gems, Columbia subsidiary, to write the script on "Life, Liberty and Orin Dooley," for the Ford Theatre series for TV.

Set Regular Canadian TV

OTTAWA, Aug. 11.—First regular Canadian Telecast will start in Montreal on Sept. 1 and in Toronto on Sept. 8, the Canadian Broadcasting Corp. announces.

BULLETIN NO. 3

CALL MATTY POLON OF RKO ••• COLLECT •••

AT JUDSON 6-1900 AND CHECK FOR YOURSELF

THOSE BEAUTIFUL HAYWORTH GROSSES IN L.A.

AND NEW ORLEANS!!! N.Y., CHICAGO, 'FRISCO,

MILWAUKEE, ALL HOLDING OVER ••• NATCH!



Rita's Back!

and so is Business!

RITA HAYWORTH
GLENN FORD

Those "Gilda" Stars Again *in*

Affair in Trinidad

with ALEXANDER SCOURBY • VALERIE BETTIS • TORIN THATCHER • Screen Play by Oscar Saul and James Gunn • Produced and Directed by Vincent Sherman • A Beckworth Corporation Production • A Columbia Picture

COLUMBIA PICTURES

from Columbia!

Check List

of recent or forthcoming releases featured in advertising in *MOTION PICTURE DAILY* *

(alphabetically by title)

Title	Distributor
AFFAIR IN TRINIDAD (2 Pages)	Columbia
BIG JIM McLAIN (3 Pages)	Warner
BLACKHAWK	Columbia
CARIBBEAN	Paramount
CARRIE (2 Pages)	Paramount
DON'T BOTHER TO KNOCK (4 Pages)	20th-Fox
FOOTBALL THRILLS	MGM
GREATEST SHOW ON EARTH (6 Pages)	Paramount
HAS ANYBODY SEEN MY GAL? (3 Pages)	Universal
HIGH NOON (2 Pages)	United Artists
ISLAND OF DESIRE	United Artists
IVANHOE (9 Pages)	MGM
JUMPING JACKS (2 Pages)	Paramount
LURE OF THE WILDERNESS (2 Pages)	20th-Fox
ONE MINUTE TO ZERO (2 Pages)	RKO
PARK ROW (2 Pages)	United Artists
ROBIN HOOD (2 Pages)	RKO
SHE'S WORKING HER WAY THROUGH COLLEGE	Warner
SON OF PALEFACE	Paramount
SUDDEN FEAR	RKO
THE BIG SKY	RKO
THE QUIET MAN (9 Pages)	Republic
THE WORLD IN HIS ARMS (6 Pages)	Universal
WASHINGTON STORY (2 Pages)	MGM
WAY OF A GAUCHO	20th-Fox
WE'RE NOT MARRIED	20th-Fox
WHERE'S CHARLEY (6 Pages)	Warner
WOMAN OF THE NORTH COUNTRY (2 Pages)	Republic

* Pictures featured in *M. P. Daily* advertised during past 6 weeks

The Vital Spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold".*

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it *soon enough;* (2) Make it effectively proclaim the *box-office values* of the picture; (3) Publish a *sufficient continuity* of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!

Mr. Exhibitor:

IF YOU are performing copyrighted music in your theatre by means of recordings, you will want to obtain the license necessary for your protection. ASCAP music on the films exhibited in theatres is cleared through the motion picture producer or distributor. This, of course, does not give you the right to perform ASCAP music by any other means.

An ASCAP license gives you the right to perform the finest music available for the entertainment of your patrons—the works of over 2,500 composers and authors and 350 publishing firms—in a single package.

ASCAP is making its license for non-film uses available to the theatre industry, both for four-wall theatres and drive-ins, at a very low fee.

An ASCAP representative will visit you in the near future to give you complete information concerning an ASCAP license and the rate for your theatre.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.

"DREAMBOAT

IS THE INDUSTRY'S

DREAM GROSSER!

2nd Week, Roxy, N.Y. Tops Sensational First Week! 3rd Week Outgrossing Second Week! 4th Week Coming Up!

THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 30 NEW YORK, U. S. A., TUESDAY, AUGUST 12, 1952 TEN CENTS

Rains Swell Coffers of NY 1st-Runs

'Ivanhoe,' 'Jacks,' 'Fear,' 'Dreamboat' Lead Parade

Rains over the weekend swelled box-office grosses of New York first-run theatres, sending the summer business spiral climbing to sturdy heights.

Exceptionally good product along Broadway was also credited for the lively upswing, which saw thousands of New Yorkers, confined by the weather to the city, flock to theatres.

Outstanding business was done by such films as "Ivanhoe," "Dreamboat," "Sudden Fear," and "Jumping Jacks."

A smash opening week of $66,000 was forecast for "Sudden Fear" at Loew's State. At Radio City Music Hall, a terrific $175,000 was seen for the second week of "Ivanhoe," aided by the Hall's regular stage show. The Hall's second week forecast about equals the business done in the non-

(*Continued on page 3*)

NEWS FLASHES

Commenting on the quality of summer TV fare, the current issue of Newsweek comments: "So far the season has not seen one filmed 'sleeper,' not one new show that can keep people out of the movie houses." The magazine also reports that the TV industry estimates that 50 to 75 per cent of all TV shows will eventually be on film, perhaps by next spring.

•

SAN FRANCISCO, Aug. 11.--Edward D. Keil, attorney for Fox West Coast Theatres, has disclosed plans for the circuit to build a $4,000,000 theatre on the site adjoining Loew's Warfield here, which is now occupied by the 325-seat Fox-operated Cinema Theatre.

'U' Reveals Provisions of Rackmil, Blumberg Pacts

Milton R. Rackmil's contract as president of Universal is for seven years beginning last July 15 at a salary of $1,538.50 per week, the company has informed the Securities & Exchange Commission. The amended employment agreement of Nate J. Blumberg, who recently resigned as president to become board chairman, covers a period of eight-and-a-half-years at compensation of $1,500 per week from last July 15 to Dec. 31, 1955, and $1,000 per week from Jan. 1, 1956, to Dec. 31, 1960, when the contract will expire, the SEC also was informed.

Blumberg's agreement, which amends a long-term contract dated July 1, 1950, specifies that it is subject to approval by the stockholders of Universal not later than the next annual meeting, which is scheduled for March 11, 1953.

Both Rackmil and Blumberg are given virtual *carte blanche* with respect to traveling, entertainment and

(*Continued on page 6*)

Mayer Selected for Annual Guild Award

HOLLYWOOD, Aug. 11.—Louis B. Mayer will be honored as the recipient of the annual Screen Producers Guild "Milestone Award" for his "historic contributions to the American motion picture," it was made known tonight by Sol. C. Siegel, president of the Guild, at a quarterly membership meeting. The presentation will be made at the Guild's yearly dinner on Oct. 22 at the Statler Hotel in Los Angeles.



Louis B. Mayer

The award, established last year, is

(*Continued on page 6*)

Silver to Preside At Pittsburgh Meet

PITTSBURGH, Aug. 11.—Warner Theatres' home office and zone executives will assemble at the Roosevelt Hotel here tomorrow with managers and representatives of 96 of the circuit's houses for Warner's Pittsburgh and Cleveland zone 1952 "Atomic Showmanship Drive" meeting. Zone head M. A. Silver will preside and Jack Hahn and Phil Katz of the Pittsburgh office will officiate at various of the many activities scheduled. Territory covered includes Western

(*Continued on page 3*)

Connecticut Industry Will Golf Today

HARTFORD, August 11.—The annual gold tournament of the Motion Picture Theatre Owners of Connecticut will be held tomorrow at the Racebrook Country Club at Orange, with an attendance of upwards of 150 expected.

Co-chairmen are George H. Wilkinson, Jr. of the Wilkinson Theatre, Wallingford, MPTO of Connecticut

(*Continued on page 6*)

MPA, Legion Meet on Film 'Red' Report

Eric Johnston, Motion Picture Association of America president, and company officials met with American Legion officers at the Astor Hotel here yesterday to exchange views concerning the Hollywood "Red" situation in anticipation of a report on the subject to the American Legion national convention here beginning Aug. 25.

Representing the Legion at the meeting were National Commander Donald R. Wilson and the Legion's director of publications, James F. O'Neill, editor of the *American Legion Weekly* which last winter published attacks on alleged Hollywood

(*Continued on page 6*)

File $2,700,000 Baltimore Suit

BALTIMORE, Aug. 11.—The Hippodrome and the Town theatres here have filed an anti-trust suit against five distributors, asking trebled damages of $2,700,000 and charging that for many years the defendants conspired to shut off first-run competition in Baltimore.

The suit also asks for an injunction against the distributor defendants to force them to disclose to the plaintiffs the terms upon which a first-run picture was awarded, when the plaintiff's bid for the picture had been rejected.

Named in the complaint are Loew's,

(*Continued on page 3*)

Exhibitors to Meet in D.C. On Gov't Suit

TOA, MMPTA, Federal Aides to Talk Tomorrow

Leaders of at least two major exhibitor associations will meet in Washington tomorrow with government officials in what was described as an attempt to win sympathy for the industry's fight against the Department of Justice's 16mm. anti-trust suit.

Organizations named here yesterday as scheduled to send representatives to the parley are the Theatre Owners of America and the Metropolitan Motion Picture Theatres Association. There was said to be a possibility that the Independent Theatre Owners Association of New York also would be represented, but confirmation of this could not be secured at a late hour yesterday.

It was regarded as certain, however, that Allied States Association would

(*Continued on page 8*)

TOA Unit Asks U.S. To Abandon Suit

WASHINGTON, Aug. 11. — The MPTO of the District of Columbia has asked the Department of Justice to "abandon" its 16mm. anti-trust suit against producers and distributors. The organization is affiliated with the Theatre Owners of America.

A resolution unanimously adopted by the organization said that if the suit should succeed, it "would inevitably spell the death knell of motion picture theatres." It emphasized the "billions of dollars" investment of exhibitors and declared that since "you cannot sell to people that which they can get free," the release of the films

(*Continued on page 8*)

Arbitration, US Suit On NJ Allied Agenda

The board and membership of Allied of New Jersey will meet in New York today for a discussion of arbitration development to date and the government's anti-trust suit to force the sale of 16mm. films to TV and other outlets in competition to regular theatres, Wilbur Snaper, president, disclosed yesterday. Snaper also is president of national Allied.

Personal Mention

GEORGE A. SMITH, Paramount's Western division manager, left here over the weekend for Portland and Seattle.

•

MEYER HUTNER, press contact here for 20th Century-Fox, announces the birth of a son, WILLIAM BOGART, to MRS. HUTNER at Madison Avenue Hospital yesterday.

•

JOSEPH GRANT, owner of the Northwood Theatre, Baltimore, recently returned home from Union Memorial Hospital there, is now a patient at Johns Hopkins Hospital.

•

ADOLF R. SCHWARTZ, Westrex Corp.'s equipment manager, has been transferred to Australia to assume duties as managing director of Westrex Australia, Pty, Ltd.

•

JAMES V. FREW, Universal Southern district manager, and MRS. FREW have returned to Atlanta from a vacation in Jamaica, B.W.I.

•

BILLY WILDER, Paramount producer-director, will arrive in New York today from Europe aboard the *S.S. Liberte.*

•

HAROLD WIRTHWEIN, Monogram-Allied Artists Western sales manager, yesterday arrived in Hollywood from Kansas City.

•

HY CHAPMAN, Columbia branch manager in Minneapolis, is convalescing at University Hospital there following an operation.

•

LEON J. BAMBERGER, RKO Radio's sales promotion chief, has returned to his desk here following a vacation in Minnesota.

•

ISIDORE LINDENBAUM, president and executive producer of Filmcraft Productions, has returned to Hollywood from New York.

•

ARTHUR KROLICK, United Paramount Theatres general manager in Buffalo and Rochester, is on vacation at Cape Cod, Mass.

•

NORMAN TURGEON, concessions manager at the Pike Drive-In, Newington, Conn., has left for Army service.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, Inc., is on vacation at Murray Bay, Quebec.

•

DON HARTMAN, Paramount production head, has returned to the studio following a two-week vacation.

•

CHESTER ERSKINE, RKO Radio director, has returned here from a four-month tour of Europe.

Another House Reopens

MINNEAPOLIS, Aug. 11.—The World Theatre, first-run Loop house in St. Paul, was reopened, completely redecorated, under the new management of Ted Mann and George Granstrom.

MPAA to Seek Return of Brazilian Import Rights

The Motion Picture Association of America indicated here yesterday that it was making plans to win reinstatement of motion pictures on Brazil's list of "essential" imports. Joaquin Rickard, MPAA representative in Latin America, arrived here at the weekend from Rio de Janeiro for conferences with John G. McCarthy, MPAA international division chief.

Press dispatches from Rio de Janeiro disclosed that Brazil has dropped motion pictures from the list of "essential" imports for which import licenses will be granted. United States newsreels ceased coming in here seven months ago, and this new move, if unchanged, will mean the complete disappearance of United States films from Brazilian screens.

The dispatches stated further that United States motion-pieture officials here are more worried about the stoppage than about the lack of newsreels, on which they did not expect to make much profit anyway, but from the general point of view of the United States the absence of newsreels is really more important.

The reason for the stoppage of import licenses was not given by the government, but it is believed to be part of its constantly intensified protectionist policy. A United States motion-picture executive said today it was not calculated to conserve Brazil's scanty supply of dollars because movie companies have never pressed for liquidation of their balances here when dollars were unavailable.

There is reason to believe it is the beginning of an effort to force them to have their prints made here to give work to Brazilian laboratories, but that has been tried in the past and dropped because the work of the local laboratories was unsatisfactory.

Import licenses already issued will cover the normal importation of films for the next couple of months, but unless some new agreement is reached before that the entry of United States pietures will halt.

Praise Murphy for Texas Legion Talk

DALLAS, Aug. 11.—George Murphy was credited with engendering a "greater affinity between the American Legion and the (motion picture) industry" by his message to the Legion's state convention here in which he denounced Communism.

Praise for Murphy's address at the weekend came from William C. McCraw, executive director of Variety International, chairman of the Texas Council of Motion Picture Organizations' speakers bureau and past department commander of the Legion. McCraw's commendation was seconded by G. Ward Moody who commented, "we are deeply indebted to Mr. Murphy for expressing his views against Communism . . . they parallel the attitude taken by the Legion."

Other favorable comments came from Robert J. O'Donnell and Col. H. A. Cole, co-chairmen of Texas COMPO.

Equipment Makers May Set Allotments

WASHINGTON, Aug. 11.—The National Production Authority has acted to permit manufacturers of theatre and film equipment and other "B" products to calculate their own allotments and write priorities for them without applying to the government.

The change will take place beginning with the first quarter of 1953. Any manufacturer who got a third quarter allotment of steel, copper and aluminum from the NPA may automatically allot himself, starting with the first three months of next year, up to 100 per cent of his third quarter allotment of copper and aluminum, providing this does not exceed 40,000 pounds of copper and 60,000 pounds of aluminum, and up to 60 per cent of the third quarter steel allotment, providing this does not exceed 500 tons of carbon steel, 90 tons of alloy steel and 10,000 pounds of nickel-bearing stainless steel.

Firms without third quarter allotments may self-authorize purchase orders up to 25 tons of carbon steel, one ton of alloy steel, 500 pounds of nickel-bearing stainless, 10,000 pounds of copper and 20,000 pounds of aluminum. Other firms must apply to the NPA for allotments.

Meinhardt and Perse To Aid Joint Appeal

Ira Meinhardt, of Film Carriers, has accepted the chairmanship of the film delivery division of the industry's drive on behalf of the Joint Defense Appeal, and Benjamin Perse, of Capitol Motion Picture Supply Corp., will serve in a similar capacity in the equipment supply division, it was announced by Leon Goldberg, of Universal Pictures, and Edward L. Fabian, of Fabian Theatres Corp., eochairmen of the industry-wide JDA campaign.

4 Stage Attractions Set for Reade Houses

Booking of the new Slavenska-Franklin Ballet Co. for its New Jersey and New York theatres in October was announced by Walter Reade Theatres, giving the eircuit a lineup of for stage attractions for its motion picture theatres this fall and early winter.

The circuit will lead off with the Theatre Guild's production of "Oklahoma" in early September, follow it in late September with "Mr. Roberts," the ballet in October, and the Trapp Family Singers in December.

St. Paul Cooperative Is Successful

Minneapolis, Aug. 11.—Box-office receipts at five independently owned neighborhood houses in St. Paul skyrocketed when a new program policy was tried out for the first time and was so successful that it will continue on a permanent basis.

The five subsequents combined their resources and launched a program offering to the public a first-run double feature show, and used cooperative newspaper advertising to announce the policy, the features and the names of the theatres participating. The five are: Astor, Dale, Hollywood, Mounds and Royal.

Yorke to Preside at Little League Meet

Motion picture, radio and television executives and trade press representatives, along with sports writers, and others, will attend a luncheon-meeting at Toots Shor's here on Friday to launch plans for the fortheoming annual Little League baseball world series to be played at Williamsport, Pa.

Emerson Yorke, official league film, radio and TV co-ordinator, will preside at the luncheon.

Weinberg Titles 3

Herman G. Weinberg has eompleted the English titles for three new films, from Sweden, France and Italy, for release in the U.S. this autumn. They are: "One Summer of Happiness," a Times Film Corp., release, from Sweden, a prize-winner at the recent Cannes Film Festival; "The French Way," a Manor Films release, from Franee, starring Josephine Baker, and "Rome, 11 O'Clock," an AFE release from Italy.

Mrs. Robert Langer Dies

ATLANTA, Aug. 11.—Mrs. Robert (Jerry) Langer, wife of the National Screen Service exeeutive here, died at her home on Friday.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

DEAN MARTIN and JERRY LEWIS
HAL WALLIS' Jumping Jacks
in person DON CORNELL
TRUDY RICHARDS MICKEY DELEMS FOUR EVANS
ELLIOT LAWRENCE and his Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President: Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address. "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Coming Events

Aug. 12-15 — COMPO meetings with studio heads, in Hollywood.

Aug. 13—Cinema Stamp Club meeting, Hotel Astor, New York.

Aug. 22-29—Independent Theatre Owners of Ohio-sponsored industry exposition, Ohio State Fair, Columbus.

Aug. 29-Sept. 5—Indiana Allied-sponsored industry exposition, Indiana State Fair, Indianapolis.

Sept. 5—Allied Theatre Owners of Iowa-Nebraska luncheon-meeting for local newspaper executives, Des Moines.

Sept. 14-18—Theatre Owners of America convention and trade show, Shoreham Hotel, Washington, D. C.

RKO Theatres Gets Two Former Houses

WASHINGTON, Aug. 11.—The Department of Justice has agreed to permit RKO Theatres to reacquire temporarily two divested theatres in Cincinnati.

The theatres—the Capitol and the Shubert—were sold under the RKO consent decree some time ago. However, the two principal purchasers have died and their estates have notified RKO Theatres that they cannot carry out the purchase contract nor pay rent, according to Justice officials. As a result, RKO Theatres is under "tremendous contingent liabilities," according to Justice, and so the government has agreed to let RKO take back the two theatres subject to a requirement that they must be divested again within six months.

The Justice Department also revealed it had notified RKO Theatres that the government has no objection to the company's selling its stock in a third Cincinnati theatre, the Times. The company has held an interest in the theatre with another firm, Gift, Inc., and had agreed to sell its interest providing the government agreed.

Services Today for Walter T. Freeman

BOSTON, Aug. 11.—Funeral services for Walter T. Freeman, 54, stage manager at the RKO Boston Theatre for the past five years and for 35 years associated with theatres, will be held with a Solemn High Mass of Requiem at St. Ann's Church in Manchester, New Hampshire, tomorrow.

Freeman, who died Friday, is survived by three brothers and two sisters, all of Manchester.

Cleve. Houses Hike Price

CLEVELAND, Aug. 11.—Theatres located on the west side are trying out a policy of a 5 cent advance in price for children and juniors. New scale is 15 cents for children and 35 cents for juniors. Adult admission is held to 50 cents. Theatres experimenting with the boost are the Fairview, Riverside, Beachcliffe, Hilliard Square, Homestead and Granada.

File Baltimore Suit

(*Continued from page* 1)

Warner Brothers Pictures Distributing Corp., Paramount Film Distributing Co., Universal and United Artists. Three other Warner Companies are named also—Warner Brothers Theatres, WB Pictures, and WB Circuit Management Corp.

The suit charges that from 1943 to 1948 the distributor defendants conspired with each other and affiliated exhibitors in favor of affiliated theatres, and that the effect of the conspiracy was to exclude from first-run competition in Baltimore any of the pictures distributed by the defendants. The best first-run Loew's films, the complaint said, went to the Century and the Valencia theatres, both owned 50 per cent by Loew's and 50 per cent by United Artists Theatre Circuit. The best Warner films went to the Stanley, a Warner theatre, the complaint charged. For a period of time half of the best Paramount films went to the Stanley and half of the best Universal films to the Century and Valencia, the complaint charged.

The complaint said that from 1947 to 1951 the Town and the Hippodrome were forced to exhibit inferior films, while "by far the larger number of leading box-office attractions each year were made available to theatres operated by Loew's and Warner Brothers. During this period, the complaint alleges, the Hippodrome's business was reduced about 57 per cent and it earned some $500,000 less than it would have earned if given a normal supply of product. Also during those years, the complaint continued, both theatres operated at a loss of more than $240,000.

The Hippodrome was forced to close for two months in the summer of 1950 and for three months in the summer of 1951, the complaint went on, due to lack of product. In April, 1952, the theatre was damaged by fire, and since there was not sufficient capital to pay for repairs it is still closed, the complaint alleged.

The complaint also declared that the Town Theatre was not permitted to compete with all first-run theatres for some of the distributors' films. It added, however, that the defendants will not disclose the terms of winning bids and that therefore, the Town does not know which, if any theatres are bidding against it. Unless it is given an opportunity to inspect the bids made by the Valencia, Century and the Stanley, the complaint says, the Town is "threatened with irreparable inury from continued secret discrimination."

Truman to Decide On Arnall Shortly

WASHINGTON, Aug. 11.—The resignation of Ellis Arnall as Price Administrator is reported to be on President Truman's desk, with a Presidential decision as to whether or not to accept it due later this week.

Arnall reportedly made his resignation effective Sept. 1, to give the President time to find a replacement. If his resignation is accepted, as is likely, he might take a brief vacation before returning to his duties as head of the Society of Independent Motion Picture Producers, according to friends here.

Albany in Tax Meet

ALBANY, N. Y., Aug. 11.—"Talk the the COMPO amusement tax repeal drive to every account you visit this week; get him to make a donation of not less than $10 or to sign a pledge card and transfer it to the account's favorite salesman," Leo Greenfield, distributor chairman, urged today at a meeting in the 20th Century-Fox projection room.

The salesmen and branch managers voted, after a discussion, to accept $10 in installments, but not to take less, from very small and part-time theatre operations. MGM was reported to have collected the most pledges to date.

Bogeaus to Reorganize

HOLLYWOOD, Aug. 11.—Benedict Bogeaus Pictures, Inc., today filed a voluntary petition in Federal Court here for reorganization under Chapter 11, Bankruptcy Act. Petition showed liabilities $221,117; assets $529,000.

City Theatre to Mathews

BERGHOLZ, O., Aug. 11.—The City Theatre, closed all summer, has been taken over by Jerry Mathews who also has the Port Theatre at Freeport, and is operating it on a full-time basis.

Estimate $4-Million Gross for 'Fear'

On the basis of first grosses reported on Joseph Kaufman's "Sudden Fear," RKO Radio officials here are estimating a gross of between four and five million dollars on the Joan Crawford starrer.

First four days at Loew's State, New York, including the weekend, saw the picture take in over $45,000, to give the theatre its best business in three years, it was said. Executives look for a gross of better than $66,000 for the first week. The picture is also doing top business in out-of-town engagements, they added. At the Palace, Cleveland, with a big weekend, it took in $12,400 in four days, and will do about $18,000 in its first week. The Apollo, Atlantic City, reports over $9,000 for the weekend, with the picture grossing 75 per cent of major "A" product in recent months. The Casino in Wildwood, N. J., reported a take of $6,000 from Thursday through Sunday, for the biggest gross in the history of the theatres, it was said.

Silver to Preside

(*Continued from page* 1)

Pennsylvania, all of West Virginia and Ohio, and Southwestern New York. The drive is described as the most ambitious business promotion planned by the circuit on anything but a national level.

Guest speakers will include Jerry Pickman, Paramount advertising-publicity vice-president; Sterling Silliphant, Eastern publicity manager for 20th Century-Fox, and Mike Simons, M-G-M industry relations executive. Harry Kalmine, Ben Wirth and Harry Goldberg will attend from the home office.

The drive will run from Sept. 1 to Nov. 29 and will feature $3,500 in prizes for managers and tieups, special promotions and giveaways to the public ranging all the way from automobiles to a house and lot with a car in a garage and furniture.

N. Y. Grosses

(*Continued from page* 1)

holiday record-breaking opening week.

At the Roxy, which also features a stage show, the third week of "Dreamboat" is expected to top the healthy grosses experienced in the first two weeks. Over the weekend, the film did a big $62,000, topping the weekend take of the initial stanza. For the third week, a robust $106,000 is estimated. "Dreamboat" will be held for another week, pushing back the opening day of "What Price Glory" to Aug. 22.

Another high grosser which will be held over is "Jumping Jacks" at the Paramount, which headlines Don Cornell on stage. For the third week, a brisk $95,000 is forecast.

At the Victoria, a fine $35,000 is due for the second round of "Affairs of State," while at the Mayfair a sturdy $39,000 is seen for 'High Noon.'

Also doing fine is "Story of Robin Hood" at the Criterion, where $21,000 is estimated for the seventh week. The final round of "Don't Bother to Knock" at the Globe is expected to hit a nice $14,500 for the fourth week. "Francis Goes to West Point" bows there on Friday.

"Carrie" at the Capitol is doing well, with $28,000 seen for the fourth stanza. The gross of "The Story of Will Rogers" at the Astor is expected to climb in the current fourth week, with a solid $17,000 estimated.

"King Kong," reissue, returned to the RKO Palace, giving that house the best business since May of 1949, with the exception of a two-a-day interlude. On the basis of a terrific $22,300 over the weekend, a big $37,000 for the initial and only week is forecast. "Son of Ali Baba" will have its premiere there Friday.

Rivoli Reopening

The Rivoli, shuttered at the advent of summer, will reopen Thursday with "Les Miserables."

Among off-Broadway houses, a fine $7,200 is indicated for the 19th week of "The Man in the White Suit" at the Sutton. Another hold-over doing good business is "Encore" at the Normandie, where $6,200 is seen for the 19th stanza.

"Ivory Hunter" will open Monday at the Trans-Lux 52nd Street, replacing "High Treason." For the week which ended Sunday, the 12th session, a fairly good $3,500 was registered by "High Treason." The seventh and final week of "Island Rescue" at the Park Avenue is expected to hit a nice $4,200. "Brandy for the Parson" will have its premiere there on Saturday.

'Paleface' to N. Y. Paramount

"Son of Paleface," musical Western comedy starring Bob Hope, Jane Russell and Roy Rogers and his horse, Trigger, has been booked by the Paramount Theatre here for early fall, it was jointly announced yesterday by the management of the theatre and Paramount Pictures. The picture also marks the debut of Rogers in a non-formula Western. It is his 89th film, and his first with color by Technicolor.

'Jacks' in $28,000 Week

BOSTON, August 11. — Paramount's "Jumping Jacks," starring Dean Martin and Jerry Lewis, ended its second week at the Metropolitan Theatre here with a gross of $28,000. First week's gross was $48,000.

It's a sta



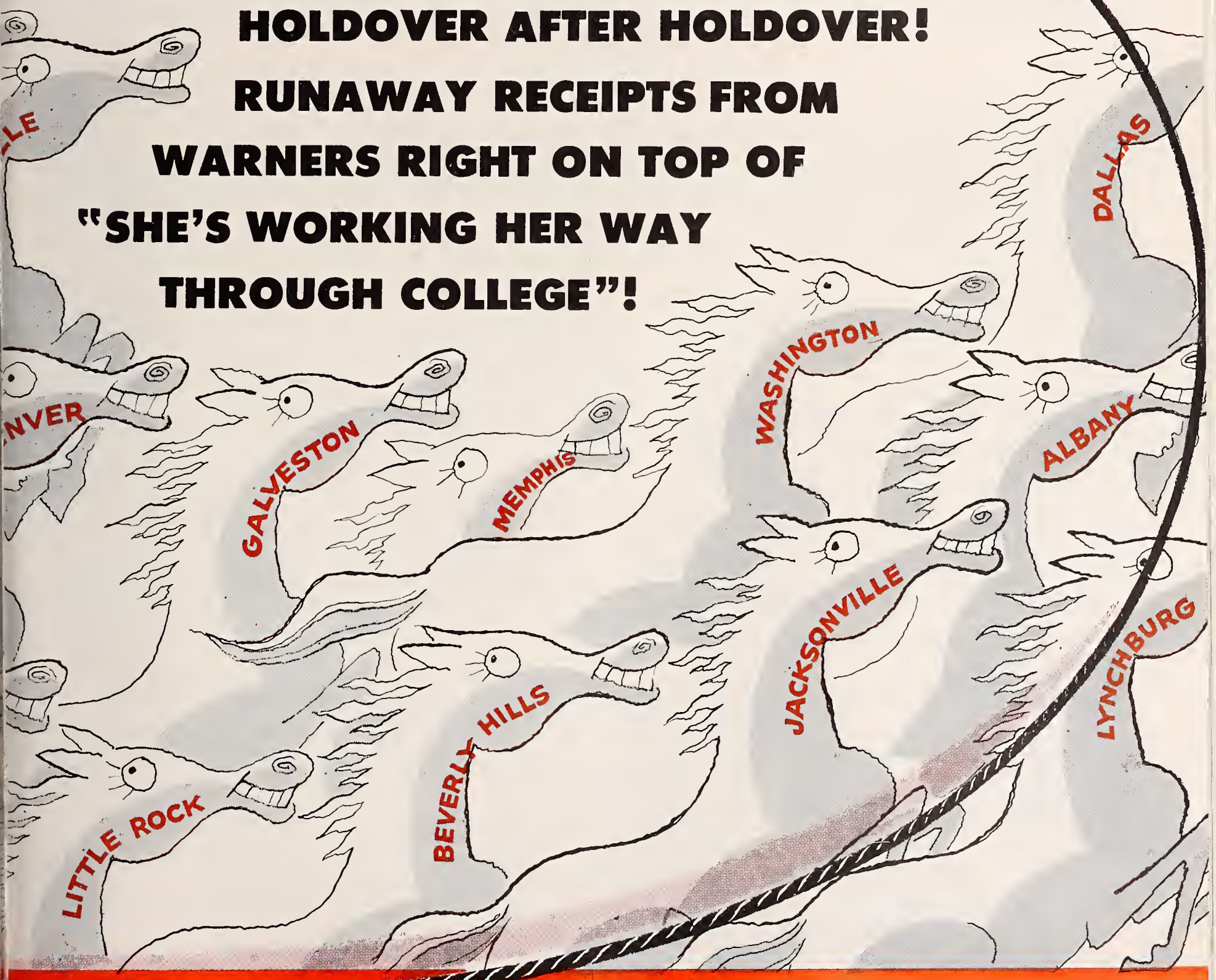
SEATTLE
MIAMI
WICHITA
FT. WORTH
INDIANAPOLIS
PEORIA
ST. LOUIS
EL PASO
WINSTON-SALEM
NEW YORK
SAN ANTONIO
PHILADELPHIA
LOS ANGELES

THE STORY OF WILL ROGERS

COLOR BY Technicolor

mpede!

THE HAPPY NEWS POURS IN AND SHOWMEN REJOICE! DATE AFTER DATE AFTER DATE SETS HOLDOVER AFTER HOLDOVER AFTER HOLDOVER! RUNAWAY RECEIPTS FROM WARNERS RIGHT ON TOP OF "SHE'S WORKING HER WAY THROUGH COLLEGE"!



RRING **WILL ROGERS, JR.** AND **JANE WYMAN**

WITH
CARL BENTON REID · EVE MILLER · JAMES GLEASON · SLIM PICKENS · NOAH BEERY, JR.
MARY WICKES · STEVE BRODIE · PINKY TOMLIN AND **EDDIE CANTOR** AS HIMSELF
SCREEN PLAY BY
FRANK DAVIS AND STANLEY ROBERTS BASED ON THE SATURDAY EVENING POST STORY,
"UNCLE CLEM'S BOY" BY MRS. WILL ROGERS ORIGINAL MUSIC BY VICTOR YOUNG

Bregstein Sets 7 for Release

Seven features, including several of foreign origin, will be released nationally during 1952-1953 by Herbert Bregstein, West Coast film distributor, he disclosed.

Bregstein, who recently joined with Peter Horner to organize Union Film Distributors, which will handle the releases in New York, will shuttle between California and New York to supervise distribution.

Include Richardson Fi'm

The pictures include a Ralph Richardson starrer, "Secret Flight," and "Affairs of A Model," Swedish production, now at the Rialto. The remaining five are Alexander Brothers productions: "Seven Ravens," a feature-length puppet film based on a Grimm fairy tale; "The Villain Still Pursued Her," starring Hugh Herbert, Anita Louise, Alan Mowbray and Buster Keaton; "Amazon Quest," starring Tom Neal; "Pimpernel Smith," the last production in which the late Leslie Howard starred, and "One of Our Aircraft Is Missing," a Powell-Presburger war film.

While the Bregstein distribution units will supervise the California and New York releases, the films also will be released in Boston by Ruff and Farber; in Detroit and Milwaukee by Albert Dezell; in Indianapolis and Cincinnati by Edward Salzberg, in Washington by Equity Films and in Dallas by Tower Pictures. Bregstein's California unit is Beverly Pictures Corp.

Rackmil, Blumberg

(*Continued from page* 1)

other business expenses for the duration of their contracts.

The SEC was apprised also of a new one-year employment agreement signed with David Lipton, national director of Universal advertising-publicity. Dated Jan. 1, 1952, Lipton's contract stipulates a salary of $900 per week, and specifies that in addition to his services under it the company "shall own and you hereby sell, assign, grant, transfer and set over to us all rights of every kind in and to all of the results and proceeds of your services hereunder."

Rackmil, under his agreement, is to act as the chief executive officer of Universal and have general supervision of the business and affairs of the company and its subsidiaries. Rackmil continues as president of Decca Records. It has not yet been indicated officially whether any change has been made in the salary he receives from that company.

Rackmil's Universal pact states that he shall not directly or indirectly be interested in or be connected or concerned with any competitive business or pursuit during the term of his employment, except that he may serve as officer of or consultant to Decca and its subsidiaries or for "not more than one-third of his business time."

Rackmil also "may continue to hold any directorship, trusteeship or executorship which he now has but he shall not, without first obtaining the consent of the Universal board, assume any new obligations in any such capacity, except such additional directorships of subsidiaries and affiliates of Decca as shall be appropriate to his continuing relationship with that company."

Blumberg agreed that only until Dec. 31, 1955, would he not become an officer, director or employee of any person, firm or corporation engaged in any competitive business. The same limitation is put on his having financial interest in competitive enterprises, but all restrictions listed would automatically terminate in the event of the failure of the stockholders to continue Blumberg as a director or in the event of the failure of the board to continue him in office as its chairman. Blumberg may, however, acquire and own interests in the securities of any companies listed or traded on any public stock exchanges. Should Blumberg elect not to continue as a director or board chairman, however, he would not be relieved of the restrictions under the agreement.

Blumberg, who will headquarter in California, is entitled under the pact to offices on both coasts, and may use his discretion as to how, when and where he shall spend his time in behalf of the company. He also is entitled to warrants or options to purchase company securities comparable to those granted "the most favored officer."

Both Rackmil and Blumberg were granted 31-day vacations annually, and the vacation of either may be cumulative from year to year.

Provision for reduced salary payments is made for both executives in the event of prolonged illnesses. The services of both are described in the contracts as "special, unique, unusual, extraordinary and intellectual character, which give them peculiar value." Breach of contract by Rackmil would entitle Universal to injunctive and other equitable relief, and breach by Blumberg would have to be taken to arbitration in accordance with American Arbitration Association rules.

Until the stockholders' approval of his new contract is given, Blumberg's July 1, 1950, pact "shall continue in full force and effect."

Provision is made under the new agreements for salary payments to survivors of Rackmil and Blumberg in event of death. The latter's agreement stipulates that he "shall act in a consultative and advisory capacity to the directors and officers of Universal and its subsidiaries on a non-exclusive basis."

Connecticut Industry

(*Continued from page* 1)

president, and Al Pickus of the Stratford Theatre, Stratford, regional TOA vice-president. The general committee handling the tournament is composed of James Bracken, Warner circuit; James Darby, Paramount Theatre, New Haven; Ted Jacocks, Branford Theatre, and Harry F. Shaw of Loew's Poli-New England Theatres. The distribution committee consists of Ben Simon, 20th Century-Fox; Henry Germaine, Paramount, and John Pavone, Monogram. Other committee heads: Invitations, Herman M. Levy, TOA counsel; treasurer, Sam Weber, Rosen's Film Delivery, and publicity, Lou Brown, Loew's Poli-New England circuit.

MPA-Legion

(*Continued from page* 1)

Reds which led to the picketing of individual pictures by Legion members in several sections of the country.

Wilson and O'Neill also were the two Legion officials who met with the MPAA executive committee in Washington last March 31 to discuss the Legion's charges against Hollywood. The meeting led to approximately 200 studio people being apprised by their employers of the Legion's suspicions regarding their personal records and activities, and their being given an opportunity to answer them. As a result, all but a relatively few are reported to have offered explanations adequate to clear them of suspicion of Communist membership or sympathies.

The Legion had accused Hollywood studios of failing to take a determined stand in eliminating suspected Communists from studio payrolls. The actual facts and the action taken in recent months to discredit the Legion's charges would appear to leave no basis for any justified report critical of the industry to the Legion convention, observers believe.

Last week, the 53rd National Encampment of the Veterans of Foreign Wars in Los Angeles adopted a resolution which warmly commended the industry for its fight against Communism.

'Holders Sue to Void Mayer Settlement

A second stockholder action was filed in U. S. District Court here yesterday to secure the negation of Loew's $2,750,000 settlement with Louis B. Mayer, upon his resignation as M-G-M production vice-president, for the residual rights in his contract with the company. Instituted by Daisy Dietsch, who owns 25 shares of Loew's stock, and Frank and Margaret McMullin, who own 150 shares, the new derivative action in behalf of Loew's names Mayer, Nicholas M. Schenck, president, and top directors of the company.

Like another action filed a few months ago by a holding corporation, the Dietsch-McMullin suit charges that the settlement was a violation of the Securities and Exchange Act of 1934.

Mayer Selected

(*Continued from page* 1)

bestowed upon individuals whose efforts and achievements constitute a milestone in the industry. Siegel, in his announcement, stated that the Screen Producers Guild was doubly fortunate in being able to honor Mayer for he has been the industry leader who more than any other person has been responsible for the establishment of the creative producer system as it exists today.

Mayer's selection, it was said, honors a pioneer whose background includes experience beginning in 1907 as an exchange man, a theatre operator, an independent producer, and his tenure for a quarter of a century as head of the M-G-M studios.

Jesse L. Lasky received the initial "Milestone Award" last year.

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

Universal Pictures Board Chairman Nate J. Blumberg says:

"We have an exclusive contract with Pathé Labs for the processing of all our black and white pictures. They give us what we want, when we want it."



No processing job is too large for Pathé. None is too small. The *only* requirement is that *each* be of the highest quality. Perhaps *you* would like details on the benefits of an exclusive Pathé contract.

PATHÉ—PROCESSING SOMETHING TO CROW ABOUT TRADE MARK

Both New York and Hollywood Have *Complete* Pathé Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

FLASH! - Texas pre-release engagements sensational
...topping "Tomahawk" in most situations!

UNTAMED FRONTIER



***Excitingly filmed in outdoor COLOR BY* TECHNICOLOR**

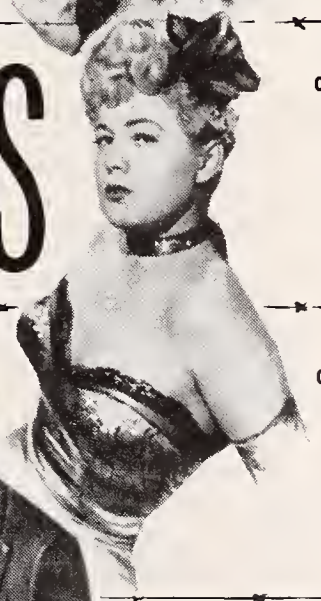
Starring

JOSEPH COTTEN



as **KIRK DENBOW**
Half of Texas in his grasp...its most dangerous woman in his arms!

SHELLEY WINTERS



as **JANE STEVENS**
She married one Denbow to save his life...loved another to save her own!

SCOTT BRADY



as **GLENN DENBOW**
Took anything that got in his way... with a bullet or a kiss!

and introducing
SUZAN BALL



as **"LOTTIE"**
Easy to meet... hard to forget... man-trouble all the way!

Universal International
1912 40th Anniversary Year 1952

DIRECTED BY HUGO FREGONESE • SCREENPLAY BY GERALD DRAYSON ADAMS AND JOHN AND GWENN BAGNI • PRODUCED BY LEONARD GOLDSTEIN • A Universal-International Picture

Meet in D.C.

(*Continued from page* 1)

not be represented at the meeting since both Wilbur Snaper, president, and Abram F. Myers, general counsel, were scheduled to be in Chicago tomorrow for an Allied convention planning conference. Myers has his headquarters in the nation's capital.

On July 28, MOTION PICTURE DAILY reported that the belief was widespread in the industry here at that time that the defendants in the government's suit soon would attempt to persuade Congressmen and perhaps Secretary of Commerce Charles Sawyer, and other Federal officials, of the "injustice" of the action. TOA, while cited as a co-conspirator in the government's complaint, was not listed as a defendant. Whether any of the 12 defendats, including major producer-distributors, would be represented at the meeting tomorrow either in person or by proxy was not determinable yesterday.

The government's suit, filed July 22 in Los Angeles, is designed to force the sale of 16mm. films to TV and other outlets in competition to regular theatres.

The TOA delegates to the parley are expected to include Mitchell Wolfson, president; Gael Sullivan, executive director, and Herman M. Levy, general counsel. MMPTA is expected to be represented by S. H. Fabian and Emanuel Frisch.

SWG Strike Against ATFP Under Way

HOLLYWOOD, Aug. 11.—For the first time in its 16-year history, the Screen Writers Guild has gone on strike. Today the 6,000 members of the Guild struck the Alliance of Television Film Producers, a group that includes 13 of the largest TV film producers in Hollywood.

The strike was called after the breakdown of nine months of negotiations between the writers and the Allianee which refused to discuss the Guild's demands including: Minimum advance payments against a percentage of gross revenue to be paid after the producer has recouped his budgeted negative cost; leasing rather than an outright sale of material, with the leases being on a seven-year renewable basis; and reservation of the writer's rights, meaning that a writer working in television retains all but his television rights and that other rights must be acquired separately.

TOA Unit Asks

(*Continued from page* 1)

on television would kill theatre business.

Copies went to Attorney General McGranery, the anti-trust division, President Truman and Senate Small Business Committee chairman Sparkman.



Television--Radio

with Pinky Herman

CBS, in an exclusive arrangement with the Armed Services, will telecast important inter-service football games between the Army, Navy, Air Force and Marines. Coverage will take place starting Sept. 20 and will run right through the schedule ending Dec. 6, according to Sig Michelson, director of CBS-TV news and special events. . . . After a successful year on the ABC-TV channel George Foley's "Tales of Tomorrow," science-fiction series, will do a "repeat" performance. Unusual event will take place next Friday at 9:30 P.M. when "A Child Is Crying," co-starring Robin Morgan and Bert Lytell discuss the "possible attack on the Earth by another planet," a timely bit of fiction in view of the current "flying saucerumors." . . . Screen star John Carradine, when he guestalks on the Arthur Van Horn-Bill Berns ABCurrent events show, "Time Capsule," will decry and deplore the modern trend to change, revise and alter Shakespeare's classics. . . .

☆ ☆ ☆

That handsome new face seen substituting for the energetic emcee Randy Merriman on the "Big Payoff," NBContestant series, belongs to Ralph Paul who is the regular announcer on the "Strike It Rich" program. Incidentally, poor Bess Myerson had to model a mink coat on the program during that heat last week. (Beauty and the Beast-ly weather.) . . . Hal Cooper, scripter and producer of the WABD fantasy, "Magic Cottage," leaves for England on Sept. 1 where he'll produce George Bellak's new drama, "The Trouble Makers," scheduled for a Brighton tryout Sept. 8. . . . Gratified with the results of the "Texas Sandy" and "Junior Texas Ranger" series, Arthur W. Kelly TV Productions has signed scripter Frank P. Donovan's latest series of adventure films "The Cactus Kid," to be filmed on location in Arizona starting next month. . . . Lola Montez, associate producer of WOR-TV's "Broadway TV Theatre," is the granddaughter and namesake of the internationally famous dancer and actress of the 1880's (and just as beautiful). . . .



Ralph Paul

☆ ☆ ☆

We've just finished reading a most interesting booklet (53 pages) titled, "Handbook of Motion Picture Technique for Business Men," written by Charles Curran, prexy of Times Square Productions. The first line which we quote reveals the purpose of the author. "If you're thinking of making films, the purpose of this handbook is to take some of the mystery and hocus-pocus out of motion picture production so that the businessman will have a better understanding of what can and what cannot be done and how best to do it in this ever expanding field."

The author utilizes graphs, charts and illustrations to fine advantage, defining technical terms in language understandable by the layman. To this observer, everyone interested in film making, theatrical, non-theatrical, TV, commercial or industrial, should obtain a copy of this handbook.

☆ ☆ ☆

LOTSA DOTS. The Four Lads, who made their TV debut on a recent Perry Como program and who back up Johnny Ray's lachrymose wailings on platters, have been signed by Mitch (the Beard) Miller to wax several sides of their own. . . . Two comics, Alan Young and Red Buttons, have been CBSigned to telecast opposite Milton Berle's 8:00 to 9:00 slot Tuesdays starting at the end of September 1, with Alan seen during the 8:00 to 8:30 period and Red the second half hour. Alternating with "Amos 'N' Andy" starting Thursday September 25 will be a new dramatic series on film produced by Robert Florey. CBS-TV has also signed Eddie Albert's "Leave It To Dad" and Jane Froman to star in a new TVehicle, "USO Center." . . . Freddie Robbins' Allnite WOR-TV series, produced and directed by Hank Leeds, is catching on and several sponsors are ready to feather the 'Robbins' nest.' . . . Charlie Mann has been doing a whale of a job as script editor at DuMont. . . . Maestro Paul Taubman has composed a beautiful composition titled, "You Are So Lovely," which producer Walt Framer may adopt as the musical theme for "The Big Payoff." . . . *sotto voce* to Glenn Rowell: contact Bill Grey at the Lambs Club. He's got a fine idea for a TV series and Ray Nelson and yours truly suggested that you're his man. . . .

Showmen Figure in TV Applications

WASHINGTON, Aug. 11. — Three Denver television station applications involving industry interests have been set for hearings on Oct. 1, the Federal Communications Commission has announced.

They are the Denver Television Co., Aladdin Radio and Television Co. and Metropolitan Television Co. Denver Television Co. is controlled by Harris and John Wolfberg, Denver exhibitors. Aladdin is controlled by Frank H. Ricketson, Jr., president of Fox Intermountain Theatres, and Harry Huffman, retired city manager of Fox Intermountain. Bob Hope is the principal stockholder in Metropolitan.

The FCC also set for hearing on the same date television applications in Portland, Ore., Canton, O. and Waterbury, Conn.

Kallet May Bid for Buffalo TV Station

BUFFALO, Aug. 11.—Myron J. Kallet of Oneida, N. Y., president of Kallet Theatres, Inc., a circuit of about 40 theatres, and head of Copper City Broadcasting Corp., which owns and operates station WKTV on channel No. 13 in Utica, heads a group "investigating" the possibility of competing for one of the additional television channels assigned to Buffalo.

In addition to Kallet, the group includes W. T. McNeilly of Oneida, associated with Kallet. McNeilly declares that the group is "strongly considering" Buffalo as "a likely location" for which to apply for a TV channel. He said the group is conducting engineering and other surveys for the station. Three other cities also are being considered, he said.

68 Features Sold to Television by PSI

Sale of a package of 68 features to seven new TV markets by PSI-TV, Inc., producers and distributors of television film programming, was revealed by Andrew Jaeger, vice-president. Total new business from these markets is in excess of $150,000, he said.

Jaeger left here yesterday for a sales swing through the Mid West where he will visit all TV stations in the area.

PSI Appoints Kingsley

Robert J. Kingsley, formerly chief of production for the Associated Press "Spotnews" television newsreel, has been appointed production supervisor for PSI-TV it was announced by Paul White, president. Kingsley also will serve as director of the company's new film center here.

McCall Doing TV Script

HOLLYWOOD, Aug. 11.—Mary McCall, Hollywood screen writer and president of the Screen Writers Guild, was signed by Screen Gems, Columbia subsidiary, to write the script on "Life, Liberty and Orin Dooley," for the Ford Theatre series for TV.

Set Regular Canadian TV

OTTAWA, Aug. 11.—First regular Canadian Telecast will start in Montreal on Sept. 1 and in Toronto on Sept. 8, the Canadian Broadcasting Corp. announces.

Mr. Exhibitor:

IF YOU are performing copyrighted music in your theatre by means of recordings, you will want to obtain the license necessary for your protection. ASCAP music on the films exhibited in theatres is cleared through the motion picture producer or distributor. This, of course, does not give you the right to perform ASCAP music by any other means.

An ASCAP license gives you the right to perform the finest music available for the entertainment of your patrons—the works of over 2,500 composers and authors and 350 publishing firms—in a single package.

ASCAP is making its license for non-film uses available to the theatre industry, both for four-wall theatres and drive-ins, at a very low fee.

An ASCAP representative will visit you in the near future to give you complete information concerning an ASCAP license and the rate for your theatre.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, N. Y.

"DREAMBOAT

IS THE INDUSTRY'S

DREAM GROSSER!

2nd Week, Roxy, N.Y. Tops

Sensational First Week! 3rd

Week Outgrossing Second

Week! 4th Week Coming Up!

THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 31 NEW YORK, U. S. A., WEDNESDAY, AUGUST 13, 1952 TEN CENTS

Credit Films' Quality for Peak Business

N.Y. Summer High Point Reported by the MMPTA

Grosses are at their highest peak of the summer for Metropolitan New York theatres and the credit for this is due to the quality product that has emanated from Hollywood, the Metropolitan Motion Picture Theatres Association asserted yesterday.

An earlier report by the Independent Theatre Owners Association of New York indicated that July average attendance figures at independent houses here were 11 per cent above those for the same month last year. The MMPTA disclosure points to the likelihood that this month's average will greatly exceed that for Aug., 1951.

"The careful planning of motion picture features to attract varied tastes, produced in the highest quality

(Continued on page 4)

Plans Theatre TV Of G. & S. Operettas

S. M. Chertok, producer of Gilbert and Sullivan operettas in America, has opened negotiations with Actors Equity for the possible theatre telecast of productions which he plans to open on Broadway late this fall.

It was also learned that Chertok has contacted theatre television interests and outlined his plans. Efforts to reach Chertok yesterday for comment were unavailing.

Columbia Cuts Bank Debt to $7-Million

Washington, Aug. 12.—Columbia Pictures last month repaid an additional $700,000 to four banks under a $12,000,000 loan agreement dated Aug. 1, 1950, the company has informed the Securities and Exchange Commission.

The July repayment cuts to $7,000,000 the amount outstanding on the debt. All loans under the agreement mature on July 31, 1956.

Upward Trend Moves On in Cincinnati

Cincinnati, Aug. 12.—"Dog days" and the traditional slump in theatre attendance often characteristic of this period, appears to be working in reverse here, as elsewhere, with grosses continuing to show sustained improvement, particularly at first-runs.

Currently, "Jumping Jacks" gave the RKO Albee a terrific $28,000 on its first week. Average at this house is $11,000. Other grosses are registering considerably above average.

Oboler Forms Own Distribution Firm

The formation of Arch Oboler Productions, a distribution company which will handle Oboler's new feature-length three-dimensional picture, "Bwana Devil," and other Oboler films, was disclosed here yesterday by Sid Pink, associate producer and sales manager for Oboler.

At the same time Pink disclosed

(Continued on page 5)

SKOURAS BLASTS U. S. TRUST SUIT

20-30 Days to Submit Para. Case Findings

WASHINGTON, Aug. 12.—Federal Communications Commission hearing examiner Leo Resnick, presiding over the Paramount hearings, today moved to speed a final decision on the complicated case.

At a meeting of the various parties, Resnick ruled that all parties must submit proposed findings on the issues within 20 to 30 days of the time the record is finally closed. This is an unprecedentedly short time for a hearing of the scope and importance of the Paramount case. Previously it had been assumed that the parties would get 60 or 90 days to submit their findings. Resnick said findings on the issue of Paramount's control of Dumont must be submitted within 20 days of the close of the hearings, and proposed findings on the American Broadcasting Co.-United Para-

(Continued on page 5)

First Defendant to Speak Out, Says Suit Would Destroy Industry

Spyros P. Skouras, president of 20th Century-Fox, yesterday released a spirited attack on the anti-trust suit filed by the Department of Justice to compel the industry to sell feature films to television.



Spyros Skouras

His four-page statement attacking the government action, which is printed in full in adjoining columns, is the first public reaction from the defendant production-distribution companies pledging an all-out fight against the suit since it was filed in Los Angeles Federal District court on July 22.

The vigorous statement from

(Continued on page 4)

Skouras Statement

THE FOLLOWING STATEMENT by Spyros P. Skouras, president of 20th Century-Fox Film Corp., was made here yesterday morning to the company's entire executive personnel. Immediately following the statement, Skouras left for Hollywood where he will confer with studio management and studio executives.

With all the emphasis that I am capable of, I wish to condemn the action of the Department of Justice to force our company to sell feature motion pictures to television companies and advertisers.

This is a threat to the very existence of the motion picture industry of America.

We must understand the crisis that we and the public face and meet with it with deadly earnestness.

The Department of Justice must be persuaded as must every member of the Senate and every member of the House of Representatives, and even the President of the United States himself, that this suit is not in the interest of the American public.

Indeed, it is not in the public interest to endanger the economy of the United States by destroying the theatres which are the heartbeat of every American Community and deprive the public of the continuation of the production of American motion pictures as it now knows them. Our government can spend billions and yet never repair the injury that this will bring to the American economy.

In the public interest and in the interest of common justice,

(Continued on page 4)

Three From D. of J. To Meet Exhibitors

WASHINGTON, Aug. 12.—Three top officials of the Justice Department's anti-trust division will meet with Theatre Owners of America and other exhibition spokesmen tomorrow to discuss the Department's 16mm. anti-trust suit.

The three are Newell Clapp, acting head of the anti-trust division; Victor Kramer, head of the litigation section, and Perry Epes, Kramer's assistant.

All three claimed they did not know

(Continued on page 4)

100 Managers at WB Pittsburgh Meet

PITTSBURGH, Aug. 12.—More than 100 Warner Brothers theatre managers from Western Pennsylvania, West Virginia and New York State attended an "Atomic Showmanship" drive meeting held in the Roosevelt Hotel here today.

Between the morning and after-

(Continued on page 5)

Personal Mention

HENRY HATHAWAY, 20th Century-Fox director, and FREDRIC MARCH will be aboard the *SS. Liberte* leaving here for Europe today.

•

MEL JOLLEY, manager of the Tivoli Theatre, Hamilton, Ont., his wife and two children were reported seriously injured in a traffic accident in Virginia, where they were vacationing.

•

MORGAN HUDGINS of the M-G-M studio publicity department, will arrive here from Hollywood on Monday en route to England.

•

BILL LYONS of the M-G-M Coast publicity department is scheduled to leave on Aug. 30 for a three-week vacation in Europe.

•

ARTHUR C. BROMBERG, president of Monogram Southern exchanges, Atlanta, has returned there from a Florida fishing trip.

•

SAMUEL FINE, a Toronto partner of Famous Players Canadian Corp., is in Toronto General Hospital.

•

MARJORIE THORSEN, M-G-M studio story department executive, has arrived back in Hollywood after a vacation in Europe.

•

JIMMY HOBBS, branch manager of Monogram Southern exchanges, Atlanta, has returned there from Birmingham, Ala.

•

JOSEPH SHULMAN of Shulman Theatres, Hartford, and MRS. SHULMAN have returned from a three-month European vacation trip.

•

HARRY ROSE, manager of the Loew's Poli Majestic Theatre, Bridgeport, Conn., and MRS. ROSE are vacationing in Florida.

•

CLOVER JOHNSON, Centre, Ala., theatre owner, and his family have returned home from a motor trip to Anchorage, Alaska.

•

DICK PITTS and HOWARD BRYANT of Theatre Owners of America headquarters here will be in Washington today.

•

JOEL PRESTON, industry publicist, is here from Hollywood for two weeks.

•

JOSEPH SISTROM, Paramount producer, has returned to Hollywood from Europe.

•

DOUG V. ROSEN, general manager of International Film Distributors, Ltd., Toronto, is hospitalized there.

•

CHARLES VIDOR, Paramount director, has returned to Hollywood from Europe.

•

D. BOONE, manager of the Gables Theatre in Coral Gables, Fla., has resigned to enter the insurance business.

•

DAVE PHILLIPS, Columbia booker in Charlotte, has returned from a vacation.

No Video—N. Y. Yankees' Game Draws Record Crowd

Contributions of free telecasts of home games of major league ball clubs to attendance declines at ball parks was pinpointed Monday night when the game between the Yankees and Boston Red Sox, blacked out for TV, drew 51,005 paid customers to the Yankee Stadium, highest attendance of the year for a single game there.

It was the first Yankee home game not televised since TV entered the Stadium in 1948. Attendance has been on the decline since then, as it has at the Polo Grounds and Ebbetts Field also. Monday's TV black-out was made possible because it was not a regularly scheduled game but a play-off of last Friday night's postponed game. TV, therefore, had no claim to the Monday night encounter.

The Yankees' management declined to classify the TV blackout as a "test" and would not comment on the significance of the record attendance. However, reports have been that some of the major league clubs, alarmed at the continuing drop in attendance, have been considering the elimination of telecasts of home games and restricting them to road games.

Most of the big league clubs have been reluctant to curb their telecasts despite the drop in attendance inasmuch as they receive approximately $500,000 per season for the TV rights. They are in the position of having to weigh the cash-in-hand against the possibility of drawing the equivalent in added paid attendance at their parks.

Lesser Emphasizes Role of Drive-ins

HOLLYWOOD, Aug. 12.—Drive-in theatres this year will account for 20 per cent of total domestic film rentals, producer-exhibitor Sol Lesser told Screen Producers Guild members at a meeting held here last night. He reiterated earlier estimates made by Eric Johnston, Motion Picture Association of America, president.

Appearing as a guest speaker, Lesser, who recently acquired a half-interest in 17 Pacific drive-in theatres, said that "in 1946 there were only 155 drive-ins in the United States, and today there are 4,830." Weather permits them to operate on an average of eight months per year.

Mexican Officials Clear 20th's 'Zapata'

Twentieth Century-Fox's "Viva Zapata" will be released in Mexico on Nov. 20, it was announced here yesterday following news from Mexico City that government film censors had approved the film as a "dignified and historically accurate picture."

The approval of the picture was announced by Jesus Castillo Lopez, head of the government censorship office, following "premature" reports, that the film had been banned, 20th-Fox's home office reported.

Walcott-Marciano Deal in Offing

Hope was expressed by an International Boxing Club spokesman here yesterday that the principals in the projected Jersey Joe Walcott-Rocky Marciano heavyweight title bout will be signed this week.

The fight, considered a plum by both theatre television and home video broadcasting interests, is tentatively slated for September 23 at an East Coast site other than New York City. Currently under consideration are Boston, Jersey City, Philadelphia and Washington.

The strength of theatre television, represented in these negotiations by Nate Halpern, president of Theatre Network Television, would be considerably broadened if the site finally agreed upon is not Jersey City, it is believed. This would allow nearly a dozen large New York City theatre TV equipped houses to enter the picture, bolstering the bidding of theatre television interests, it is argued.

In the past, all except one fight theatre telecast was blacked out for New York theatres because most of them were staged in the city. The selection of Jersey City, it is believed, would also bar a fight telecast in theatres here.

N. L. Manheim, 62 Industry Veteran

LOS ANGELES, Aug. 12.—N. L. Manheim, industry veteran, who has been in retirement, died here yesterday morning. He was 62 years old.

Manheim was with the Shubert theatrical interests for years, until World War I. After the war he joined Universal as a film salesman, later becoming assistant general sales manager, short subject sales manager, general service manager in the distribution division, and then general sales manager of the foreign department, a post which he held for some 15 years. He retired 10 years ago to live in Los Angeles.

A son, Henry Lee, and two grandchildren survive.

Events Mark Opening Here of 'Miserables'

French dignitaries and stars of stage, screen and TV will join at the Rivoli Theatre here tomorrow evening in a special ceremony marking the opening of "Les Miserables," and the reopening of the theatre.

Participating in the salute to the 150th anniversary of Victor Hugo's birth will be Jean F. Charvet, acting French Consul General in New York, and French United Nations representatives with guests from other international delegations.

Newsreel Parade

POLITICIANS talking politics are the main items in most current newsreels, all of which contain a wide diversity of items on more or less normal subjects, such as trotting races, soap-box derbies, boat racing, a waiters' race, speed boating, diaper derby, baseball and similar summer activities.

MOVIETONE NEWS, No. 66—Eisenhower meets American Indians. Adlai Stevenson at fair. Street cave-in in Philadelphia. Rhee wins in Korean voting. Gromyko presents credentials in London. Trotting races. Soap-box derby. Boat racing. Water skiing.

NEWS OF THE DAY, No. 309—Rhee wins election. Korea, a sea of mud. Eisenhower and Stevenson. Rush from Red zone. Waiters' race. Speed boating. Soap-box derby.

PARAMOUNT NEWS, No. 103—Election in Korea. Books of Freedom. Eisenhower and Stevenson. Boat racing. Baseball. Soap-box derby. Diaper Derby.

TELENEWS DIGEST, No. 33A—New Democratic chairman. Eisenhower with Indians. New suntan fashions. Exclusive films of "wetback" labor problem. Windsors in Rome. Danish royalty in Greenland. Motor boat racing.

UNIVERSAL NEWS, No. 586—Soap-box derby. Korea voting. Rainy season in Korea. Flying saucers. Weight reducing. French chappeaus. Motor boat racing.

WARNER PATHE NEWS, No. 105—War in the rain in Korea. Rhee wins election. Hiroshima remembers A-bomb. Truman signs books for German University. Margaret Truman in Germany. Red Rally fails in Germany. Windsor ill. Boat racing. Diaper derby. Soap-box derby.

COMPO Coast Meets Will Begin Today

HOLLYWOOD, Aug. 12.—Top executives of the Council of Motion Picture Organizations arrived here today prepared to begin tomorrow conferences with major studio heads on plans for autumn "Movietime U.S.A." tours. The COMPO campaign to repeal the 20 per cent Federal admission tax also will be discussed.

Samuel Pinanski, Trueman T. Rembusch and Robert J. O'Donnell are the COMPO officials who will meet with the studio executives.

Eshelman, McManus, Gauld in New Posts

TORONTO, Aug. 12.—James H. Eshelman, former United Paramount Theatres general manager in Buffalo and Rochester, has been appointed supervisor of Northern and Eastern Ontario houses for Odeon Theatres, Ltd. Eshelman has been city supervisor for Odeon in Hamilton, Ontario. He will operate from the Odeon headoffice here and will have a dozen theatres under his supervision.

Steve McManus, previously manager of the Odeon at Fort Williams and supervisor of Lakehead theatres, has succeeded Eshelman.

Donald Gauld, supervisor of theatres at the headoffice of Odeon, has been transferred to Northwestern Ontario with headquarters at Fort William. He is a member of the board of directors of the Motion Picture Theatres Association of Ontario.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President: Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

20th's 'Kilimanjaro' Premiere on Sept. 18

The world premiere of "The Snows of Kilimanjaro," 20th Century-Fox, has been set for Thursday evening Sept. 18 at New York's Rivoli Theatre.

The American debut will start a series of world wide premieres to be held in principal cities of Europe, Asia, Australia and North and South America.

The Technicolor picture, Darryl F. Zanuck's sole personally-produced feature of 1952, will be unveiled before an audience comprised of stars of stage, screen, radio and television, as well as celebrities from the fields of politics, sports, society and international affairs. The opening will be covered by newsreels, television and radio.

Dickinson Heads KC Compo Committee

KANSAS CITY, Aug. 12.—A committee to carry on Council of Motion Picture Organizations activities in the area, particularly and immediately participation in the campaign for admission tax repeal, was set up at a meeting of exhibitors here on Monday.

Glen Dickinson, Sr. was named general chairman for COMPO in this area, and with him Elmer Rhoden, Sr., Jay Wooten, president of the Kansas-Missouri Allied unit, Beverly Miller, R. R. Biechele and Jack Braunagle. Other organizational steps will be taken, including appointment of committees when Congressional candidates are certified. Another meeting will be held before long.

KATO Head Names Tax Drive Chairmen

LOUISVILLE, August 12.—With the Kentucky Association of Theatre Owners going all out in behalf of the Council of Motion Picture Organizations' drive to repeal the 20 per cent Federal tax on admissions, KATO president Ralph McClanahan has appointed chairmen in each of the five film exchange areas serving Kentucky, who in turn will appoint committees to work with them. The chairmen are: Ned Greene, Memphis; W. E. Horsefield, St. Louis; Joe Isaac, Cincinnati; D. Irving Long, Indianapolis, and Clyde Marshall, Atlanta.

PSI-TV Shoots First 13 Films for TV

Shooting of the first 13 films for the new TV film series, "China Smith," has been completed in Hollywood, it was announced here by Manny Reiner, vice-president in charge of sales of PSI-TV, Inc., producers and distributors of television film programs.

Now in the cutting stage, the first three films of the series will be ready in New York on Monday, Reiner said. The release date is September 15.

Golding to Europe

David Golding, Samuel Goldwyn Productions advertising-publicity director, will leave here today by plane for a two weeks vacation in France. He will accompany Joseph Belfort, RKO Pictures general European manager, who is returning to his Paris headquarters following a home office visit.

Reviews

"The Devil Makes Three"

(Metro-Goldwyn-Mayer)

A FILM of the break-up of a ring of German nationalists out to prepare for another German Reich, this is a very exciting, romantic drama pegged on a very topical theme. The semi-documentary direction of Andrew Marton gives the film added impact. The picture, which was produced by Richard Goldstone, was filmed in Germany.

"The Devil Makes Three" is acted by an impressive cast headed by Gene Kelly, who here deserts his dancing shoes to take a straight dramatic part, and Pier Angeli who is lovely and quite convincing as the German girl who helps the neo-Nazis smuggle gold across the border so as to be able to make a living in the difficult days in the Munich of 1947.

Jerry Davis wrote a very fine screenplay which pulls no punches on either side. It's all there—the bombed out homes, the bitterness, the German self-pity, the fight for survival. The picture is slow in starting but during its second half the pace accelerates until there is the smashing, thrilling chase climax which finally finds the Nazi leader trapped in the ruined desolation of Hitler's Berchtesgaden Eagle's Nest.

Much of the picture's effects, including the shots at Salzburg and the little local touches such as the scene in the Mozarteum, are heightened by the fact that the film was photographed on location. There is an air of realism and complete believability as Kelly's car speeds down the Autobahn, and in the unique, tense and exciting end.

The supporting cast, headed by Richard Rober, Richard Egan and a number of very good German actors including Wilfried Seyferth and Claus Clausen, gives the picture an even more authentic atmosphere. Almost all characters speak English and if they do not, the screen does the translating for them.

Kelly as Capt. Jeff Eliot, who returns to Germany for a visit to see a family which once saved his life, finds only Pier alive and working in a cabaret. When he discovers that she is involved in smuggling activities, he helps Military Intelligence nab the Nazi leader by playing along with her. A romantic fadeout follows on the climactic finale.

Others in the cast include: Margot Hielscher, Annie Rosar, Harold Benedict, Otto Gebuehr, Gertrud Wolle, Heinrich Gretler, Charlotte Flemming and Charles Gordon.

Running time, 96 minutes. General audience classification. For September release.

"Son of Ali Baba"

(Universal-International)

BEREFT OF LOGIC AND SENSE, this Leonard Goldstein production is nonetheless the kind of lighthearted entertainment that will fully satisfy seekers after vicarious adventure in the form of sprightly derring do.

Tony Curtis and Piper Laurie have the leads and they make an attractive couple in their exotic costumes. If neither excels in acting, the "unreal" screenplay by Gerald Drayson Adams may be responsible. Many of the lines, however, carry good laughs.

Kurt Neumann directed with an awareness of the impact of color and spectacle, intrigue and action in old Bagdad. The Ali Baba label on the film is likely to bring in a lot of customers who know precisely what to expect.

Susan Cabot is pretty as Curtis' bow-and-arrow girl; Victor Jory makes a fine heavy, and so does Hugh O'Brian, his son, who engages in glittering sword-play with Curtis. Morris Ankrum has dignity as the aged Ali Baba and Gerald Mohr impresses as Capt. Youssef. Curtis plays a Persian Military Academy cadet, and Miss Laurie is a runaway slave-girl who encourages his heroics.

Running time, 75 minutes. General audience classification. For September release.

"Untamed Women"

(Jewell Enterprises-United Artists)

THE accent of this film, which concerns itself with the fate of five men on a prehistoric island occupied only by women, is on action. The situation of a group of downed airmen held captive by Amazon women, lends itself to many absurd incidents and *double entendres,* some of which are in dubious taste.

The story line borders on the incredible and is not aided by the cast, most members of which perform their roles perfunctorily.

The film takes its audience back to the age of the Druids, when the earth was populated by fierce, gargantuan animals and plants, now extinct. It is the shots of the U. S. airmen battling dinosaurs and other weird pre-historic mammals which are the most exciting.

Richard Kay produced, while W. Merle Connell directed, from a screenplay by George W. Sayre. Associate producer was Harry L. Rybnick. Cast includes Mikel Conrad, Doris Merrick, Richard Monahan, Mark Lowell, Morgan Jones and Midge Ware.

Running time, 70 minutes. General audience classification. Release date, not set.

MURRAY HOROWITZ

Isacson, Malkan Unite

David H. Isacson, formerly with Sargoy and Stein, special counsel for the motion picture industry, has become associated with Arnold Malkan who has figured prominently in anti-trust litigation in the appliance industry.

Studio Craft Wages Rise

HOLLYWOOD, Aug. 12.—Studio craft workers averaged $113.68 per week during June, according to the California Department of Industrial Relations monthly report. The figure compares with $112.61 averaged in May, and $104.79 in June of last year.

National Pre-Selling

ESTHER WILLIAMS leads in the current *Esquire* with "Underwater Box-Office" in which she shows to advantage through inches of sea water. . . . Spyros P. Skouras, president of 20th Century-Fox, is the "Personality-of-the-Week" in the current *Time* magazine, but more, and better, could be written by intimates. . . . The new *Look,* out today, has a piece by Marilyn Monroe on "How to Walk." She says, "The secret is to meet all possible requirements without strain." And no strain on the eyes, either. . . . *Look's* "Movie Review" praises Bob Hope and friends in "Son of Paleface." But M-G-M's ad on "Ivanhoe" in the same issue suffers from juxtaposition, a disease known to the advertising agencies. . . . Joan Rice, "Robin Hood's" "new girl friend" has the front cover of *Life* this week; she's a honey.

•

The *Wichita Beacon* is reprinting Will Rogers' newspaper columns of two decades ago and the comment is regarded as timely today as when it was written. In particular, former columns of the philosopher-humorist are as appropriate and newsworthy as comments on the recent political conventions, which haven't changed much since his day. In fact, the *New York Times* syndicate might reissue much of Will Rogers' truth and wit, and find it as much appreciated by a new generation as by those who were around when he was a national figure. It makes marvelous pre-selling for "The Will Rogers Story."

•

Terry Turner, exploitation chief for RKO Radio, says that television is a powerful ally, not an enemy of motion pictures, and he points to his TV advertising campaign on the rerelease of "King Kong." He brought the 18-year-old spine tingler out of the mothballs, gave it a saturation treatment and shook the film industry to its foundations, with an expected gross of $3,000,000 in domestic release alone.

•

Montague Salmon, managing director of the Rivoli Theatre here, will be breaking bread with representatives of the French government and other distinguished guests at the opening of "Les Miserables" on Broadway today, and such a loaf of bread! It took 10 of Hanscom's bakers 14 hours to ferment and mix the gigantic loaf of French bread, which measures eight feet long, weighs 30 pounds and required three hours baking time. Experts estimate it would require an average American four months to consume the loaf, but an average Frenchman, such as Jean Valjean, who was condemned to the galleys for the theft of a loaf of bread, might eat this enormous loaf in a single month. The pre-selling forces at 20th Century-Fox have launched a radio drive on four upcoming pictures, with huge magazine publicity arranged for "The Snows of Kilimanjaro," "O. Henry's Full House," "Ruby Gentry" and "The Farmer Takes a Wife"—all scheduled for fall release.

—WALTER BROOKS

Skouras Blasts

(Continued from page 1)

Skouras recognizes that the suit is not the concern of exhibition alone but rather of the entire industry.

"Without product," he said, "the theatres would close and without the revenue the theatres can afford to pay, the producers no longer would be able to turn out fine attractions. The preeminence of American motion pictures would be destroyed."

Skouras also bid for the aid of business men and their employes in opposing the government suit, pointing out its confiscatory nature and its catering to special interests which, he contended, "is a threat to every one of them, as well as to us." Moreover, he asserted, merchants of every community and their employes and all those concerned with real estate values should join with the industry in opposing an action which, if successful, would close theatres and thereby deprive neighboring merchants and their shops of the benefits they derive from theatre-drawn shoppers.

Skouras's statement indicated that he believes the government action to have been inspired by television set manufacturers and the big advertisers using television as a sales medium.

"With all the emphasis that I am capable of," he said, "I wish to condemn action of the Department of Justice to force our company to sell feature motion pictures to television companies and advertisers."

Later on in his statement, Skouras says: "If the government can force us to sell our finest pictures to television companies and advertisers at a ridiculously small price, this would be practically confiscatory and ruinous."

In mentioning those who would benefit from a successful prosecution of the suit, observers believe Skouras was indicating where he thinks the pressure was exerted which resulted in its filing.

The Skouras statement also hinted that the 20th-Fox president is displeased with the absence of adverse reaction to the government suit by Hollywood guilds and unions.

"The guilds and unions of Hollywood," Skouras said, "representing the actors, writers and directors and other crafts, in their own interest and in the public interest should have a full appreciation of the danger this action has brought upon us.

"They, too, by their thorough understanding of this crisis should demonstrate that they have the vision to cooperate for their own ultimate benefit just as they did in the infancy of the motion picture and radio industries.

"If the motion picture theatres are destroyed, the guilds will suffer more than any other group in the industry, because the principal income of their members comes from the theatres, which are the life stream of the motion picture industry. The present level of income cannot be maintained by the advertising medium."

The Skouras statement points out several of the respects in which he believes the government suit is not in the public interest.

Skouras Statement

(Continued from page 1)

American business men and their employes in every community should join in a rising tide of protest on the ground that this effort to force us to turn over our product to special interests for their selfish purposes, is a threat to everyone of them as well as to us.

If the government can force us to sell our finest pictures to television companies and advertisers at a ridiculously small price, this would be practically confiscatory and ruinous.

Without product the theatres would close and without the revenue the theatres can afford to pay, the producers no longer would be able to turn out fine attractions. The pre-eminence of American motion pictures would be destroyed.

As the New York "Times" points out editorially:—

"By the Justice Department's line of reasoning, in short, the publisher of a best-selling novel would be obligated to make his property available to a free "throw-away" pamphlet financed by advertisements of local merchants and accept whatever remuneration the pamphlet's owner could pay. Application of the anti-trust laws must be tempered with a little more horse sense."

The merchants of every community and their employes recognize the importance to them of the community theatre which brings direct benefit to every transportation agency, every tire and gasoline station, every restaurant, every grocery, every drugstore, every novelty shop, every newsstand, every shoe shop, department store, dry goods store and garment shop, and particularly real estate values. Every business organization and every civic institute in every community, as well as the press, the pulpit and the professional men, ought to cry out against this attempt to deaden the core of American life by closing the doors of the American motion picture theatres.

Especially should the women of America and their organizations help to preserve their time tried right to choose the kind of entertainment their children should see.

It is certainly not in the public interest to destroy the theatres and thereby wreck a business which, throughout the years, has responded instantly to every call of our government for help, without recompense, in the emergencies of war and peace.

It is not in the public interest for our government, which represents the world's hope of freedom, to close a channel of communication historically noted for promoting the democratic way of life throughout the world and acquainting the world with American progress.

It is not in the public interest to harass and threaten an industry, which has signally promoted the public welfare, instead of encouraging and cherishing it as an instrument of freedom.

We must point out to our government that this medium of communication is so valuable to democracy throughout the world that Hitler, Mussolini, and Stalin banned American motion pictures because they feared them. Yet our own government would risk the destruction of this instrument.

The guilds and unions of Hollywood, representing the actors, writers and directors and other crafts, in their own interest and in the public interest should have a full appreciation of the danger this action has brought upon us.

They, too, by their thorough understanding of this crisis should demonstrate that they have the vision to cooperate for their own ultimate benefit just as they did in the infancy of the motion picture and radio industries.

If the motion picture theatres are destroyed, the guilds will suffer more than any other group in the industry, because the principal income of their members comes from the theatres, which are the life stream of the motion picture industry. The present level of income cannot be maintained by the advertising medium of television.

It is economically impossible for the advertisers to meet the huge grosses the motion pictures attain in the theatres in America. The government's action would be ruinous to the exhibitors and in turn would be destructive to an industry which must and does employ the greatest creative and artistic talent in the world in order to satisfy the public's demand for this superior theatre entertainment.

For Twentieth Century-Fox and my associates, I pledge myself

(Continued on page 5)

Peak Business

(Continued from page 1)

Hollywood manner, has begun to bear fruit against competition of outdoor entertainment and the other usual attractions available to the public in the summer," according to the MMPTA.

The MMPTA continued: "Good dramatic material presented in such features as, 'Carrie,' 'The Story of Will Rogers,' 'Sudden Fear,' 'Clash by Night,' 'Encore,' and 'High Noon,' as well as comedies and musicals, such as 'Pat and Mike,' 'Jumping Jacks,' 'Dreamboat,' 'We're Not Married,' and 'Lovely to Look At,' and such spectacles as 'Ivonhoe,' 'King Kong,' 'The Greatest Show on Earth,' and 'Robin Hood,' though each appealing to different segments of the public have with equal compulsion drawn the public out of their homes to neighborhood and Broadway movie houses.

"The weather this summer has been varied too, with hot spells, dry spells and wet spells, but the old theory of the weather influencing the movie-going public has been thrown out this summer and producers and theatre owners are convinced that a concentration of their efforts to give the public interesting, stimulating and amusing quality movies is all the invitation necessary to the people to come to view their films. This has become the keynote in the selection and production of motion pictures for the movie-going public.

"The balance of the summer promises continued favorable movie fare with features such as 'The Miracle of Our Lady of Fatima,' 'The Quiet Man,' 'Where's Charlie?,' 'What Price Glory,' and 'Crimson Pirate,' and with films such as 'The Merry Widow,' 'Son of Paleface,' 'Les Miserables,' 'Just for You,' 'Park Row,' and 'Way of a Gaucho,' opening the fall season, movie-goers can continue to look forward to exciting entertainment and producers and exhibitors to a continued strengthening and vitality in the movie business."

$27,000 for 'His Arms'

BOSTON, Aug. 12.—Universal's "The World in His Arms" at the RKO Memorial Theatre here ended the first week's engagement tonight with an estimated gross of $27,000.

D. of J., Exhibitors

(Continued from page 1)

the purpose of the meeting. They said TOA officials had asked for the meeting and that the Department, following long-standing policy of meeting with any parties involved or interested in anti-trust suits, agreed.

Brandt to Represent ITOA At Capital Trust Suit Meet

The exhibition mission to Washington today to forestall the Department of Justice's 16mm. anti-trust suit definitely will include Independent Theatre Owners Association of New York representation, it was learned here yesterday.

Harry Brandt, ITOA president, will interrupt a Lake George vacation to join the exhibition delegates from the Theatre Owners of America and the Metropolitan Motion Picture Theatres Association in an attempt to win the support of government officials in the fight against the action, an ITOA spokesman said.

WB Editing Six, Two Others Start

HOLLYWOOD, Aug. 12.—Warner Brothers studio has six films in various stages of editing and two new pictures on which editing assignments were announced. All are in color, five in Technicolor and three in WarnerColor.

Now in cutting rooms are: "April in Paris," starring Doris Day and Ray Bolger, edited by Irene Morra; "Springfield Rifle," starring Gary Cooper, edited by Robert Swanson; "The Iron Mistress," starring Alan Ladd and Virginia Mayo, edited by Alan Crosland; "The Desert Song" starring Kathryn Grayson, Gordon MacRae and Steve Cochran, edited by William Ziegler; "Stop, You're Killing Me," starring Broderick Crawford and Claire Trevor, and "Back to Broadway," starring Virginia Mayo, Steve Cochran, Frank Lovejoy, Gene Nelson and Patrice Wymore, edited by Folmar Blangsted.

The pictures soon to start are: "The Jazz Singer," starring Danny Thomas and Peggy Lee, with Alan Crosland as film editor, and "By the Light of the Silvery Moon," starring Doris Day and Gordon MacRae, with Irene Morra as film editor.

Complete 26 Italian Films, 30 in Work

WASHINGTON, August 12.—In the first five months of 1952, 26 Italian films were completed and 30 more were in production or being edited, according to Commerce Department film head Nathan D. Golden.

Seven of the films were Italian-French co-productions and one was a Spanish-Italian co-production, Golden said.

Golden also reported that Unitalia, a semi-official organization concerned with the worldwide promotion of Italian films, is scheduling Italian film weeks for New York, Montreal and Madrid in October and November. The first "Italian Film Week" was held in London June 16-22, with eight productions exhibited.

O'Donnell on Coast Lining Up Premier

HOLLYWOOD, Aug. 12.—Robert O'Donnell of Interstate Theatres of Texas, is in Hollywood this week, for conferences at the RKO Radio studio with Jerry Wald and other executives pertaining to the world premiere in Dallas of "The Lusty Men," a rodeo drama starring Susan Hayward, Robert Mitchum and Arthur Kennedy.

Plans for the opening include an entertainment unit from Hollywood of 20 Texas-born screen and rodeo stars, as well as an advance promotion tour throughout the state by Wald, director Nicholas Ray, Mitchum, Arthur Hunnicutt, Eleanor Todd and screenwriter Horace McCoy. "The Lusty Men" is slated for a saturation release in Texas following its Dallas premiere in October.

Pantages to Albany

ALBANY, Aug. 12.—Clayton Pantages has been promoted from student salesman to salesman and assigned to Albany by 20th Century-Fox. He succeeds Fred Miller, resigned.

Oboler Forms Company

(*Continued from page* 1)

the first two bookings for "Bwana Devil," which utilizes the Natural Vision three-dimensional process and is done in Ansco color. It will open at both the Paramount in Downtown Los Angeles and the Paramount in Hollywood on October 16, he stated.

Pink, who is here to set openings in New York, Boston and Washington, said Oboler plans to produce three films per year. Currently, Oboler's "Twonkey" is planned for release in November. Filming of another Oboler three-dimensional production, "Spear in the Sand," is expected to be started in November on location in Bermuda.

The new company, Pink explained, will have distribution points in New York, New Orleans, Charlotte, Dallas, Chicago and San Francisco. Although currently only Oboler films are expected to be distributed by the new firm, Pink said other producers would be welcomed to use its facilities. Tied in with the new company will be the physical facilities of the National Film Carriers Association, it was added.

Road-show engagements with raised admission prices are planned for the first 250 showings of "Bwana Devil," which Pink said cost in excess of $400,000. Oboler's sales terms, it was explained, call for a guarantee and the handling of all promotion and exploitation of the film by an Oboler advertising department, yet to be set up. He said the theatre will pay for the special polarized lenses necessary to obtain the three-dimensional effect. The cost of the lenses was placed at about eight cents each now, but the price is expected to decline to about four cents when greater quantities are ordered, Pink explained.

Skouras Statement

(*Continued from page* 4)

to this cause and to unceasing vigilance to resist this ruinous plan which the Department of Justice insists upon.

This company already has demonstrated its interest in preserving and perpetuating the theatres of America by a large investment of energy, time and money in pioneering the development of large screen theatre television with color as a means of telecasting live shows of the finest obtainable quality to many theatres simultaneously to supplement motion pictures.

We believe this undertaking to be in the public interest because this superior entertainment will enable them to continue to serve their communities and because their continuation is vital to the American economy and American culture.

Therefore, in a new crisis of this kind threatening the existence of the theatres we cannot bow or surrender or hesitate for a moment if we are to continue to serve America and mankind.

We are willing to rest our faith in the fairmindedness of the American public and its institutions.

20-30 Days to Submit

(*Continued from page* 1)

mount Theatres merger and other issues within 30 days of the close of the hearings.

Just when the hearings will be officially closed, however, is still undetermined. Resnick has asked the commission to guide him on whether to exclude testimony on two key points: Paramount's activities on Scophony, and anti-trust activities of the companies since August, 1948. If the Commission shoudl say that such testimony is okay, further hearings must be held. Even if the Commission says the testimony is out, there would have to be another meeting of the parties to declare the record officially closed.

$500,000 Deal for House

PORTLAND, Ore., Aug. 12.—The J. J. Parker interests, joint operators of the Mayfair Theatre here, have sold their share in the theatre for $500,000 to Evergreen Theatres, now the sole operator of the house.

Meyers Gets Bagdad

PORTLAND, Ore., August 12.—Jones Theatre Enterprises, which some years ago took over Ted Gamble theatres in Oregon, have gradually been disposing of them. One of these, the Bagdad, leading suburban house was recently purchased by A. R. Meyers.

Pittsburgh Meet

(*Continued from page* 1)

noon sessions Blossom Seeley and her husband, Benny Fields, entertained at a luncheon get-together with songs from the picture "Somebody Loves Me," which is the story of Blossom Seeley.

Among those attending were Saal Bragin, chief booker of Warners here, Harry Kalmine, president of Warner Theatres; Harry Goldberg, national advertising director, and Ben Wirth, national real estate manager; Mike Simons, M-G-M executive; Jerry Pickman, national advertising director for Paramount; Jacques Kahn, Warners publicity director here, and Sterling Silliphant, National publicity director for 20th Century-Fox.

Simons, Pickman and Silliphant all discussed the product from their various companies which is about ready to go on the nation's screens.

M. A. Silver read a telegram of congratulations from Walter Brooks of the *Motion Picture Herald*.

Fairbanks, 'IA' Cleared

WASHINGTON, Aug. 12.—The National Labor Relations Board has upheld a trial examiner's decision clearing Jerry Fairbanks, Inc. and the IATSE of unfair labor practice charges brought by the AFL Carpenters Union.

NBC Unites TV And Radio Nets

In a move to streamline and facilitate inner policy and bring about closer co-ordination between the networks' many departments, Ruddick C. Lawrence, director of promotion, planning and development for NBC has united the hitherto separate radio and TV networks. Jacob A. Evans, formerly manager of radio advertising and promotion has been appointed director of advertising and promotion; Hugh M. Neville, formerly director of economic studies, is now director of research and planning, and Robert W. McFayden, formerly manager of TV sales planning and research was named director of development. All will report directly to Lawrence.

Reporting to Jacob A. Evans will be James Nelson, formerly manager of TV advertising and promotion, who is now advertising manager; John G. Fuller, formerly supervisor of TV program sales development, now is sales promotion manager; Fred Veit, formerly TV art director, is now manager of art, production and graphics, and Gerald Pat Steele and Frank McMahon are promoted to advertising and copy coordinators.

Reporting to Nelson will be Clyde Clem, supervisor of radio audience promotion; John F. Hurlbut, supervisor of TV audience promotion, and Richard Blake, supervisor of on-the-air promotion. Clem and Hurlbut will supervise the staff of audience promotion writers, and Blake will supervise the on-the-air promotion writers.

John Porter, new supervisor of TV sales promotion; Robert Hitchens, supervisor of radio sales promotion; Edward Vane, supervisor of program promotion, and Enid Beaupre, sales librarian all will report to Fuller.

Italy May Dub Here At $250,000 Studio

WASHINGTON, August 12.—Italian Films Export is considering setting up a dubbing studio in New York City, according to Commerce Department film chief Nathan D. Golden.

Estimated cost of such a venture would be about $250,000, Golden said. Although Italian films have been dubbed into English in Italy, IFE feels that increased earning capacity and audience appeal would result from dubbing in New York. To date IFE has spent $360,000 on promotion here.

11 HRS. ONESTOP TO LOS ANGELES* ON UNITED AIR LINES!

De luxe service aloft, including delicious Mainliner meals at no extra cost. Three flights to choose from leaving at 9 am, noon, and 12:45 pm (DST). You fly big DC-6 Mainliners all the way.

UNITED AIR LINES

ONE OF THE SCHEDULED AIRLINES OF THE U. S.

*from New York

I don't care if it is "20° Cooler Inside" ...is it a COMPANION-approved movie?



Currently advertised
in the COMPANION

The Merry Widow.....**MGM**

Because You're Mine.....**MGM**

Plymouth Adventure.....**MGM**

Ivanhoe.....**MGM**

COMPANION readers are *always* choosy about their entertainment. Over 4,250,000 discriminating women count on the COMPANION for timely, factual movie news. That's why Hollywood has invested more money in the COMPANION during the past six years than in any other monthly magazine.*

**Except of course the fan magazines.*

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY—PUBLISHERS OF COLLIER'S, THE AMERICAN MAGAZINE, WOMAN'S HOME COMPANION

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 31 NEW YORK, U. S. A., WEDNESDAY, AUGUST 13, 1952 TEN CENTS

Credit Films' Quality for Peak Business

N.Y. Summer High Point Reported by the MMPTA

Grosses are at their highest peak of the summer for Metropolitan New York theatres and the credit for this is due to the quality product that has emanated from Hollywood, the Metropolitan Motion Picture Theatres Association asserted yesterday.

An earlier report by the Independent Theatre Owners Association of New York indicated that July average attendance figures at independent houses here were 11 per cent above those for the same month last year. The MMPTA disclosure points to the likelihood that this month's average will greatly exceed that for Aug., 1951.

"The careful planning of motion picture features to attract varied tastes, produced in the highest quality

(*Continued on page 4*)

Upward Trend Moves On in Cincinnati

Cincinnati, Aug. 12.—"Dog days" and the traditional slump in theatre attendance often characteristic of this period, appears to be working in reverse here, as elsewhere, with grosses continuing to show sustained improvement, particularly at first-runs.

Currently, "Jumping Jacks" gave the RKO Albee a terrific $28,000 on its first week. Average at this house is $11,000. Other grosses are registering considerably above average.

Oboler Forms Own Distribution Firm

The formation of Arch Oboler Productions, a distribution company which will handle Oboler's new feature-length three-dimensional picture, "Bwana Devil," and other Oboler films, was disclosed here yesterday by Sid Pink, associate producer and sales manager for Oboler.

At the same time Pink disclosed

(*Continued on page 5*)

SKOURAS BLASTS U. S. TRUST SUIT

20-30 Days to Submit Para. Case Findings

WASHINGTON, Aug. 12.—Federal Communications Commission hearing examiner Leo Resnick, presiding over the Paramount hearings, today moved to speed a final decision on the complicated case.

At a meeting of the various parties, Resnick ruled that all parties must submit proposed findings on the issues within 20 to 30 days of the time the record is finally closed. This is an unprecedentedly short time for a hearing of the scope and importance of the Paramount case. Previously it had been assumed that the parties would get 60 or 90 days to submit their findings. Resnick said findings on the issue of Paramount's control of Dumont must be submitted within 20 days of the close of the hearings, and proposed findings on the American Broadcasting Co.-United Para-

(*Continued on page 5*)

First Defendant to Speak Out, Says Suit Would Destroy Industry

Spyros P. Skouras, president of 20th Century-Fox, yesterday released a spirited attack on the anti-trust suit filed by the Department of Justice to compel the industry to sell feature films to television.



Spyros Skouras

His four-page statement attacking the government action, which is printed in full in adjoining columns, is the first public reaction from the defendant production-distribution companies pledging an all-out fight against the suit since it was filed in Los Angeles Federal District court on July 22.

The vigorous statement from

(*Continued on page 4*)

Skouras Statement

THE FOLLOWING STATEMENT by Spyros P. Skouras, president of 20th Century-Fox Film Corp., was made here yesterday morning to the company's entire executive personnel. Immediately following the statement, Skouras left for Hollywood where he will confer with studio management and studio executives.

With all the emphasis that I am capable of, I wish to condemn the action of the Department of Justice to force our company to sell feature motion pictures to television companies and advertisers.

This is a threat to the very existence of the motion picture industry of America.

We must understand the crisis that we and the public face and meet with it with deadly earnestness.

The Department of Justice must be persuaded as must every member of the Senate and every member of the House of Representatives, and even the President of the United States himself, that this suit is not in the interest of the American public.

Indeed, it is not in the public interest to endanger the economy of the United States by destroying the theatres which are the heartbeat of every American Community and deprive the public of the continuation of the production of American motion pictures as it now knows them. Our government can spend billions and yet never repair the injury that this will bring to the American economy.

In the public interest and in the interest of common justice,

(*Continued on page 4*)

Three From D. of J. To Meet Exhibitors

WASHINGTON, Aug. 12.—Three top officials of the Justice Department's anti-trust division will meet with Theatre Owners of America and other exhibition spokesmen tomorrow to discuss the Department's 16mm. anti-trust suit.

The three are Newell Clapp, acting head of the anti-trust division; Victor Kramer, head of the litigation section, and Perry Epes, Kramer's assistant.

All three claimed they did not know

(*Continued on page 4*)

100 Managers at WB Pittsburgh Meet

PITTSBURGH, Aug. 12.—More than 100 Warner Brothers theatre managers from Western Pennsylvania, West Virginia and New York State attended an "Atomic Showmanship" drive meeting held in the Roosevelt Hotel here today.

Between the morning and after-

(*Continued on page 5*)

NEWS FLASHES

It was learned here yesterday that S. M. Chertok, producer of Gilbert and Sullivan operettas in America, has opened negotiations with Actors Equity for the possible theatre telecast of productions which he plans to open on Broadway late this fall, and that he has contacted theatre TV interests to outline his plans.

•

WASHINGTON, Aug. 12.--Columbia Pictures has informed the Securities and Exchange Commission that last month it repaid an additional $700,000 to four banks under a $12,-000,000 loan agreement dated Aug. 1, 1950. The July repayment cuts to $7,000,000 the amount outstanding on the debt.

Personal Mention

HENRY HATHAWAY, 20th Century-Fox director, and FREDRIC MARCH will be aboard the *SS. Liberte* leaving here for Europe today.

•

MEL JOLLEY, manager of the Tivoli Theatre, Hamilton, Ont., his wife and two children were reported seriously injured in a traffic accident in Virginia, where they were vacationing.

•

MORGAN HUDGINS of the M-G-M studio publicity department, will arrive here from Hollywood on Monday en route to England.

•

BILL LYONS of the M-G-M Coast publicity department is scheduled to leave on Aug. 30 for a three-week vacation in Europe.

•

ARTHUR C. BROMBERG, president of Monogram Southern exchanges, Atlanta, has returned there from a Florida fishing trip.

•

SAMUEL FINE, a Toronto partner of Famous Players Canadian Corp., is in Toronto General Hospital.

•

MARJORIE THORSEN, M-G-M studio story department executive, has arrived back in Hollywood after a vacation in Europe.

•

JIMMY HOBBS, branch manager of Monogram Southern exchanges, Atlanta, has returned there from Birmingham, Ala.

•

JOSEPH SHULMAN of Shulman Theatres, Hartford, and MRS. SHULMAN have returned from a three-month European vacation trip.

•

HARRY ROSE, manager of the Loew's Poli Majestic Theatre, Bridgeport, Conn., and MRS. ROSE are vacationing in Florida.

•

CLOVER JOHNSON, Centre, Ala., theatre owner, and his family have returned home from a motor trip to Anchorage, Alaska.

•

DICK PITTS and HOWARD BRYANT of Theatre Owners of America headquarters here will be in Washington today.

•

JOEL PRESTON, industry publicist, is here from Hollywood for two weeks.

•

JOSEPH SISTROM, Paramount producer, has returned to Hollywood from Europe.

•

DOUG V. ROSEN, general manager of International Film Distributors, Ltd., Toronto, is hospitalized there.

•

CHARLES VIDOR, Paramount director, has returned to Hollywood from Europe.

•

D. BOONE, manager of the Gables Theatre in Coral Gables, Fla., has resigned to enter the insurance business.

•

DAVE PHILLIPS, Columbia booker in Charlotte, has returned from a vacation.

No Video—N. Y. Yankees' Game Draws Record Crowd

Contributions of free telecasts of home games of major league ball clubs to attendance declines at ball parks was pinpointed Monday night when the game between the Yankees and Boston Red Sox, blacked out for TV, drew 51,005 paid customers to the Yankee Stadium, highest attendance of the year for a single game there.

It was the first Yankee home game not televised since TV entered the Stadium in 1948. Attendance has been on the decline since then, as it has at the Polo Grounds and Ebbetts Field also. Monday's TV black-out was made possible because it was not a regularly scheduled game but a playoff of last Friday night's postponed game. TV, therefore, had no claim to the Monday night encounter.

The Yankees' management declined to classify the TV blackout as a "test" and would not comment on the significance of the record attendance. However, reports have been that some of the major league clubs, alarmed at the continuing drop in attendance, have been considering the elimination of telecasts of home games and restricting them to road games.

Most of the big league clubs have been reluctant to curb their telecasts despite the drop in attendance inasmuch as they receive approximately $500,000 per season for the TV rights. They are in the position of having to weigh the cash-in-hand against the possibility of drawing the equivalent in added paid attendance at their parks.

Lesser Emphasizes Role of Drive-ins

HOLLYWOOD, Aug. 12.—Drive-in theatres this year will account for 20 per cent of total domestic film rentals, producer-exhibitor Sol Lesser told Screen Producers Guild members at a meeting held here last night. He reiterated earlier estimates made by Eric Johnston, Motion Picture Association of America, president.

Appearing as a guest speaker, Lesser, who recently acquired a half-interest in 17 Pacific drive-in theatres, said that "in 1946 there were only 155 drive-ins in the United States, and today there are 4,830." Weather permits them to operate on an average of eight months per year.

Mexican Officials Clear 20th's 'Zapata'

Twentieth Century-Fox's "Viva Zapata" will be released in Mexico on Nov. 20, it was announced here yesterday following news from Mexico City that government film censors had approved the film as a "dignified and historically accurate picture."

The approval of the picture was announced by Jesus Castillo Lopez, head of the government censorship office, following "premature" reports, that the film had been banned, 20th-Fox's home office reported.

Walcott-Marciano Deal in Offing

Hope was expressed by an International Boxing Club spokesman here yesterday that the principals in the projected Jersey Joe Walcott-Rocky Marciano heavyweight title bout will be signed this week.

The fight, considered a plum by both theatre television and home video broadcasting interests, is tentatively slated for September 23 at an East Coast site other than New York City. Currently under consideration are Boston, Jersey City, Philadelphia and Washington.

The strength of theatre television, represented in these negotiations by Nate Halpern, president of Theatre Network Television, would be considerably broadened if the site finally agreed upon is not Jersey City, it is believed. This would allow nearly a dozen large New York City theatre TV eqiupped houses to enter the picture, bolstering the bidding of theatre television interests, it is argued.

In the past, all except one fight theatre telecast was blacked out for New York theatres because most of them were staged in the city. The selection of Jersey City, it is believed, would also bar a fight telecast in theatres here.

N. L. Manheim, 62 Industry Veteran

LOS ANGELES, Aug. 12.—N. L. Manheim, industry veteran, who has been in retirement, died here yesterday morning. He was 62 years old.

Manheim was with the Shubert theatrical interests for years, until World War I. After the war he joined Universal as a film salesman, later becoming assistant general sales manager, short subject sales manager, general service manager in the distribution division, and then general sales manager of the foreign department, a post which he held for some 15 years. He retired 10 years ago to live in Los Angeles.

A son, Henry Lee, and two grandchildren survive.

Events Mark Opening Here of 'Miserables'

French dignitaries and stars of stage, screen and TV will join at the Rivoli Theatre here tomorrow evening in a special ceremony marking the opening of "Les Miserables," and the reopening of the theatre.

Participating in the salute to the 150th anniversary of Victor Hugo's birth will be Jean F. Charvet, acting French Consul General in New York, and French United Nations representatives with guests from other international delegations.

Newsreel Parade

POLITICIANS talking politics are the main items in most current newsreels, all of which contain a wide diversity of items on more or less normal subjects, such as trotting races, soap-box derbies, boat racing, a waiters' race, speed boating, diaper derby, baseball and similar summer activities.

MOVIETONE NEWS, No. 66—Eisenhower meets American Indians. Adlai Stevenson at fair. Street cave-in in Philadelphia. Rhee wins in Korean voting. Gromyko presents credentials in London. Trotting races. Soap-box derby. Boat racing. Water skiing.

NEWS OF THE DAY, No. 569—Rhee wins election. Korea, a sea of mud. Eisenhower and Stevenson. Rush from Red zone. Waiters' race. Speed boating. Soap-box derby.

PARAMOUNT NEWS, No. 102—Election in Korea. Books of Freedom. Eisenhower and Stevenson. Boat racing. Baseball. Soap-box derby. Diaper Derby.

TELENEWS DIGEST, No. 32A—New Democratic chairman. Eisenhower with Indians. New suntan fashions. Exclusive films of "wetback" labor problem. Windsors in Rome. Danish royalty in Greenland. Motor boat racing.

UNIVERSAL NEWS, No. 586—Soap-box derby. Korea voting. Rainy season in Korea. Flying saucers. Weight reducing. French chappeaus. Motor boat racing.

WARNER PATHE NEWS, No. 105—War in the rain in Korea. Rhee wins election. Hiroshima remembers A-bomb. Truman signs books for German University. Margaret Truman in Germany. Red Rally fails in Germany. Windsor ill. Boat racing. Diaper derby. Soap-box derby.

COMPO Coast Meets Will Begin Today

HOLLYWOOD, Aug. 12.—Top executives of the Council of Motion Picture Organizations arrived here today prepared to begin tomorrow conferences with major studio heads on plans for autumn "Movietime U.S.A." tours. The COMPO campaign to repeal the 20 per cent Federal admission tax also will be discussed.

Samuel Pinanski, Trueman T. Rembusch and Robert J. O'Donnell are the COMPO officials who will meet with the studio executives.

Eshelman, McManus, Gauld in New Posts

TORONTO, Aug. 12.—James H. Eshelman, former United Paramount Theatres general manager in Buffalo and Rochester, has been appointed supervisor of Northern and Eastern Ontario houses for Odeon Theatres, Ltd. Eshelman has been city supervisor for Odeon in Hamilton, Ontario. He will operate from the Odeon headoffice here and will have a dozen theatres under his supervision.

Steve McManus, previously manager of the Odeon at Fort Williams and supervisor of Lakehead theatres, has succeeded Eshelman.

Donald Gauld, supervisor of theatres at the headoffice of Odeon, has been transferred to Northwestern Ontario with headquarters at Fort William. He is a member of the board of directors of the Motion Picture Theatres Association of Ontario.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

20th's 'Kilimanjaro' Premiere on Sept. 18

The world premiere of "The Snows of Kilimanjaro," 20th Century-Fox, has been set for Thursday evening Sept. 18 at New York's Rivoli Theatre.

The American debut will start a series of world wide premieres to be held in principal cities of Europe, Asia, Australia and North and South America.

The Technicolor picture, Darryl F. Zanuck's sole personally-produced feature of 1952, will be unveiled before an audience comprised of stars of stage, screen, radio and television, as well as celebrities from the fields of politics, sports, society and international affairs. The opening will be covered by newsreels, television and radio.

Dickinson Heads KC Compo Committee

KANSAS CITY, Aug. 12.—A committee to carry on Council of Motion Picture Organizations activities in the area, particularly and immediately participation in the campaign for admission tax repeal, was set up at a meeting of exhibitors here on Monday.

Glen Dickinson, Sr. was named general chairman for COMPO in this area, and with him Elmer Rhoden, Sr., Jay Wooten, president of the Kansas-Missouri Allied unit, Beverly Miller, R. R. Biechele and Jack Braunagle. Other organizational steps will be taken, including appointment of committees when Congressional candidates are certified. Another meeting will be held before long.

KATO Head Names Tax Drive Chairmen

LOUISVILLE, August 12. — With the Kentucky Association of Theatre Owners going all out in behalf of the Council of Motion Picture Organizations' drive to repeal the 20 per cent Federal tax on admissions, KATO president Ralph McClanahan has appointed chairmen in each of the five film exchange areas serving Kentucky, who in turn will appoint committees to work with them. The chairmen are: Ned Greene, Memphis; W. E. Horsefield, St. Louis; Joe Isaac, Cincinnati; D. Irving Long, Indianapolis, and Clyde Marshall, Atlanta.

PSI-TV Shoots First 13 Films for TV

Shooting of the first 13 films for the new TV film series, "China Smith," has been completed in Hollywood, it was announced here by Manny Reiner, vice-president in charge of sales of PSI-TV, Inc., producers and distributors of television film programs.

Now in the cutting stage, the first three films of the series will be ready in New York on Monday, Reiner said. The release date is September 15.

Golding to Europe

David Golding, Samuel Goldwyn Productions advertising-publicity director, will leave here today by plane for a two weeks vacation in France. He will accompany Joseph Belfort, RKO Pictures general European manager, who is returning to his Paris headquarters following a home office visit.

Reviews

"The Devil Makes Three"

(Metro-Goldwyn-Mayer)

A FILM of the break-up of a ring of German nationalists out to prepare for another German Reich, this is a very exciting, romantic drama pegged on a very topical theme. The semi-documentary direction of Andrew Marton gives the film added impact. The picture, which was produced by Richard Goldstone, was filmed in Germany.

"The Devil Makes Three" is acted by an impressive cast headed by Gene Kelly, who here deserts his dancing shoes to take a straight dramatic part, and Pier Angeli who is lovely and quite convincing as the German girl who helps the neo-Nazis smuggle gold across the border so as to be able to make a living in the difficult days in the Munich of 1947.

Jerry Davis wrote a very fine screenplay which pulls no punches on either side. It's all there—the bombed out homes, the bitterness, the German self-pity, the fight for survival. The picture is slow in starting but during its second half the pace accelerates until there is the smashing, thrilling chase climax which finally finds the Nazi leader trapped in the ruined desolation of Hitler's Berchtesgaden Eagle's Nest.

Much of the picture's effects, including the shots at Salzburg and the little local touches such as the scene in the Mozarteum, are heightened by the fact that the film was photographed on location. There is an air of realism and complete believability as Kelly's car speeds down the Autobahn, and in the unique, tense and exciting end.

The supporting cast, headed by Richard Rober, Richard Egan and a number of very good German actors including Wilfried Seyferth and Claus Clausen, gives the picture an even more authentic atmosphere. Almost all characters speak English and if they do not, the screen does the translating for them.

Kelly as Capt. Jeff Eliot, who returns to Germany for a visit to see a family which once saved his life, finds only Pier alive and working in a cabaret. When he discovers that she is involved in smuggling activities, he helps Military Intelligence nab the Nazi leader by playing along with her. A romantic fadeout follows on the climactic finale.

Others in the cast include: Margot Hielscher, Annie Rosar, Harold Benedict, Otto Gebuehr, Gertrud Wolle, Heinrich Gretler, Charlotte Flemming and Charles Gordon.

Running time, 96 minutes. General audience classification. For September release.

"Son of Ali Baba"

(Universal-International)

BEREFT OF LOGIC AND SENSE, this Leonard Goldstein production is nonetheless the kind of lighthearted entertainment that will fully satisfy seekers after vicarious adventure in the form of sprightly derring do.

Tony Curtis and Piper Laurie have the leads and they make an attractive couple in their exotic costumes. If neither excels in acting, the "unreal" screenplay by Gerald Drayson Adams may be responsible. Many of the lines, however, carry good laughs.

Kurt Neumann directed with an awareness of the impact of color and spectacle, intrigue and action in old Bagdad. The Ali Baba label on the film is likely to bring in a lot of customers who know precisely what to expect.

Susan Cabot is pretty as Curtis' bow-and-arrow girl; Victor Jory makes a fine heavy, and so does Hugh O'Brian, his son, who engages in glittering sword-play with Curtis. Morris Ankrum has dignity as the aged Ali Baba and Gerald Mohr impresses as Capt. Youssef. Curtis plays a Persian Military Academy cadet, and Miss Laurie is a runaway slave-girl who encourages his heroics.

Running time, 75 minutes. General audience classification. For September release.

"Untamed Women"

(Jewell Enterprises-United Artists)

THE accent of this film, which concerns itself with the fate of five men on a prehistoric island occupied only by women, is on action. The situation of a group of downed airmen held captive by Amazon women, lends itself to many absurd incidents and *double entendres,* some of which are in dubious taste.

The story line borders on the incredible and is not aided by the cast, most members of which perform their roles perfunctorily.

The film takes its audience back to the age of the Druids, when the earth was populated by fierce, gargantuan animals and plants, now extinct. It is the shots of the U. S. airmen battling dinosaurs and other weird pre-historic mammals which are the most exciting.

Richard Kay produced, while W. Merle Connell directed, from a screenplay by George W. Sayre. Associate producer was Harry L. Rybnick. Cast includes Mikel Conrad, Doris Merrick, Richard Monahan, Mark Lowell, Morgan Jones and Midge Ware.

Running time, 70 minutes. General audience classification. Release date, not set.

MURRAY HOROWITZ

Isacson, Malkan Unite

David H. Isacson, formerly with Sargoy and Stein, special counsel for the motion picture industry, has become associated with Arnold Malkan who has figured prominently in anti-trust litigation in the appliance industry.

Studio Craft Wages Rise

HOLLYWOOD, Aug. 12.—Studio craft workers averaged $113.68 per week during June, according to the California Department of Industrial Relations monthly report. The figure compares with $112.61 averaged in May, and $104.79 in June of last year.

National Pre-Selling

ESTHER WILLIAMS leads in the current *Esquire* with "Underwater Box-Office" in which she shows to advantage through inches of sea water. . . . Spyros P. Skouras, president of 20th Century-Fox, is the "Personality-of-the-Week" in the current *Time* magazine, but more, and better, could be written by intimates. . . . The new *Look,* out today, has a piece by Marilyn Monroe on "How to Walk." She says, "The secret is to meet all possible requirements without strain." And no strain on the eyes, either. . . . *Look's* "Movie Review" praises Bob Hope and friends in "Son of Paleface." But M-G-M's ad on "Ivanhoe" in the same issue suffers from juxtaposition, a disease known to the advertising agencies. . . . Joan Rice, "Robin Hood's" "new girl friend" has the front cover of *Life* this week; she's a honey.

•

The *Wichita Beacon* is reprinting Will Rogers' newspaper columns of two decades ago and the comment is regarded as timely today as when it was written. In particular, former columns of the philosopher-humorist are as appropriate and newsworthy as comments on the recent political conventions, which haven't changed much since his day. In fact, the *New York Times* syndicate might reissue much of Will Rogers' truth and wit, and find it as much appreciated by a new generation as by those who were around when he was a national figure. It makes marvelous pre-selling for "The Will Rogers Story."

•

Terry Turner, exploitation chief for RKO Radio, says that television is a powerful ally, not an enemy of motion pictures, and he points to his TV advertising campaign on the rerelease of "King Kong." He brought the 18-year-old spine tingler out of the mothballs, gave it a saturation treatment and shook the film industry to its foundations, with an expected gross of $3,000,000 in domestic release alone.

•

Montague Salmon, managing director of the Rivoli Theatre here, will be breaking bread with representatives of the French government and other distinguished guests at the opening of "Les Miserables" on Broadway today, and such a loaf of bread! It took 10 of Hanscom's bakers 14 hours to ferment and mix the gigantic loaf of French bread, which measures eight feet long, weighs 30 pounds and required three hours baking time. Experts estimate it would require an average American four months to consume the loaf, but an average Frenchman, such as Jean Valjean, who was condemned to the galleys for the theft of a loaf of bread, might eat this enormous loaf in a single month. The pre-selling forces at 20th Century-Fox have launched a radio drive on four upcoming pictures, with huge magazine publicity arranged for "The Snows of Kilimanjaro," "O. Henry's Full House," "Ruby Gentry" and "The Farmer Takes a Wife"—all scheduled for fall release.

—WALTER BROOKS

Skouras Blasts

(Continued from page 1)

Skouras recognizes that the suit is not the concern of exhibition alone but rather of the entire industry.

"Without product," he said, "the theatres would close and without the revenue the theatres can afford to pay, the producers no longer would be able to turn out fine attractions. The preeminence of American motion pictures would be destroyed."

Skouras also bid for the aid of business men and their employes in opposing the government suit, pointing out its confiscatory nature and its catering to special interests which, he contended, "is a threat to every one of them, as well as to us." Moreover, he asserted, merchants of every community and their employes and all those concerned with real estate values should join with the industry in opposing an action which, if successful, would close theatres and thereby deprive neighboring merchants and their shops of the benefits they derive from theatre-drawn shoppers.

Skouras's statement indicated that he believes the government action to have been inspired by television set manufacturers and the big advertisers using television as a sales medium.

"With all the emphasis that I am capable of," he said, "I wish to condemn action of the Department of Justice to force our company to sell feature motion pictures to television companies and advertisers."

Later on in his statement, Skouras says: "If the government can force us to sell our finest pictures to television companies and advertisers at a ridiculously small price, this would be practically confiscatory and ruinous."

In mentioning those who would benefit from a successful prosecution of the suit, observers believe Skouras was indicating where he thinks the pressure was exerted which resulted in its filing.

The Skouras statement also hinted that the 20th-Fox president is displeased with the absence of adverse reaction to the government suit by Hollywood guilds and unions.

"The guilds and unions of Hollywood," Skouras said, "representing the actors, writers and directors and other crafts, in their own interest and in the public interest should have a full appreciation of the danger this action has brought upon us.

"They, too, by their thorough understanding of this crisis should demonstrate that they have the vision to cooperate for their own ultimate benefit just as they did in the infancy of the motion picture and radio industries.

"If the motion picture theatres are destroyed, the guilds will suffer more than any other group in the industry, because the principal income of their members comes from the theatres, which are the life stream of the motion picture industry. The present level of income cannot be maintained by the advertising medium."

The Skouras statement points out several of the respects in which he believes the government suit is not in the public interest.

Skouras Statement

(Continued from page 1)

American business men and their employes in every community should join in a rising tide of protest on the ground that this effort to force us to turn over our product to special interests for their selfish purposes, is a threat to everyone of them as well as to us.

If the government can force us to sell our finest pictures to television companies and advertisers at a ridiculously small price, this would be practically confiscatory and ruinous.

Without product the theatres would close and without the revenue the theatres can afford to pay, the producers no longer would be able to turn out fine attractions. The pre-eminence of American motion pictures would be destroyed.

As the New York "Times" points out editorially:—

"By the Justice Department's line of reasoning, in short, the publisher of a best-selling novel would be obligated to make his property available to a free "throw-away" pamphlet financed by advertisements of local merchants and accept whatever remuneration the pamphlet's owner could pay. Application of the anti-trust laws must be tempered with a little more horse sense."

The merchants of every community and their employes recognize the importance to them of the community theatre which brings direct benefit to every transportation agency, every tire and gasoline station, every restaurant, every grocery, every drugstore, every novelty shop, every newsstand, every shoe shop, department store, dry goods store and garment shop, and particularly real estate values. Every business organization and every civic institute in every community, as well as the press, the pulpit and the professional men, ought to cry out against this attempt to deaden the core of American life by closing the doors of the American motion picture theatres.

Especially should the women of America and their organizations help to preserve their time tried right to choose the kind of entertainment their children should see.

It is certainly not in the public interest to destroy the theatres and thereby wreck a business which, throughout the years, has responded instantly to every call of our government for help, without recompense, in the emergencies of war and peace.

It is not in the public interest for our government, which represents the world's hope of freedom, to close a channel of communication historically noted for promoting the democratic way of life throughout the world and acquainting the world with American progress.

It is not in the public interest to harass and threaten an industry, which has signally promoted the public welfare, instead of encouraging and cherishing it as an instrument of freedom.

We must point out to our government that this medium of communication is so valuable to democracy throughout the world that Hitler, Mussolini, and Stalin banned American motion pictures because they feared them. Yet our own government would risk the destruction of this instrument.

The guilds and unions of Hollywood, representing the actors, writers and directors and other crafts, in their own interest and in the public interest should have a full appreciation of the danger this action has brought upon us.

They, too, by their thorough understanding of this crisis should demonstrate that they have the vision to cooperate for their own ultimate benefit just as they did in the infancy of the motion picture and radio industries.

If the motion picture theatres are destroyed, the guilds will suffer more than any other group in the industry, because the principal income of their members comes from the theatres, which are the life stream of the motion picture industry. The present level of income cannot be maintained by the advertising medium of television.

It is economically impossible for the advertisers to meet the huge grosses the motion pictures attain in the theatres in America. The government's action would be ruinous to the exhibitors and in turn would be destructive to an industry which must and does employ the greatest creative and artistic talent in the world in order to satisfy the public's demand for this superior theatre entertainment.

For Twentieth Century-Fox and my associates, I pledge myself

(Continued on page 5)

Peak Business

(Continued from page 1)

Hollywood manner, has begun to bear fruit against competition of outdoor entertainment and the other usual attractions available to the public in the summer," according to the MMPTA.

The MMPTA continued: "Good dramatic material presented in such features as, 'Carrie,' 'The Story of Will Rogers,' 'Sudden Fear,' 'Clash by Night,' 'Encore,' and 'High Noon,' as well as comedies and musicals, such as 'Pat and Mike,' 'Jumping Jacks,' 'Dreamboat,' 'We're Not Married,' and 'Lovely to Look At,' and such spectacles as 'Ivonhoe,' 'King Kong,' 'The Greatest Show on Earth,' and 'Robin Hood,' though each appealing to different segments of the public have with equal compulsion drawn the public out of their homes to neighborhood and Broadway movie houses.

"The weather this summer has been varied too, with hot spells, dry spells and wet spells, but the old theory of the weather influencing the movie-going public has been thrown out this summer and producers and theatre owners are convinced that a concentration of their efforts to give the public interesting, stimulating and amusing quality movies is all the invitation necessary to the people to come to view their films. This has become the keynote in the selection and production of motion pictures for the movie-going public.

"The balance of the summer promises continued favorable movie fare with features such as 'The Miracle of Our Lady of Fatima,' 'The Quiet Man,' 'Where's Charlie?,' 'What Price Glory,' and 'Crimson Pirate,' and with films such as 'The Merry Widow,' 'Son of Paleface,' 'Les Miserables,' 'Just for You,' 'Park Row,' and 'Way of a Gaucho,' opening the fall season, movie-goers can continue to look forward to exciting entertainment and producers and exhibitors to a continued strengthening and vitality in the movie business."

$27,000 for 'His Arms'

BOSTON, Aug. 12.—Universal's "The World in His Arms" at the RKO Memorial Theatre here ended the first week's engagement tonight with an estimated gross of $27,000.

D. of J., Exhibitors

(Continued from page 1)

the purpose of the meeting. They said TOA officials had asked for the meeting and that the Department, following long-standing policy of meeting with any parties involved or interested in anti-trust suits, agreed.

Brandt to Represent ITOA At Capital Trust Suit Meet

The exhibition mission to Washington today to forestall the Department of Justice's 16mm. anti-trust suit definitely will include Independent Theatre Owners Association of New York representation, it was learned here yesterday.

Harry Brandt, ITOA president, will interrupt a Lake George vacation to join the exhibition delegates from the Theatre Owners of America and the Metropolitan Motion Picture Theatres Association in an attempt to win the support of government officials in the fight against the action, an ITOA spokesman said.

WB Editing Six, Two Others Start

HOLLYWOOD, Aug. 12.—Warner Brothers studio has six films in various stages of editing and two new pictures on which editing assignments were announced. All are in color, five in Technicolor and three in WarnerColor.

Now in cutting rooms are: "April in Paris," starring Doris Day and Ray Bolger, edited by Irene Morra; "Springfield Rifle," starring Gary Cooper, edited by Robert Swanson; "The Iron Mistress," starring Alan Ladd and Virginia Mayo, edited by Alan Crosland; "The Desert Song" starring Kathryn Grayson, Gordon MacRae and Steve Cochran, edited by William Ziegler; "Stop, You're Killing Me," starring Broderick Crawford and Claire Trevor, and "Back to Broadway," starring Virginia Mayo, Steve Cochran, Frank Lovejoy, Gene Nelson and Patrice Wymore, edited by Folmar Blangsted.

The pictures soon to start are: "The Jazz Singer," starring Danny Thomas and Peggy Lee, with Alan Crosland as film editor, and "By the Light of the Silvery Moon," starring Doris Day and Gordon MacRae, with Irene Morra as film editor.

Complete 26 Italian Films, 30 in Work

WASHINGTON, August 12.—In the first five months of 1952, 26 Italian films were completed and 30 more were in production or being edited, according to Commerce Department film head Nathan D. Golden.

Seven of the films were Italian-French co-productions and one was a Spanish-Italian co-production, Golden said.

Golden also reported that Unitalia, a semi-official organization concerned with the worldwide promotion of Italian films, is scheduling Italian film weeks for New York, Montreal and Madrid in October and November. The first "Italian Film Week" was held in London June 16-22, with eight productions exhibited.

O'Donnell on Coast Lining Up Premier

HOLLYWOOD, Aug. 12.—Robert O'Donnell of Interstate Theatres of Texas, is in Hollywood this week, for conferences at the RKO Radio studio with Jerry Wald and other executives pertaining to the world premiere in Dallas of "The Lusty Men," a rodeo drama starring Susan Hayward, Robert Mitchum and Arthur Kennedy.

Plans for the opening include an entertainment unit from Hollywood of 20 Texas-born screen and rodeo stars, as well as an advance promotion tour throughout the state by Wald, director Nicholas Ray, Mitchum, Arthur Hunnicutt, Eleanor Todd and screenwriter Horace McCoy. "The Lusty Men" is slated for a saturation release in Texas following its Dallas premiere in October.

Pantages to Albany

ALBANY, Aug. 12.—Clayton Pantages has been promoted from student salesman to salesman and assigned to Albany by 20th Century-Fox. He succeeds Fred Miller, resigned.

Oboler Forms Company

(*Continued from page 1*)

the first two bookings for "Bwana Devil," which utilizes the Natural Vision three-dimensional process and is done in Ansco color. It will open at both the Paramount in Downtown Los Angeles and the Paramount in Hollywood on October 16, he stated.

Pink, who is here to set openings in New York, Boston and Washington, said Oboler plans to produce three films per year. Currently, Oboler's "Twonkey" is planned for release in November. Filming of another Oboler three-dimensional production, "Spear in the Sand," is expected to be started in November on location in Bermuda.

The new company, Pink explained, will have distribution points in New York, New Orleans, Charlotte, Dallas, Chicago and San Francisco. Although currently only Oboler films are expected to be distributed by the new firm, Pink said other producers would be welcomed to use its facilities. Tied in with the new company will be the physical facilities of the National Film Carriers Association, it was added.

Road-show engagements with raised admission prices are planned for the first 250 showings of "Bwana Devil," which Pink said cost in excess of $400,000. Oboler's sales terms, it was explained, call for a guarantee and the handling of all promotion and exploitation of the film by an Oboler advertising department, yet to be set up. He said the theatre will pay for the special polarized lenses necessary to obtain the three-dimensional effect. The cost of the lenses was placed at about eight cents each now, but the price is expected to decline to about four cents when greater quantities are ordered, Pink explained.

Skouras Statement

(*Continued from page 4*)

to this cause and to unceasing vigilance to resist this ruinous plan which the Department of Justice insists upon.

This company already has demonstrated its interest in preserving and perpetuating the theatres of America by a large investment of energy, time and money in pioneering the development of large screen theatre television with color as a means of telecasting live shows of the finest obtainable quality to many theatres simultaneously to supplement motion pictures.

We believe this undertaking to be in the public interest because this superior entertainment will enable them to continue to serve their communities and because their continuation is vital to the American economy and American culture.

Therefore, in a new crisis of this kind threatening the existence of the theatres we cannot bow or surrender or hesitate for a moment if we are to continue to serve America and mankind.

We are willing to rest our faith in the fairmindedness of the American public and its institutions.

20-30 Days to Submit

(*Continued from page 1*)

mount Theatres merger and other issues within 30 days of the close of the hearings.

Just when the hearings will be officially closed, however, is still undetermined. Resnick has asked the commission to guide him on whether to exclude testimony on two key points: Paramount's activities on Scophony, and anti-trust activities of the companies since August, 1948. If the Commission shoudl say that such testimony is okay, further hearings must be held. Even if the Commission says the testimony is out, there would have to be another meeting of the parties to declare the record officially closed.

$500,000 Deal for House

PORTLAND, Ore., Aug. 12.—The J. J. Parker interests, joint operators of the Mayfair Theatre here, have sold their share in the theatre for $500,000 to Evergreen Theatres, now the sole operator of the house.

Meyers Gets Bagdad

PORTLAND, Ore., August 12.—Jones Theatre Enterprises, which some years ago took over Ted Gamble theatres in Oregon, have gradually been disposing of them. One of these, the Bagdad, leading suburban house was recently purchased by A. R. Meyers.

Pittsburgh Meet

(*Continued from page 1*)

noon sessions Blossom Seeley and her husband, Benny Fields, entertained at a luncheon get-together with songs from the picture "Somebody Loves Me," which is the story of Blossom Seeley.

Among those attending were Saal Bragin, chief booker of Warners here, Harry Kalmine, president of Warner Theatres; Harry Goldberg, national advertising director, and Ben Wirth, national real estate manager; Mike Simons, M-G-M executive; Jerry Pickman, national advertising director for Paramount; Jacques Kahn, Warners publicity director here, and Sterling Silliphant, National publicity director for 20th Century-Fox.

Simons, Pickman and Silliphant all discussed the product from their various companies which is about ready to go on the nation's screens.

M. A. Silver read a telegram of congratulations from Walter Brooks of the *Motion Picture Herald*.

Fairbanks, 'IA' Cleared

WASHINGTON, Aug. 12.—The National Labor Relations Board has upheld a trial examiner's decision clearing Jerry Fairbanks, Inc. and the IATSE of unfair labor practice charges brought by the AFL Carpenters Union.

NBC Unites TV And Radio Nets

In a move to streamline and facilitate inner policy and bring about closer co-ordination between the networks' many departments, Ruddick C. Lawrence, director of promotion, planning and development for NBC has united the hitherto separate radio and TV networks. Jacob A. Evans, formerly manager of radio advertising and promotion has been appointed director of advertising and promotion; Hugh M. Neville, formerly director of economic studies, is now director of research and planning, and Robert W. McFayden, formerly manager of TV sales planning and research was named director of development. All will report directly to Lawrence.

Reporting to Jacob A. Evans will be James Nelson, formerly manager of TV advertising and promotion, who is now advertising manager; John G. Fuller, formerly supervisor of TV program sales development, now is sales promotion manager; Fred Veit, formerly TV art director, is now manager of art, production and graphics, and Gerald Pat Steele and Frank McMahon are promoted to advertising and copy coordinators.

Reporting to Nelson will be Clyde Clem, supervisor of radio audience promotion; John F. Hurlbut, supervisor of TV audience promotion, and Richard Blake, supervisor of on-the-air promotion. Clem and Hurlbut will supervise the staff of audience promotion writers, and Blake will supervise the on-the-air promotion writers.

John Porter, new supervisor of TV sales promotion; Robert Hitchens, supervisor of radio sales promotion; Edward Vane, supervisor of program promotion, and Enid Beaupre, sales librarian all will report to Fuller.

Italy May Dub Here At $250,000 Studio

WASHINGTON, August 12.—Italian Films Export is considering setting up a dubbing studio in New York City, according to Commerce Department film chief Nathan D. Golden.

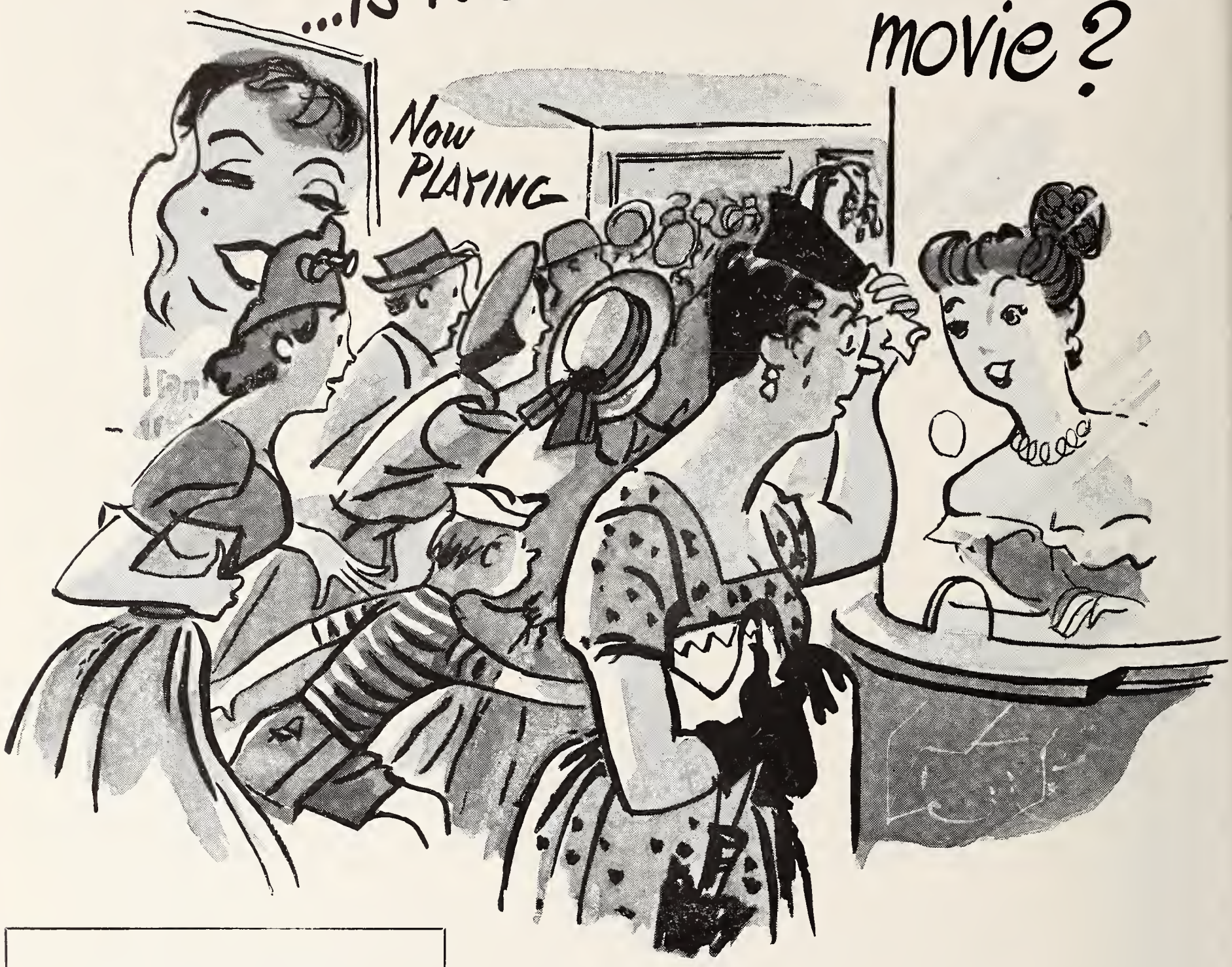
Estimated cost of such a venture would be about $250,000, Golden said. Although Italian films have been dubbed into English in Italy, IFE feels that increased earning capacity and audience appeal would result from dubbing in New York. To date IFE has spent $360,000 on promotion here.

11 HRS. ONESTOP
TO LOS ANGELES*
ON
UNITED AIR LINES!

De luxe service oloft, including delicious Mainliner meals at no extra cast. Three flights to chaose from leaving at 9 om, noon, and 12:45 om (DST). You fly big DC-6 Moinliners oll the woy.

UNITED AIR LINES
ONE OF THE SCHEDULED AIRLINES OF THE U. S.
*from New York

I don't care if it is "20° Cooler Inside" ...is it a COMPANION-approved movie?



Currently advertised
in the COMPANION

The Merry Widow.....**MGM**

Because You're Mine.....**MGM**

Plymouth Adventure.....**MGM**

Ivanhoe.....**MGM**

COMPANION readers are *always* choosy about their entertainment. Over 4,250,000 discriminating women count on the COMPANION for timely, factual movie news. That's why Hollywood has invested more money in the COMPANION during the past six years than in any other monthly magazine.*

**Except of course the fan magazines.*

Woman's Home COMPANION

THE CROWELL-COLLIER PUBLISHING COMPANY—PUBLISHERS OF COLLIER'S, THE AMERICAN MAGAZINE, WOMAN'S HOME COMPANION

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 32 NEW YORK, U. S. A., THURSDAY, AUGUST 14, 1952 TEN CENTS

Adult Ticket Prices Hit An All-Time High

Second Quarter Period Is Usually Off, Says US

WASHINGTON, Aug. 13.—Adult admission prices in large cities rose to an all-time high during the second quarter of this year, the Bureau of Labor Statistics reported today.

Admission prices for children dropped during the April-June period, but this was more than offset by the adult admission price rise, and as a result, the combined adult-children price index also hit an all-time peak.

The adult price trend was surprising in that the second quarter of the year usually sees a seasonal drop in the index.

The Bureau each three months collects price figures in 18 large cities and weights them to represent price trends in the 34 largest cities.

The Bureau said that at the end of June, the adult price index was 79.6

(*Continued on page 3*)

WB Theatres Holds Parley Here Today

Harry M. Kalmine, president and general manager of Warner Brothers Theatres, will preside at a meeting of the company's zone managers at the home office today.

Zone managers attending will be Alfred D. Kvool, Chicago; Harry Feinstein, New Haven; Frank Damis, Newark; Charles A. Smakwitz, Albany; Ted Schlanger, Philadelphia; Moe A. Silver, Pittsburgh; George A. Crouch, Washington.

Film buyers who will attend are:

(*Continued on page 3*)

Expect Ohio Censor Ruling About Oct. 1

COLUMBUS, O., August 13.—A decision in the industry action to test the legality of Ohio's newsreel censorship statute may be handed down about Oct. 1, Robert Wile, secretary of the ITO of Ohio, who is active in the test case, reports in the organization's current bulletin. Wile points out the decision will be delayed be-

(*Continued on page 3*)

MPAA Arbitration Meeting Tomorrow

Sales managers of Motion Picture Association of America member companies will meet tomorrow at the MPAA office here for a rundown on arbitration developments to date and to brief distribution arbitration drafting committee members Robert Perkins and Adolph Schimel preparatory to the initial convening of the entire drafting committee here on Tuesday.

Eric A. Johnston, MPAA president, is expected to be on hand for tomorrow's meeting.

MPAA, NETTC In New Bid for Cost Data from A. T. & T.

WASHINGTON, Aug. 13.—The Motion Picture Association of America and the National Exhibitors Theatre Television Committee today renewed their request to the American Telephone and Telegraph Co. for detailed information on A. T. and T. theatre television transmission costs.

MPAA and NETTC want the information for use in the coming Federal Communications Commission theatre TV hearings. They originally requested the information some months ago, and in June A. T. and T.

(*Continued on page 6*)

Exhibitors Get Promise in Meet with J. D.

WASHINGTON, Aug. 13.—Justice Department officials today promised to consider carefully exhibitor views as to what might constitute "reasonable" clearance between showing of films in theatres and 16mm. showings on television.

The promise was given as four top officials of the anti-trust division met with spokesmen for three theatre owner associations to discuss the government's anti-trust suit aimed at forcing producers to make 16-mm. films more readily available to television. The suit has stirred up a storm of exhibitor protest, but this was the first time that exhibitor spokesmen met face to face with Depart-

(*Continued on page 3*)

Para., M-G-M Join Ohio Film Fair

COLUMBUS, O. Aug. 13.—Announcement of exhibits from M-G-M and Paramount completes the lineup of displays set for "Hollywood at the Faid" at the Ohio State Fair here Aug. 22-29. The exhibit is sponsored by the Independent Theatre Owners

(*Continued on page 3*)

U. S. Acts In Brazil Film Import Crisis

Ambassador Off for Rio; Companies to Meet Today

Equipped with the rank of Ambassador, the State Department's Merwin Bohan has left Washington for Rio de Janeiro to investigate the recent removal of motion pictures from Brazil's list of "essential" imports for which import licenses will be granted, film export sources reported here yesterday.

The report was accompanied by the suggestion that Bohan, who will examine as well Brazilian-American trade problems in general, may be prepared to discuss with the Vargas government the possibility of a dollar loan which, if effected, could be instrumental in bringing about reinstatement of films and certain commodities on the "essential" imports list.

Meanwhile, the American distributors' foreign managers, fearful that

(*Continued on page 3*)

NEWS FLASHES

OMAHA, Aug. 13.-A meeting with Nebraska's representatives in Congress has been scheduled by exhibitors in this territory for Monday at the Blackstone Hotel here to discuss the industry's tax problem, in what was thought to be the first such meeting yet to be set by exhibitors with their Congressmen.

•

WASHINGTON, Aug. 13.-The Federal Communications Commission today gave permission to buy AM and FM stations in Portland, Ore., and Seattle to two companies in which exhibitor Ted Gamble is a major stockholder. In both cases the stations would be bought from Marshall Field.

Plan Extensive Radio, TV, Theatre Tie-up in N. Y. C.

Plans for one of the most extensive mutual promotion campaigns between motion picture theatres and the radio and television industry were outlined here yesterday by WNBC-WNBT, which is in the process of signing a pact with the Organization of the Motion Picture Industry of New York City.

The campaign, which will involve no exchange of money, is slated to get underway Sept. 8, featuring TV and radio programs partially or wholly devoted to boosting films, and trailers in theatres and lobby displays boosting radio and TV programs and stars.

Cooperating in the campaign are 500 independent and circuit theatres which are members of the New York theatre group, a spokesman for WNBC-WNBT stated. The spokesman called the projected tie-up the first of its kind in the country and

(*Continued on page 6*)

New Drive Material For Rogers Fund

Plans to utilize a new type of collection box for concession counters in theatres throughout the country to aid the Will Rogers Memorial Hospital Fund were outlined here by Joseph Vogel, chairman of the hospital coin boxes committee.

Plans for the 1952 campaign were discussed at a meeting of the newly

(*Continued on page 3*)

Personal Mention

CHARLES J. FELDMAN, Universal general sales manager, will leave New York tomorrow for an extended trip through the Midwest and Far West.

•

BASIL C. SALAMIS, Montreal exhibitor, attended the 18th International Red Cross conference in Toronto as an official delegate of the Greek Red Cross. He is secretary of the Greek War Relief Fund of Canada.

•

Y. FRANK FREEMAN, Paramount vice-president and studio head, returned to the Coast yesterday from New York.

•

ANDREW J. GRAINGER, Butterfield Theatres executive, and MRS. GRAINGER announce the birth of a daughter, MICHELE ANN, on Saturday.

•

LUKE STRAGER, HERBERT LANE and E. V. MCDERMOTT, Universal auditors, are in the San Francisco office.

•

WALTER GRISWOLF, former buyer and booker for the Lam Amusement Co., Rome, Ga., has joined Republic Pictures, Atlanta.

•

MAGDA WENSCHEK of Favorite Films of California, Inc., is at Mt. Zion Hospital, San Francisco, for surgery.

•

I. COVAL, Toronto branch manager of Warner Brothers, has been ordered to take a two months' rest following a heart attack.

•

JOE SCOTT has resigned his post as booker for the Martin Theatre, Atlanta.

•

CHARLES KESSNICH, M-G-M Southern district manager, has returned to his Atlanta office from Milwaukee.

•

EMORY AUSTIN, M-G-M Southern publicity head, has arrived back in Atlanta from a Florida vacation.

TED GALANTAR, M-G-M publicist in San Francisco, has been confined to his home with illness.

•

SAM ENGEL, producer, left here for the Coast yesterday.

Diplomats to See 'Fatima'

The invitational world premiere of Warner's "The Miracle of Our Lady of Fatima" on Wednesday evening, Aug. 20, at the Astor Theatre here will have an audience composed of representatives of the international diplomatic corps, society leaders, civic and church notables and leaders of government and business.

Gus Weinberg, Actor, 86

Gus Weinberg, film actor, playwright and song-writer, died in Portland, Me. Monday at the age of 86, according to news reports from that city.

Losers May Examine UA Bid After One Week Wait

Losing bidders for United Artists pictures may examine the winning offers by making a request to do so in writing or in person at local branches seven days after the deadlines for bids, according to a new policy adopted by the sales department.

William J. Heineman, distribution vice-president, said that in instances where the producer of a UA-distributed picture has rejected all bids and competitive negotiation is instituted the losers in the negotiation and bidding are entitled to examine the winning terms under the new policy.

In no case, however, he emphasized, can bid or award winners examine losing offers.

In the current negotiations looking to the establishment of an industry system of arbitration, all distributors have agreed to show winning bids to losing bidders. If the plan is incorporated in any system agreed upon, disclosure of winning bids will become common practice in the industry.

Heineman said UA decided to adopt its new policy after a number of complaints had been received from exhibitors against the practice of not disclosing bids.

Delibridge Leaves Loew's for Own Firm

NASHVILLE, August 13.—Thomas E. Delibridge, associated with Loew's Theatres for the past 19 years and manager of the Nashville house for the past 10 years, has resigned and has gone to Florida where he plans an entertainment promotion organization of his own. He was succeeded by Buford Cranch, with Loew's State, New Orleans, as assistant manager for the past five years, who was connected with the Nashville theatre before.

Appoint 5 More to JDA Drive Posts

Five more names have been added to the long list of those who have accepted key positions in the industry's drive on behalf of the Joint Defense Appeal, it was announced here by Leon Goldberg and Edward L. Fabian, co-chairmen of the industry-wide JDA campaign.

They are: Benjamin Sherman of ABC Vending Corp., who will be chairman of the drive's concessions division; Martin Levine of Brandt Theatres, who heads up purchasing agents, and IATSE leaders Tom Murtha, Herman Gelber and Vincent Jacobi who will serve as co-chairmen of the labor division.

Forms Non-profit Unit

HOLLYWOOD, Aug. 13.—Sol Lesser has formed the International Documentary Film Foundation, a non-profit corporation which will donate 16mm. copies of documentary adventure features to qualified scientific and educational organizations throughout the world.

Minimize Dialogue For Europe: Holden

HOLLYWOOD, August 13.—American pictures that stress visual action rather than lengthy dialogue, thus minimizing the need for sub-titles, are in heavy demand on the European film market, according to William Holden, who has returned from an extended trip abroad.

The Paramount star, a former vice-president of the Screen Actors Guild, will include this observation in a detailed report he is preparing for use by studio executives and officials of motion picture guilds and unions.

Holden spent much of his time on the Continent visiting with American exchange managers, heads of Hollywood's foreign production units and European producers and directors. He also interviewed foreign moviegoers in countries showing American films. He visited Cannes, Florence, Rome, Naples, London, Paris, Frankfurt and Berlin.

Pickman to Coast To View 3 Films

Jerry Pickman, Paramount vice-president in charge of advertising-publicity, will leave here today for the Coast studio where he will screen three productions, George Stevens' "Shane," Hal Wallis' "Come Back, Little Sheba," and Billy Wilder's "Stalag 17." Following the screenings, he will meet with studio executives to set national promotion campaigns for the three.

En route to Hollywood, Pickman will stop off in Chicago for meetings with Bill Hollander, advertising head of Balaban and Katz, to set up the world premiere of "Somebody Loves Me" at the Chicago Theatre on September 5.

Meet Today With Studio, Guild Heads

HOLLYWOOD, Aug. 13.—The Council of Motion Picture Organizations' Sam Pinanski, Trueman Rembusch and Robert O'Donnell will meet with studio heads at a luncheon tomorrow at the Beverly Hills Hotel, and with talent guild executives and others active in "Movietime, U. S. A." work at a cocktail party later in the day. Trio will confer Friday with the executive committee of the Motion Picture Industry Council.

Name Carter WB Atlanta Manager

MEMPHIS, Aug. 13.—Frank Carter, Memphis branch manager for Warner Brothers, has been promoted to manager of the Warner exchange in Atlanta.

Succeeding Carter here will be Joe Young, a Warner film salesman in Memphis.

$22-Million Set For Film Expansion

Washington, Aug. 13.—The Defense Production Administration said its goal for expansion of the photographic film and paper industry had been set at $22,000,000 capital investment in added production capacity above Jan. 1, 1951 levels. This goal is to be reached by June 1, 1953, the DPA said, adding that projects have already been approved accounting for almost all of the expansion.

Calls Roxy Notices 'Precautionary'

Notices of possible dismissal received by the personnel of the New York Roxy were described yesterday as "purely precautionary" by David T. Katz, the theatre's managing director.

Katz, pointing to the projected take-over of the Broadway show case by Westco, the new corporate name of National Theatres, said it was the usual thing for new owners to send out dismissal notices. Katz said, however, to his knowledge the same personnel is expected to be retained when Westco assumes operation of the theatre in accordance with 20th Century-Fox consent decree. The target date for the take-over is Sept. 27, the date of the planned divorcement of the company.

Tidwell Is Named 20th-Fox Manager

T. P. Tidwell, salesman in the Dallas branch of 20th Century-Fox, has been promoted to branch manager of the company's Jacksonville exchange, by Al Lichtman, director of distribution. He will replace Marvin Doris, who has resigned, effective in September.

Tidwell, who started with the company in 1931, has served in many capacities in various of the company's offices, having been salesman, office manager, sales manager and head booker.

New 'Coronet' Film Plan

Starting with the September issue, *Coronet* magazine will inaugurate a new method of recommending motion pictures to its readers. Instead of relying upon the selections of its own board of review, it will have a member of the film industry give his choice. A short profile of the guest reviewer will be included in each issue. The first guest will be Stanley Kramer, and the two films he has selected are "Charley's Aunt" and "The Story of Robin Hood."

AMPA Meeting Today

The Associated Motion Picture Advertisers' board of directors and board of trustees will hold their first meeting of the season today at the Abbey Hotel here, it was reported yesterday by AMPA president Harry K. McWilliams.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street. Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club. Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Brazil

(Continued from page 1)

Brazil's action may destroy an $11,000,000 market, will meet at the Motion Picture Association of America here today with John G. McCarthy, MPAA international division chief, and Joaquin Rickard, Association representative in Latin America, to devise a course of action for the latter to follow when he returns shortly to Rio de Janeiro.

It was indicated that the State Department has taken the view that films have been removed from the list of items which can get exchange at the official rate. This means that film companies could still get some exchange, but only in the free market at a substantial discount. State reportedly is seriously worried and has said that if this is true, it would be "quite a serious development."

The present official rate of exchange is 19 pesos to the dollar. The Brazilian parliament, it was said, has before it bills which would legalize the establishment of two rates of exchange: the present one and one for tourists and special capital transactions at the rate of 35 pesos to a dollar. Enactment of such legislation, it is believed, would hasten the return of films to the list which can get exchange at the 19-to-1 rate.

U. S. companies several months ago stopped shipping newsreels to Brazil because of the Brazilian government decree requiring them to buy and export Brazilian newsreels and documentary films equivalent to 10 per cent of the footage imported into Brazil. The rule had the double purpose of aiding Brazilian producers and of creating propaganda abroad for Brazil. U. S. Ambassador Herschel Johnson in Rio has been unsuccessful in his attempts to get the Vargas government to withdraw the decree.

Rogers Memorial

(Continued from page 1)

organized finance and fund raising committee of the Variety Clubs-Will Rogers Memorial Hospital, held at Fabian Theatres' board room. Also attending were Fred Schwartz, chairman; Abe Montague, Herman Robbins, Sam Rosen, Charles Feldman, William German, Si Fabian, Eugene Picker, Sam Switow and Ned Shugrue.

Feldman, national distributor chairman, and Sam Switow, national exhibitor chairman, reported to the committee that plans are advanced to the stage where all drive materials, including Christmas scrolls, will be in the hands of volunteers before Nov. 1, the starting date of the 1952 "Christmas Salute" campaign.

Exhibitors Get Promise

(Continued from page 1)

ment officials since the suit was filed.

Anticipating the inevitable request, Justice officials opened the conference by stating flatly that the suit could not and would not be dropped and that the conference should proceed on that assumption.

The Justice position, boiled down, was that the Government still feels there is an illegal conspiracy to keep films from television and that it must go through with the suit, but that it realizes the serious consequences for the theatre business and wants the advice and help of exhibitors in determining what relief can be obtained to solve the problem and help television get films without hurting theatre owners too much.

The Government officials at the meeting were Newell Clapp, acting chief of the anti-trust division; Victor Kramer, head of the division's litigation section; Perry Epes, Kramer's assistant; and George Schueler, one of the attorneys who prepared the suit. From exhibitor ranks were Mitchell Wolfson, president of the Theatre Owners of America; Si Fabian, chairman of TOA's executive committee; TOA general counsel, Herman Levy; Harry Brandt, head of the Independent Theatre Owners Association; and Emanuel Frisch of the Metropolitan Motion Picture Theatres Association.

The importance the government attached to the conference was evidenced by two facts: it lasted over one and one-half hours, unusually long, and Kramer interrupted his vacation to attend. Both Justice and exhibitor officials seemed well pleased with the results of the exploratory meeting and indicated other meetings would take place later to discuss the suit further. The exhibitor leaders placed heavy emphasis on the serious consequences the suit could have on theatre owners and on the impracticality of the relief sought by the Government. They stressed again and again the difficulty of determining what constituted "reasonable" clearance between theatre and TV showing, citing past experience in trying to fix reasonable clearance between different theatres.

Justice officials said they admitted that they saw the difficulties in such a determination, and that they were happy to have any help exhibitors might give them on this score. They said they wanted this information not only now, but if and when they win the case, before any final decree is entered by the court.

However, the Justice officials said, even while they realized the difficulties of solving the problem, they could not condone what they feel is an illegal conspiracy creating the problem.

The official TOA statement dwelt on this question of "reasonable" clearance, and then went on to say:

"The spokesmen for the Department stated that they realize and appreciate the competitive status of the motion picture industry and television, and that it will take considerable constructive effort on the part of both interests and the government to establish the ultimate status of both."

TOA officials said they felt they had done a good job in bringing the exhibitor viewpoint to the attention of the Department—a job that could be done far better in person than in letters and wires.

It was learned that there had been some discussion of the possibility of the exhibitors asking for the right to appear, in the case as "friends of the court." At present, TOA is named as a co-conspirator, which gives it no right at all to present its views to the court. There had originally been consideration of asking the right to be named as a defendant, which would confer rights to call witnesses, cross-examine and otherwise take full part in fighting the suit. Apparently, however, this has been toned down to the point where only an "amicus curiae" role is under discussion.

Prominent Place on TOA Agenda Set for U. S. Anti-Trust Suit

WASHINGTON, Aug. 13.—Discussion of what the Theatre Owners of America should do about the Government's 16mm. anti-trust suit will have a prominent place on the Agenda of TOA's convention here next month, president Mitchell Wolfson said today.

WB Theatres

(Continued from page 1)

Alex Halperin, Chicago; Dick Wright, Cleveland; Joe Minsky, New Haven; Arnold Jordan and Arnold Michaelson, Newark; Larry Lapidus, Albany; Ted Minsky and Dan Trieste, Philadelphia; Saul Bragin, Pittsburgh and L. F. Ribnitzki, Washington.

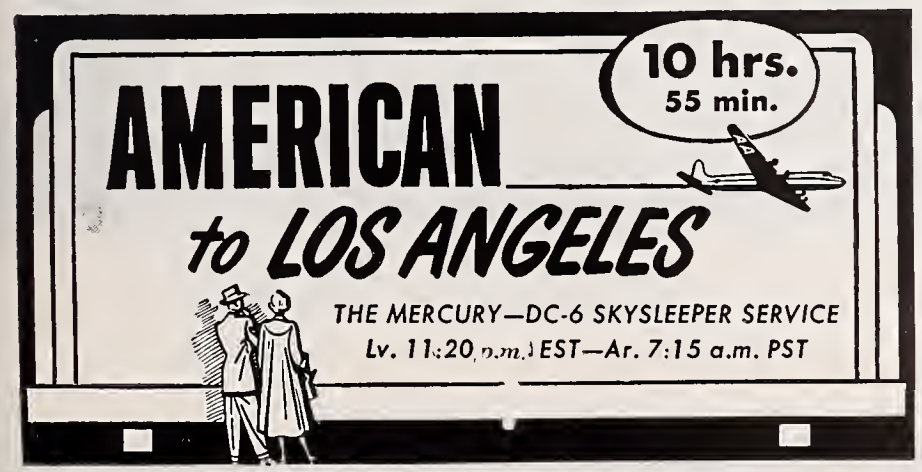
Home office executives scheduled to attend are Miles Alben, Max Blackman, Frank Cahill, Nat Fellman, Harry Goldberg, Louis K. Kaufman, Herman R. Maier, Frank Marshall, W. Stewart McDonald, Frank Phelps, Bernard Rosenzweig, Carl Siegel, Louis Siegel and Ben Wirth.

Ticket Prices

(Continued from page 1)

per cent above the 1935-39 average, compared to 77.1 per cent at the end of March and a previous high of 78 per cent at the end of March 1951.

The children's price index dropped from 52.5 per cent at the end of March this year to 49.5 per cent at the end of June. The combined index rose from 73.8 per cent at the end of March to 75.6 per cent at the end of June.



Saves Postage, Too

Des Moines, Aug. 13.—The current bulletin of Iowa-Nebraska Allied urges its members to kill two birds with one letter—denouncing to Congressmen the government's suit to force the sale of 16mm. films to television and requesting their support in the industry's fight to obtain repeal of the Federal 20 per cent admission tax.

Schine Convention Set for Aug. 19-20

ALBANY, N. Y., Aug. 13.—The Schine circuit of Gloversville, will hold a convention of zone, district and house managers at the Ten Eyck Hotel Aug. 19-20 for an all-over survey of the motion picture business and the circuit's part in it. Meeting is the first of the kind conducted by the Schine organization in 11 years and the largest circuit affair yet scheduled for Albany. One hundred fifty are expected to attend.

Mono. Sets Weekend Sales Meet in Chi.

HOLLYWOOD, Aug. 13.—Monogram-Allied Artists vice-president Harold Mirisch announced a two-day sales meeting for Saturday and Sunday at the Drake Hotel, Chicago. In addition to Mirisch, Morey Goldstein, L. E. Goldhammer, James Pritchard and Harold Wirthwein will attend.

Ohio Fair

(Continued from page 1)

of Ohio and includes displays from Columbia, United Artists, 20th Century-Fox, RKO Pictures, Walt Disney and Paul Terry.

The Paramount exhibit includes an array of costumes from "The Greatest Show on Earth" wigs and Mexican masks from Bing Crosby's "Just for You," Dorothy Lamour's sarong from "The Road to Bali," Jane Russell's two-gun holster and Roy Rogers' guitar from "Son of Paleface."

The M-G-M exhibit includes costumes from "The Plymouth Adventure," Esther Williams' bathing suits and a life-sized rubber kangaroo from "Million Dollar Mermaid," Nero's lyre and throne from "Quo Vadis," two fencing foils from "The Prisoner of Zenda," "Oscars" used in "The Bad and the Beautiful," figurines from "The Story of Three Loves" and an Aztec figure from "Sombrero."

Censor Ruling

(Continued from page 1)

cause the presiding judge before whom the case was heard last Friday will leave on a vacation after the reply briefs have been filed by both sides.

The bulletin cites as "the most interesting item" coming out of the hearing last week the testimony of Walton Ament, vice-president and general manager of Warner-Pathe News, that each newsreel print averages $21 of revenue and that there are 62 Warner newsreel prints distributed in Ohio. If the newsreels average 750 feet, a print costs $14.60 and Ohio censorship $3, leaving $3.33 for production costs.





Cecil B. DeMille's

THE GREATEST SHOW ON EARTH

Color by TECHNICOLOR

Starring

BETTY HUTTON · CORNEL WILDE · CHARLTON HESTON · DOROTHY LAMOUR · GLORIA GRAHAME · and JAMES STEWART

Never such a ticket-selling attraction! From big cities to small towns, it's outgrossing giant figures of "Samson and Delilah" on an average of 230% and often up to 500%.



We made it to make more money for you than "Paleface." And its first dates all prove that it will do just that.



300 immediate key dates coming up! Ask your Paramount exchange about its exciting Dollars-For-Showmen Promotion Contest.

AND THE PARADE WILL CONTINUE RIGHT THRU '52 WITH



Confidence in the all-time biggest product from the Paramount Studio—confidence in exhibitors to back it with all their showmanship, keynotes our Forward-March together toward ever increasing boxoffice returns!



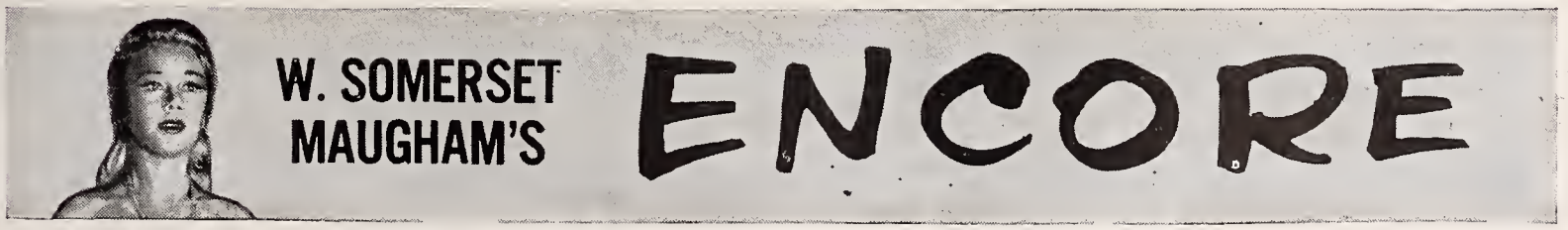
Her terrific legs for long runs are catching every showman's eye. Get your date set up with this glamor gal.



It's jumping the boxoffice jack up to 160% of "Sailor Beware" which was the boys' biggest 'til this came along.



"Spectacular production numbers add up to solid hit" reports Hollywood Reporter on Bing's biggest musical.



"Smash"—"hefty"—"strong" are the words Variety uses to headline the business of this mass-appeal hit.



TV Tie-up

(Continued from page 1)

said it was designed to bring about a "new understanding among the three medias of entertainment."

A spokesman for the Organization of the Motion Picture Industry of New York City, when asked whether the pact had been sealed, commented that it had "not been finalized" but that negotiations were proceeding. However, the radio and television interests stated that a verbal agreement existed between the parties and within two weeks the understanding would be formalized.

Highlights Listed

Under the terms of the understanding, these are the highlights of WNBC-WNBT's promotional role:

Skitch Henderson will kick off the campaign on Sept. 8 with a listing of current and popular films at theatres on his morning show over WNBC.

A "Hollywood, U. S. A." weekly variety show will be inaugurated over WNBC.

The radio station will also feature a documentary series of six or seven programs dramatizing film industry personalities such as producers and directors.

WNBC will also initiate a "Youth Discovers Hollywood" contest.

Over the New York television outlet, WNBT, time will be devoted to a daily listing of current films at New York theatres, in addition to spot announcements. In addition, according to a station spokesman, beginning Sept. 15, there will be a five-minute TV program five days per week featuring interviews with stars and clips from forthcoming pictures.

New York motion picture theatres in turn, according to a WNBC-WNBT spokesman, will show trailers at the end of their coming attractions boosting radio and television stars of the stations, in addition to station programs. Lobby displays and advertisements enclosed in the mail to theatre patrons, boosting the stations' programs and personalities, will be another obligation of the theatres.

Boost 'Off-Hour' Shows

It is understood that the New York theatres in their trailers and promotion are seeking to boost TV programs and TV stars appearing during "off" theatre hours.

Another feature of the experimental mutual promotion program, initiated by Ted Cott, vice-president and general manager of WNBC and WNBT, is a tie-in with super-markets. Selected representatives of such stores will be invited to special previews and will be asked to vote for "the super movie of the month."

The tie-up is expected to continue until late fall, a station spokesman stated.

World Series Over WOR and WOR-TV

For the fourth successive year, New Yorkers will see all World Series contests over WOR-TV, channel No. 9, according to an announcement by R. C. Maddux, vice-president in charge of sales for the station. WOR-TV's telecasts will begin during the first week in October.

WOR will be the only New York station providing coverage of the series on both television and radio, since WOR-Mutual will have exclusive radio broadcasts of the series for the 14th season.

Television--Radio

with Pinky Herman

KRAFT FOODS CO. will sponsor for the 12th consecutive year, "The Great Gildersleeve," starring Willard Waterman as Throckmorten P. Gildy. The radio series will be heard Wednesdays at 8:30 P.M. (E.D.T.) NBCommencing Aug. 31. Agency is Needham, Louis & Brorby. . . . After a three-week vacation in London and Copenhagen, Ed CBSullivan will resume his "Toast of the Town" telecasts Sunday Aug. 24. The "Smiling" Irishman will undoubtedly introduce to America several new Continental acts. . . . Don't be surprised to see a new "Double or Nothing" format soon with Bert Parks the emcee and Walt Framer, the producer. . . . NBC is cutting a series of ET's titled, "Womens' Prison," a female "gangbuster." The half-hour dramatic series, scripted by Chuck Kebbe, is based on actual case histories from the files of Agnes Henderson, chief corrective officer of the State Womens' House of Detention. Miss Henderson will narrate the series, a Moe Gale package. . . .

☆ ☆ ☆

Larry Schwab, Jr., will produce-direct a feature length flicker, "Window for the Blind," based on a story by J. Alvin Kugelmass and published by Messner. Schwab plans to use his television "lights and shadows" technique throughout and hopes to sign Jean Pierre Aumont as the star. Filming will take place either in Paris or New York, starting on Jan. 1, 1953. . . . Peggy Wood, whose CBScintillating role as "Mama" earned her a medal from the Norwegian Government "for fostering and presenting Norwegian culture to the American people," will visit King Haakon and personally thank him for the citation. . . . KOREA STORY: Captain A. C. Hadley, son of "Hap" Hadley, (one of show biz's most famous artists) is back from that war-torn land and now attends the Columbia "U," majoring in international relations for the Army. . . . J. Fred Coots, Jr., son of the writer of a score of song hits, upon his return from Korea and a subsequent honorable discharge, decided upon a career as TV producer. So the smart lad got himself a job with Walt Framer, one of the most successful independent TV producers in the country. . . . Sgt. Jerome Herman, son of this scribbler, returned home on rotation after a year in Korea has been honorably discharged and has resumed his studies at NYU. . . .

MPAA, NETTC

(Continued from page 1)

replied, giving various reasons for not supplying the information.

In today's letter, MPAA and NETTC termed the phone company's reasons "wholly unsatisfactory." They took up each of A. T. and T.'s reasons for not supplying the information, and answered it. Then they concluded by saying that the only valid reason they could see for not having the information earlier was that the hearings were not slated to start until January. Now that the hearings have been moved up to October, the two organizations said that the A. T. and T. excuse is gone, and "in view of the imminence of the Oct. 20 hearings, we renew our request for a speedy response to our questions."

20th Club Has an Outing

Over 750 members and guests of the 20th Century-Fox Family Club sailed up the Hudson yesterday on their annual outing to Bear Mountain. Harry Reinhardt was the chairman.

Lehman, Rudisill Resign

ATLANTA, Aug. 13.—Rudy Lehman, sales representative, and Rudy Rudisill, branch manager of the Kay exchange here, have resigned.

Lawson, Pryce to UA-TV

Orville Lawson and Ralph Pryce have been appointed sales representatives for United Artists Television in Minneapolis and Omaha, respectively.

Invite Film Leaders To Conn. Dedication

HARTFORD, Aug. 13.—Industry leaders have been invited to serve on a committee with Harry F. Shaw, division manager of Loew's-New England Theatres, for the official dedication and opening of the new $2,000,000 Terminal Building at state-owned-and-operated Bradley Field. Shaw, at a conference with Francis S. Murphy, publisher of the Hartford *Times,* and chairman of the State Aeronautics Commission, and Allen M. Widem, *Times* motion picture editor, disclosed that the following have been invited:

Eric A. Johnston, Joseph R. Vogel, Oscar A. Doob, John Murphy, Ernie Emerling, Howard Dietz, Jack Byrne, Dan Terrell, Ned E. Depinet, S. Barret McCormick, Terry Turner, Nate J. Blumberg, Charles Simonelli, Alfred Schwalberg, Jerry Pickman, Sid Mesibov, Ben Kalmenson, Mort Blumenstock, Larry Golob, Spyros P. Skouras, Rodney Bush, Charles Einfeld, Harry Cohn, Harry McWilliams, Arthur B. Krim, Max Youngstein and Mori Krushen.

CBS-TV Names Phillips

Herbert O. Phillips, former art director for M-G-M and Universal, has been appointed executive art director of the scenic division of the CBS television network operations department, it was disclosed here by Frank B. Falknor, CBS-TV vice-president.

DuMont Attacks FCC Decision In Para. Hearings

WASHINGTON, Aug. 13.—Allen B. DuMont Laboratories today bitterly attacked the recent Federal Communications Commission decision in the Paramount hearings, charging that the Commission had "unduly and arbitrarily" interfered with the actions of its hearing examiner and had otherwise violated the Administrative Procedures Act.

The FCC, in an order issued Aug. 1, said anti-trust violations more than three years old should not be considered in passing on the qualifications of existing licensees. DuMont argued that this ruling by the Commission, which laid down rules quite different from those being followed by the parties to the hearing, was aimed at expediting approval of the proposed merger between American Broadcasting Co. and United Paramount Theatres. It said it was highly unfair if ABC and UPT were the only ones to benefit from this "extraordinary procedural action" and urged the Commission to rule that the question of whether Paramount controls DuMont also be determined under the same three-year time limit.

'Dangerous Precedent'

It also claimed that the merged ABC-UPT company was not an existing licensee, and that applying the three-year limit to it was extending the policy to "new applicants, a dangerous precedent." It asked that this be clarified. DuMont also urged the Commission to reconsider its refusal to sever the DuMont-Paramount control issue from the other proceedings.

Finally, DuMont said, if the Commission will not grant any of these requests, it should find that its Aug. 1 order is "vague, indefinite and contradictory, an unreasonable and late modification of essential issues, an undue and arbitrary interference with the rules of evidence and the proceedings governing the determination of the assigned examiner," and otherwise in violation of the Administrative Procedure Act. This means, DuMont said, the Aug. 1 order should be rescinded.

Film Boom Through TV, Says Magazine

Hollywood sees visions of a new heyday for the industry in the light of television, *Business Week* reports.

"More and more studios are seeing their bread buttered with TV and are quietly going into the business of producing films for television," the magazine says.

"It's predicted that by fall all majors will have a TV tieup of one sort or another.

"Television has obviously given Hollywood a vast new market for its feature pictures. But video people are even more anxious to get films specially tailored for the new medium —27-minute films to fill half-hour spots, allowing time for commercials.

"Already, half of all TV shows are on film; the industry expects that ultimately maybe as much as 80 per cent will be canned, or filmed. For one thing, the quality of the show going out on film is better than 'live' fare," it was said.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 32 NEW YORK, U. S. A., THURSDAY, AUGUST 14, 1952 TEN CENTS

Adult Ticket Prices Hit An All-Time High

Second Quarter Period Is Usually Off, Says US

WASHINGTON, Aug. 13.—Adult admission prices in large cities rose to an all-time high during the second quarter of this year, the Bureau of Labor Statistics reported today.

Admission prices for children dropped during the April-June period, but this was more than offset by the adult admission price rise, and as a result, the combined adult-children price index also hit an all-time peak.

The adult price trend was surprising in that the second quarter of the year usually sees a seasonal drop in the index.

The Bureau each three months collects price figures in 18 large cities and weights them to represent price trends in the 34 largest cities.

The Bureau said that at the end of June, the adult price index was 79.6

(Continued on page 3)

WB Theatres Holds Parley Here Today

Harry M. Kalmine, president and general manager of Warner Brothers Theatres, will preside at a meeting of the company's zone managers at the home office today.

Zone managers attending will be Alfred D. Kvool, Chicago; Harry Feinstein, New Haven; Frank Damis, Newark; Charles A. Smakwitz, Albany; Ted Schlanger, Philadelphia; Moe A. Silver, Pittsburgh; George A. Crouch, Washington.

Film buyers who will attend are:

(Continued on page 3)

Expect Ohio Censor Ruling About Oct. 1

COLUMBUS, O., August 13. — A decision in the industry action to test the legality of Ohio's newsreel censorship statute may be handed down about Oct. 1, Robert Wile, secretary of the ITO of Ohio, who is active in the test case, reports in the organization's current bulletin. Wile points out the decision will be delayed be-

(Continued on page 3)

MPAA Arbitration Meeting Tomorrow

Sales managers of Motion Picture Association of America member companies will meet tomorrow at the MPAA office here for a rundown on arbitration developments to date and to brief distribution arbitration drafting committee members Robert Perkins and Adolph Schimel preparatory to the initial convening of the entire drafting committee here on Tuesday.

Eric A. Johnston, MPAA president, is expected to be on hand for tomorrow's meeting.

MPAA, NETTC In New Bid for Cost Data from A. T. & T.

WASHINGTON, Aug. 13.—The Motion Picture Association of America and the National Exhibitors Theatre Television Committee today renewed their request to the American Telephone and Telegraph Co. for detailed information on A. T. and T. theatre television transmission costs.

MPAA and NETTC want the information for use in the coming Federal Communications Commission theatre TV hearings. They originally requested the information some months ago, and in June A. T. and T.

(Continued on page 6)

Exhibitors Get Promise in Meet with J. D.

WASHINGTON, Aug. 13.—Justice Department officials today promised to consider carefully exhibitor views as to what might constitute "reasonable" clearance between showing of films in theatres and 16mm. showings on television.

The promise was given as four top officials of the anti-trust division met with spokesmen for three theatre owner associations to discuss the government's anti-trust suit aimed at forcing producers to make 16-mm. films more readily available to television. The suit has stirred up a storm of exhibitor protest, but this was the first time that exhibitor spokesmen met face to face with Depart-

(Continued on page 3)

Para., M-G-M Join Ohio Film Fair

COLUMBUS, O. Aug. 13.—Announcement of exhibits from M-G-M and Paramount completes the lineup of displays set for "Hollywood at the Faid" at the Ohio State Fair here Aug. 22-29. The exhibit is sponsored by the Independent Theatre Owners

(Continued on page 3)

U. S. Acts In Brazil Film Import Crisis

Ambassador Off for Rio; Companies to Meet Today

Equipped with the rank of Ambassador, the State Department's Merwin Bohan has left Washington for Rio de Janeiro to investigate the recent removal of motion pictures from Brazil's list of "essential" imports for which import licenses will be granted, film export sources reported here yesterday.

The report was accompanied by the suggestion that Bohan, who will examine as well Brazilian-American trade problems in general, may be prepared to discuss with the Vargas government the possibility of a dollar loan which, if effected, could be instrumental in bringing about reinstatement of films and certain commodities on the "essential" imports list.

Meanwhile, the American distributors' foreign managers, fearful that

(Continued on page 3)

First Meeting with Congressmen on Tax

OMAHA, Aug. 13.—Exhibitors in this territory have scheduled a meeting with representatives of the state in Congress for Monday at the Blackstone Hotel to discuss the industry tax problem.

So far as is known, this is the first meeting to be set by exhibitors with their Congressmen in the industry-wide campaign to bring about the repeal of the Federal 20 per cent tax on admissions.

Two Gamble Firms Get FCC Permits

WASHINGTON, Aug. 13.—Two companies in which Ted Gamble is a major stockholder today got Federal Communications Commission permission to buy AM and FM stations in Portland, Ore., and Seattle.

Mount Hood Radio and Television Corp. asked permission to acquire JOIN, AM and FM, in Portland, for $700,000, and the Mount Rainier Radio and Television Corp. asked authority to buy KJR in Seattle for $800,000.

Plan Extensive Radio, TV, Theatre Tie-up in N. Y. C.

Plans for one of the most extensive mutual promotion campaigns between motion picture theatres and the radio and television industry were outlined here yesterday by WNBC-WNBT, which is in the process of signing a pact with the Organization of the Motion Picture Industry of New York City.

The campaign, which will involve no exchange of money, is slated to get underway Sept. 8, featuring TV and radio programs partially or wholly devoted to boosting films, and trailers in theatres and lobby displays boosting radio and TV programs and stars.

Cooperating in the campaign are 500 independent and circuit theatres which are members of the New York theatre group, a spokesman for WNBC-WNBT stated. The spokesman called the projected tie-up the first of its kind in the country and

(Continued on page 6)

New Drive Material For Rogers Fund

Plans to utilize a new type of collection box for concession counters in theatres throughout the country to aid the Will Rogers Memorial Hospital Fund were outlined here by Joseph Vogel, chairman of the hospital coin boxes committee.

Plans for the 1952 campaign were discussed at a meeting of the newly

(Continued on page 3)

Personal Mention

CHARLES J. FELDMAN, Universal general sales manager, will leave New York tomorrow for an extended trip through the Midwest and Far West.

•

BASIL C. SALAMIS, Montreal exhibitor, attended the 18th International Red Cross conference in Toronto as an official delegate of the Greek Red Cross. He is secretary of the Greek War Relief Fund of Canada.

•

Y. FRANK FREEMAN, Paramount vice-president and studio head, returned to the Coast yesterday from New York.

•

ANDREW J. GRAINGER, Butterfield Theatres executive, and MRS. GRAINGER announce the birth of a daughter, MICHELE ANN, on Saturday.

•

LUKE STRAGER, HERBERT LANE and E. V. MCDERMOTT, Universal auditors, are in the San Francisco office.

•

WALTER GRISWOLF, former buyer and booker for the Lam Amusement Co., Rome, Ga., has joined Republic Pictures, Atlanta.

•

MAGDA WENSCHEK of Favorite Films of California, Inc., is at Mt. Zion Hospital, San Francisco, for surgery.

•

I. COVAL, Toronto branch manager of Warner Brothers, has been ordered to take a two months' rest following a heart attack.

•

JOE SCOTT has resigned his post as booker for the Martin Theatre, Atlanta.

•

CHARLES KESSNICH, M-G-M Southern district manager, has returned to his Atlanta office from Milwaukee.

•

EMORY AUSTIN, M-G-M Southern publicity head, has arrived back in Atlanta from a Florida vacation.

TED GALANTAR, M-G-M publicist in San Francisco, has been confined to his home with illness.

•

SAM ENGEL, producer, left here for the Coast yesterday.

Diplomats to See 'Fatima'

The invitational world premiere of Warner's "The Miracle of Our Lady of Fatima" on Wednesday evening, Aug. 20, at the Astor Theatre here will have an audience composed of representatives of the international diplomatic corps, society leaders, civic and church notables and leaders of government and business.

Gus Weinberg, Actor, 86

Gus Weinberg, film actor, playwright and song-writer, died in Portland, Me. Monday at the age of 86, according to news reports from that city.

Losers May Examine UA Bid After One Week Wait

Losing bidders for United Artists pictures may examine the winning offers by making a request to do so in writing or in person at local branches seven days after the deadlines for bids, according to a new policy adopted by the sales department.

William J. Heineman, distribution vice-president, said that in instances where the producer of a UA-distributed picture has rejected all bids and competitive negotiation is instituted the losers in the negotiation and bidding are entitled to examine the winning terms under the new policy.

In no case, however, he emphasized, can bid or award winners examine losing offers.

In the current negotiations looking to the establishment of an industry system of arbitration, all distributors have agreed to show winning bids to losing bidders. If the plan is incorporated in any system agreed upon, disclosure of winning bids will become common practice in the industry.

Heineman said UA decided to adopt its new policy after a number of complaints had been received from exhibitors against the practice of not disclosing bids.

Delibridge Leaves Loew's for Own Firm

NASHVILLE, August 13.—Thomas E. Delibridge, associated with Loew's Theatres for the past 19 years and manager of the Nashville house for the past 10 years, has resigned and has gone to Florida where he plans an entertainment promotion organization of his own. He was succeeded by Buford Cranch, with Loew's State, New Orleans, as assistant manager for the past five years, who was connected with the Nashville theatre before.

Appoint 5 More to JDA Drive Posts

Five more names have been added to the long list of those who have accepted key positions in the industry's drive on behalf of the Joint Defense Appeal, it was announced here by Leon Goldberg and Edward L. Fabian, co-chairmen of the industry-wide JDA campaign.

They are: Benjamin Sherman of ABC Vending Corp., who will be chairman of the drive's concessions division; Martin Levine of Brandt Theatres, who heads up purchasing agents, and IATSE leaders Tom Murtha, Herman Gelber and Vincent Jacobi who will serve as co-chairmen of the labor division.

Forms Non-profit Unit

HOLLYWOOD, Aug. 13.—Sol Lesser has formed the International Documentary Film Foundation, a non-profit corporation which will donate 16mm. copies of documentary adventure features to qualified scientific and educational organizations throughout the world.

Minimize Dialogue For Europe: Holden

HOLLYWOOD, August 13.—American pictures that stress visual action rather than lengthy dialogue, thus minimizing the need for sub-titles, are in heavy demand on the European film market, according to William Holden, who has returned from an extended trip abroad.

The Paramount star, a former vice-president of the Screen Actors Guild, will include this observation in a detailed report he is preparing for use by studio executives and officials of motion picture guilds and unions.

Holden spent much of his time on the Continent visiting with American exchange managers, heads of Hollywood's foreign production units and European producers and directors. He also interviewed foreign moviegoers in countries showing American films. He visited Cannes, Florence, Rome, Naples, London, Paris, Frankfurt and Berlin.

Pickman to Coast To View 3 Films

Jerry Pickman, Paramount vice-president in charge of advertising-publicity, will leave here today for the Coast studio where he will screen three productions, George Stevens' "Shane," Hal Wallis' "Come Back, Little Sheba," and Billy Wilder's "Stalag 17." Following the screenings, he will meet with studio executives to set national promotion campaigns for the three.

En route to Hollywood, Pickman will stop off in Chicago for meetings with Bill Hollander, advertising head of Balaban and Katz, to set up the world premiere of "Somebody Loves Me" at the Chicago Theatre on September 5.

Meet Today With Studio, Guild Heads

HOLLYWOOD, Aug. 13.—The Council of Motion Picture Organizations' Sam Pinanski, Trueman Rembusch and Robert O'Donnell will meet with studio heads at a luncheon tomorrow at the Beverly Hills Hotel, and with talent guild executives and others active in "Movietime, U. S. A." work at a cocktail party later in the day. Trio will confer Friday with the executive committee of the Motion Picture Industry Council.

Name Carter WB Atlanta Manager

MEMPHIS, Aug. 13.—Frank Carter, Memphis branch manager for Warner Brothers, has been promoted to manager of the Warner exchange in Atlanta.

Succeeding Carter here will be Joe Young, a Warner film salesman in Memphis.

$22-Million Set For Film Expansion

Washington, Aug. 13.—The Defense Production Administration said its goal for expansion of the photographic film and paper industry had been set at $22,000,000 capital investment in added production capacity above Jan. 1, 1951 levels. This goal is to be reached by June 1, 1953, the DPA said, adding that projects have already been approved accounting for almost all of the expansion.

Calls Roxy Notices 'Precautionary'

Notices of possible dismissal received by the personnel of the New York Roxy were described yesterday as "purely precautionary" by David T. Katz, the theatre's managing director.

Katz, pointing to the projected take-over of the Broadway show case by Westco, the new corporate name of National Theatres, said it was the usual thing for new owners to send out dismissal notices. Katz said, however, to his knowledge the same personnel is expected to be retained when Westco assumes operation of the theatre in accordance with 20th Century-Fox consent decree. The target date for the take-over is Sept. 27, the date of the planned divorcement of the company.

Tidwell Is Named 20th-Fox Manager

T. P. Tidwell, salesman in the Dallas branch of 20th Century-Fox, has been promoted to branch manager of the company's Jacksonville exchange, by Al Lichtman, director of distribution. He will replace Marvin Doris, who has resigned, effective in September.

Tidwell, who started with the company in 1931, has served in many capacities in various of the company's offices, having been salesman, office manager, sales manager and head booker.

New 'Coronet' Film Plan

Starting with the September issue, *Coronet* magazine will inaugurate a new method of recommending motion pictures to its readers. Instead of relying upon the selections of its own board of review, it will have a member of the film industry give his choice. A short profile of the guest reviewer will be included in each issue. The first guest will be Stanley Kramer, and the two films he has selected are "Charley's Aunt" and "The Story of Robin Hood."

AMPA Meeting Today

The Associated Motion Picture Advertisers' board of directors and board of trustees will hold their first meeting of the season today at the Abbey Hotel here, it was reported yesterday by AMPA president Harry K. McWilliams.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue. Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President· Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club. Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Brazil

(Continued from page 1)

Brazil's action may destroy an $11,000,000 market, will meet at the Motion Picture Association of America here today with John G. McCarthy, MPAA international division chief, and Joaquin Rickard, Association representative in Latin America, to devise a course of action for the latter to follow when he returns shortly to Rio de Janeiro.

It was indicated that the State Department has taken the view that films have been removed from the list of items which can get exchange at the official rate. This means that film companies could still get some exchange, but only in the free market at a substantial discount. State reportedly is seriously worried and has said that if this is true, it would be "quite a serious development."

The present official rate of exchange is 19 pesos to the dollar. The Brazilian parliament, it was said, has before it bills which would legalize the establishment of two rates of exchange: the present one and one for tourists and special capital transactions at the rate of 35 pesos to a dollar. Enactment of such legislation, it is believed, would hasten the return of films to the list which can get exchange at the 19-to-1 rate.

U. S. companies several months ago stopped shipping newsreels to Brazil because of the Brazilian government decree requiring them to buy and export Brazilian newsreels and documentary films equivalent to 10 per cent of the footage imported into Brazil. The rule had the double purpose of aiding Brazilian producers and of creating propaganda abroad for Brazil. U. S. Ambassador Herschel Johnson in Rio has been unsuccessful in his attempts to get the Vargas government to withdraw the decree.

Rogers Memorial

(Continued from page 1)

organized finance and fund raising committee of the Variety Clubs-Will Rogers Memorial Hospital, held at Fabian Theatres' board room. Also attending were Fred Schwartz, chairman; Abe Montague, Herman Robbins, Sam Rosen, Charles Feldman, William German, Si Fabian, Eugene Picker, Sam Switow and Ned Shugrue.

Feldman, national distributor chairman, and Sam Switow, national exhibitor chairman, reported to the committee that plans are advanced to the stage where all drive materials, including Christmas scrolls, will be in the hands of volunteers before Nov. 1, the starting date of the 1952 "Christmas Salute" campaign.

Exhibitors Get Promise

(Continued from page 1)

ment officials since the suit was filed.

Anticipating the inevitable request, Justice officials opened the conference by stating flatly that the suit could not and would not be dropped and that the conference should proceed on that assumption.

The Justice position, boiled down, was that the Government still feels there is an illegal conspiracy to keep films from television and that it must go through with the suit, but that it realizes the serious consequences for the theatre business and wants the advice and help of exhibitors in determining what relief can be obtained to solve the problem and help television get films without hurting theatre owners too much.

The Government officials at the meeting were Newell Clapp, acting chief of the anti-trust division; Victor Kramer, head of the division's litigation section; Perry Epes, Kramer's assistant; and George Schueler, one of the attorneys who prepared the suit. From exhibitor ranks were Mitchell Wolfson, president of the Theatre Owners of America; Si Fabian, chairman of TOA's executive committee; TOA general counsel, Herman Levy; Harry Brandt, head of the Independent Theatre Owners Association; and Emanuel Frisch of the Metropolitan Motion Picture Theatres Association.

The importance the government attached to the conference was evidenced by two facts: it lasted over one and one-half hours, unusually long, and Kramer interrupted his vacation to attend. Both Justice and exhibitor officials seemed well pleased with the results of the exploratory meeting and indicated other meetings would take place later to discuss the suit further. The exhibitor leaders placed heavy emphasis on the serious consequences the suit could have on theatre owners and on the impracticality of the relief sought by the Government. They stressed again and again the difficulty of determining what constituted "reasonable" clearance between theatre and TV showing, citing past experience in trying to fix reasonable clearance between different theatres.

Justice officials said they admitted that they saw the difficulties in such a determination, and that they were happy to have any help exhibitors might give them on this score. They said they wanted this information not only now, but if and when they win the case, before any final decree is entered by the court.

However, the Justice officials said, even while they realized the difficulties of solving the problem, they could not condone what they feel is an illegal conspiracy creating the problem.

The official TOA statement dwelt on this question of "reasonable" clearance, and then went on to say:

"The spokesmen for the Department stated that they realize and appreciate the competitive status of the motion picture industry and television, and that it will take considerable constructive effort on the part of both interests and the government to establish the ultimate status of both."

TOA officials said they felt they had done a good job in bringing the exhibitor viewpoint to the attention of the Department—a job that could be done far better in person than in letters and wires.

It was learned that there had been some discussion of the possibility of the exhibitors asking for the right to appear, in the case as "friends of the court." At present, TOA is named as a co-conspirator, which gives it no right at all to present its views to the court. There had originally been consideration of asking the right to be named as a defendant, which would confer rights to call witnesses, cross-examine and otherwise take full part in fighting the suit. Apparently, however, this has been toned down to the point where only an "amicus curiae" role is under discussion.

Prominent Place on TOA Agenda Set for U. S. Anti-Trust Suit

WASHINGTON, Aug. 13.—Discussion of what the Theatre Owners of America should do about the Government's 16mm. anti-trust suit will have a prominent place on the Agenda of TOA's convention here next month, president Mitchell Wolfson said today.

WB Theatres

(Continued from page 1)

Alex Halperin, Chicago; Dick Wright, Cleveland; Joe Minsky, New Haven; Arnold Jordan and Arnold Michaelson, Newark; Larry Lapidus, Albany; Ted Minsky and Dan Triester, Philadelphia; Saul Bragin, Pittsburgh and L. F. Ribnitzki, Washington.

Home office executives scheduled to attend are Miles Alben, Max Blackman, Frank Cahill, Nat Fellman, Harry Goldberg, Louis K. Kaufman, Herman R. Maier, Frank Marshall, W. Stewart McDonald, Frank Phelps, Bernard Rosenzweig, Carl Siegel, Louis Siegel and Ben Wirth.

Ticket Prices

(Continued from page 1)

per cent above the 1935-39 average, compared to 77.1 per cent at the end of March and a previous high of 78 per cent at the end of March 1951.

The children's price index dropped from 52.5 per cent at the end of March this year to 49.5 per cent at the end of June. The combined index rose from 73.8 per cent at the end of March to 75.6 per cent at the end of June.



Saves Postage, Too

Des Moines, Aug. 13.—The current bulletin of Iowa-Nebraska Allied urges its members to kill two birds with one letter—denouncing to Congressmen the government's suit to force the sale of 16mm. films to television and requesting their support in the industry's fight to obtain repeal of the Federal 20 per cent admission tax.

Schine Convention Set for Aug. 19-20

ALBANY, N. Y., Aug. 13.—The Schine circuit of Gloversville, will hold a convention of zone, district and house managers at the Ten Eyck Hotel Aug. 19-20 for an all-over survey of the motion picture business and the circuit's part in it. Meeting is the first of the kind conducted by the Schine organization in 11 years and the largest circuit affair yet scheduled for Albany. One hundred fifty are expected to attend.

Mono. Sets Weekend Sales Meet in Chi.

HOLLYWOOD, Aug. 13.—Monogram-Allied Artists vice-president Harold Mirisch announced a two-day sales meeting for Saturday and Sunday at the Drake Hotel, Chicago. In addition to Mirisch, Morey Goldstein, L. E. Goldhammer, James Pritchard and Harold Wirthwein will attend.

Ohio Fair

(Continued from page 1)

of Ohio and includes displays from Columbia, United Artists, 20th Century-Fox, RKO Pictures, Walt Disney and Paul Terry.

The Paramount exhibit includes an array of costumes from "The Greatest Show on Earth" wigs and Mexican masks from Bing Crosby's "Just for You," Dorothy Lamour's sarong from "The Road to Bali," Jane Russell's two-gun holster and Roy Rogers' guitar from "Son of Paleface."

The M-G-M exhibit includes costumes from "The Plymouth Adventure," Esther Williams' bathing suits and a life-sized rubber kangaroo from "Million Dollar Mermaid," Nero's lyre and throne from "Quo Vadis," two fencing foils from "The Prisoner of Zenda," "Oscars" used in "The Bad and the Beautiful," figurines from "The Story of Three Loves" and an Aztec figure from "Sombrero."

Censor Ruling

(Continued from page 1)

cause the presiding judge before whom the case was heard last Friday will leave on a vacation after the reply briefs have been filed by both sides.

The bulletin cites as "the most interesting item" coming out of the hearing last week the testimony of Walton Ament, vice-president and general manager of Warner-Pathe News, that each newsreel print averages $21 of revenue and that there are 62 Warner newsreel prints distributed in Ohio. If the newsreels average 750 feet, a print costs $14.60 and Ohio censorship $3, leaving $3.33 for production costs.





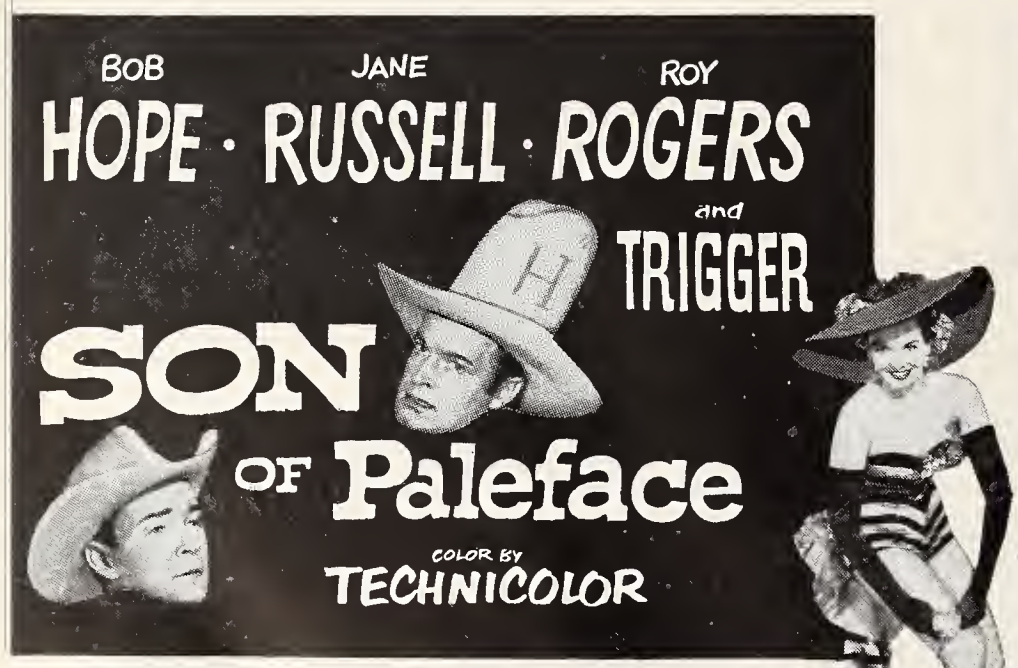
Cecil B. DeMille's
THE GREATEST SHOW ON EARTH

Color by TECHNICOLOR

Starring

BETTY HUTTON · CORNEL WILDE · CHARLTON HESTON · DOROTHY LAMOUR · GLORIA GRAHAME · and JAMES STEWART

Never such a ticket-selling attraction! From big cities to small towns, it's outgrossing giant figures of "Samson and Delilah" on an average of 230% and often up to 500%.



We made it to make more money for you than "Paleface." And its first dates all prove that it will do just that.



300 immediate key dates coming up! Ask your Paramount exchange about its exciting Dollars-For-Showmen Promotion Contest.

AND THE PARADE WILL CONTINUE RIGHT THRU '52 WITH



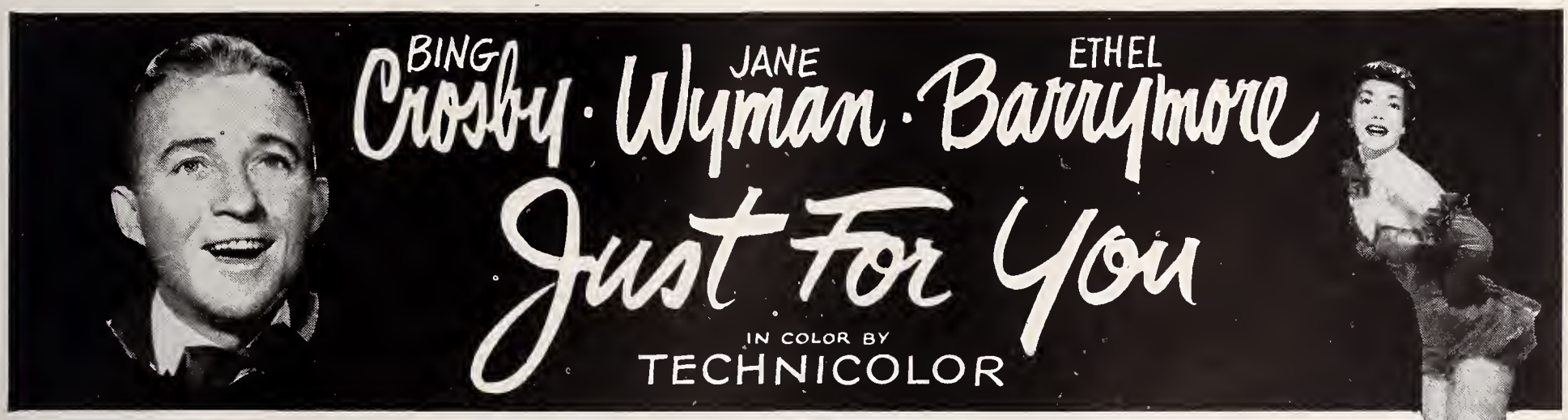
Confidence in the all-time biggest product from the Paramount Studio—confidence in exhibitors to back it with all their showmanship, keynotes our Forward-March together toward ever increasing boxoffice returns!



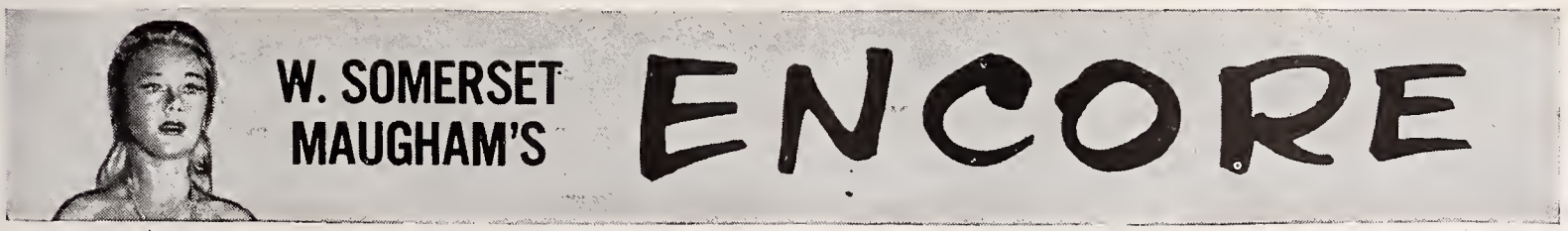
Her terrific legs for long runs are catching every showman's eye. Get your date set up with this glamor gal.



It's jumping the boxoffice jack up to 160% of "Sailor Beware" which was the boys' biggest 'til this came along.



"Spectacular production numbers add up to solid hit" reports Hollywood Reporter on Bing's biggest musical.



"Smash"—"hefty"—"strong" are the words Variety uses to headline the business of this mass-appeal hit.

SOMEBODY ... ME | HURRICANE ... | THE SAVAGE ... | THE ... POINT | THE ... FOREST | ... TO BALI

TV Tie-up

(Continued from page 1)

said it was designed to bring about a "new understanding among the three medias of entertainment."

A spokesman for the Organization of the Motion Picture Industry of New York City, when asked whether the pact had been sealed, commented that it had "not been finalized" but that negotiations were proceeding. However, the radio and television interests stated that a verbal agreement existed between the parties and within two weeks the understanding would be formalized.

Highlights Listed

Under the terms of the understanding, these are the highlights of WNBC-WNBT's promotional role:

Skitch Henderson will kick off the campaign on Sept. 8 with a listing of current and popular films at theatres on his morning show over WNBC.

A "Hollywood, U. S. A." weekly variety show will be inaugurated over WNBC.

The radio station will also feature a documentary series of six or seven programs dramatizing film industry personalities such as producers and directors.

WNBC will also initiate a "Youth Discovers Hollywood" contest.

Over the New York television outlet, WNBT, time will be devoted to a daily listing of current films at New York theatres, in addition to spot announcements. In addition, according to a station spokesman, beginning Sept. 15, there will be a five-minute TV program five days per week featuring interviews with stars and clips from forthcoming pictures.

New York motion picture theatres in turn, according to a WNBC-WNBT spokesman, will show trailers at the end of their coming attractions boosting radio and television stars of the stations, in addition to station programs. Lobby displays and advertisements enclosed in the mail to theatre patrons, boosting the stations' programs and personalities, will be another obligation of the theatres.

Boost 'Off-Hour' Shows

It is understood that the New York theatres in their trailers and promotion are seeking to boost TV programs and TV stars appearing during "off" theatre hours.

Another feature of the experimental mutual promotion program, initiated by Ted Cott, vice-president and general manager of WNBC and WNBT, is a tie-in with super-markets. Selected representatives of such stores will be invited to special previews and will be asked to vote for "the super movie of the month."

The tie-up is expected to continue until late fall, a station spokesman stated.

World Series Over WOR and WOR-TV

For the fourth successive year, New Yorkers will see all World Series contests over WOR-TV, channel No. 9, according to an announcement by R. C. Maddux, vice-president in charge of sales for the station. WOR-TV's telecasts will begin during the first week in October.

WOR will be the only New York station providing coverage of the series on both television and radio, since WOR-Mutual will have exclusive radio broadcasts of the series for the 14th season.

Television--Radio

with Pinky Herman

KRAFT FOODS CO. will sponsor for the 12th consecutive year, "The Great Gildersleeve," starring Willard Waterman as Throckmorten P. Gildy. The radio series will be heard Wednesdays at 8:30 P.M. (E.D.T.) NBCommencing Aug. 31. Agency is Needham, Louis & Brorby. . . . After a three-week vacation in London and Copenhagen, Ed CBSullivan will resume his "Toast of the Town" telecasts Sunday Aug. 24. The "Smiling" Irishman will undoubtedly introduce to America several new Continental acts. . . . Don't be surprised to see a new "Double or Nothing" format soon with Bert Parks the emcee and Walt Framer, the producer. . . . NBC is cutting a series of ET's titled, "Womens' Prison," a female "gangbuster." The half-hour dramatic series, scripted by Chuck Kebbe, is based on actual case histories from the files of Agnes Henderson, chief corrective officer of the State Womens' House of Detention. Miss Henderson will narrate the series, a Moe Gale package. . . .

☆ ☆ ☆

Larry Schwab, Jr., will produce-direct a feature length flicker, "Window for the Blind," based on a story by J. Alvin Kugelmass and published by Messner. Schwab plans to use his television "lights and shadows" technique throughout and hopes to sign Jean Pierre Aumont as the star. Filming will take place either in Paris or New York, starting on Jan. 1, 1953. . . . Peggy Wood, whose CBScintillating role as "Mama" earned her a medal from the Norwegian Government "for fostering and presenting Norwegian culture to the American people," will visit King Haakon and personally thank him for the citation. . . . KOREA STORY: Captain A. C. Hadley, son of "Hap" Hadley, (one of show biz's most famous artists) is back from that war-torn land and now attends the Columbia "U," majoring in international relations for the Army. . . . J. Fred Coots, Jr., son of the writer of a score of song hits, upon his return from Korea and a subsequent honorable discharge, decided upon a career as TV producer. So the smart lad got himself a job with Walt Framer, one of the most successful independent TV producers in the country. . . . Sgt. Jerome Herman, son of this scribbler, returned home on rotation after a year in Korea has been honorably discharged and has resumed his studies at NYU. . . .

MPAA, NETTC

(Continued from page 1)

replied, giving various reasons for not supplying the information.

In today's letter, MPAA and NETTC termed the phone company's reasons "wholly unsatisfactory." They took up each of A. T. and T.'s reasons for not supplying the information, and answered it. Then they concluded by saying that the only valid reason they could see for not having the information earlier was that the hearings were not slated to start until January. Now that the hearings have been moved up to October, the two organizations said that the A. T. and T. excuse is gone, and "in view of the imminence of the Oct. 20 hearings, we renew our request for a speedy response to our questions."

20th Club Has an Outing

Over 750 members and guests of the 20th Century-Fox Family Club sailed up the Hudson yesterday on their annual outing to Bear Mountain. Harry Reinhardt was the chairman.

Lehman, Rudisill Resign

ATLANTA, Aug. 13.—Rudy Lehman, sales representative, and Rudy Rudisill, branch manager of the Kay exchange here, have resigned.

Lawson, Pryce to UA-TV

Orville Lawson and Ralph Pryce have been appointed sales representatives for United Artists Television in Minneapolis and Omaha, respectively.

Invite Film Leaders To Conn. Dedication

HARTFORD, Aug. 13.—Industry leaders have been invited to serve on a committee with Harry F. Shaw, division manager of Loew's-New England Theatres, for the official dedication and opening of the new $2,000,000 Terminal Building at state-owned-and-operated Bradley Field. Shaw, at a conference with Francis S. Murphy, publisher of the Hartford *Times,* and chairman of the State Aeronautics Commission, and Allen M. Widem, *Times* motion picture editor, disclosed that the following have been invited:

Eric A. Johnston, Joseph R. Vogel, Oscar A. Doob, John Murphy, Ernie Emerling, Howard Dietz, Jack Byrne, Dan Terrell, Ned E. Depinet, S. Barret McCormick, Terry Turner, Nate J. Blumberg, Charles Simonelli, Alfred Schwalberg, Jerry Pickman, Sid Mesibov, Ben Kalmenson, Mort Blumenstock, Larry Golob, Spyros P. Skouras, Rodney Bush, Charles Einfeld, Harry Cohn, Harry McWilliams, Arthur B. Krim, Max Youngstein and Mori Krushen.

CBS-TV Names Phillips

Herbert O. Phillips, former art director for M-G-M and Universal, has been appointed executive art director of the scenic division of the CBS television network operations department, it was disclosed here by Frank B. Falknor, CBS-TV vice-president.

DuMont Attacks FCC Decision In Para. Hearings

WASHINGTON, Aug. 13.—Allen B. DuMont Laboratories today bitterly attacked the recent Federal Communications Commission decision in the Paramount hearings, charging that the Commission had "unduly and arbitrarily" interfered with the actions of its hearing examiner and had otherwise violated the Administrative Procedures Act.

The FCC, in an order issued Aug. 1, said anti-trust violations more than three years old should not be considered in passing on the qualifications of existing licensees. DuMont argued that this ruling by the Commission, which laid down rules quite different from those being followed by the parties to the hearing, was aimed at expediting approval of the proposed merger between American Broadcasting Co. and United Paramount Theatres. It said it was highly unfair if ABC and UPT were the only ones to benefit from this "extraordinary procedural action" and urged the Commission to rule that the question of whether Paramount controls DuMont also be determined under the same three-year time limit.

'Dangerous Precedent'

It also claimed that the merged ABC-UPT company was not an existing licensee, and that applying the three-year limit to it was extending the policy to "new applicants, a dangerous precedent." It asked that this be clarified. DuMont also urged the Commission to reconsider its refusal to sever the DuMont-Paramount control issue from the other proceedings.

Finally, DuMont said, if the Commission will not grant any of these requests, it should find that its Aug. 1 order is "vague, indefinite and contradictory, an unreasonable and late modification of essential issues, an undue and arbitrary interference with the rules of evidence and the proceedings governing the determination of the assigned examiner," and otherwise in violation of the Administrative Procedure Act. This means, DuMont said, the Aug. 1 order should be rescinded.

Film Boom Through TV, Says Magazine

Hollywood sees visions of a new heyday for the industry in the light of television, *Business Week* reports.

"More and more studios are seeing their bread buttered with TV and are quietly going into the business of producing films for television," the magazine says.

"It's predicted that by fall all majors will have a TV tieup of one sort or another.

"Television has obviously given Hollywood a vast new market for its feature pictures. But video people are even more anxious to get films specially tailored for the new medium —27-minute films to fill half-hour spots, allowing time for commercials.

"Already, half of all TV shows are on film; the industry expects that ultimately maybe as much as 80 per cent will be canned, or filmed. For one thing, the quality of the show going out on film is better than 'live' fare," it was said.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 33 NEW YORK, U. S. A., FRIDAY, AUGUST 15, 1952 TEN CENTS

Says Majors 100% Behind 'Movietime'

O'Donnell Reports Studio Sentiment at Coast Meet

HOLLYWOOD, Aug. 14.—"I can honestly say the eight major studios are behind 'Movietime, U. S. A.' 100 per cent," director Bob O'Donnell said today following a meeting with major studio production heads at the Beverly Hills Hotel here, attended also by Sam Pinanski and Trueman Rembusch, and presided over by Ned Depinet, RKO Radio president.

O'Donnell's comment followed assurances by studio executives that they will personally make sure stars and others will cooperate fully in the "Movietime" tours.

Pinanski, in a report to the meeting

(*Continued on page 4*)

FCC Further Limits Para. Hearing; Asks Quick Action Again

WASHINGTON, Aug. 14.—The Federal Communications Commission today limited still further the amount of additional evidence which can be put into the record of the catch-all Paramount hearings — apparently another victory for Paramount Pictures, United Paramount Theatres and American Broadcasting Co.

Taking up a "request for clarifica-

(*Continued on page 4*)

'Daily's' Story Told Everything: Frisch

Asked following his return here yesterday from Washington for comment on the meeting there Wednesday between exhibition representatives and Justice Department officials in connection with the government's 16mm. anti-trust suit, Emanuel Frisch of Randforce Amusement said the report of the meeting published yesterday in *Motion Picture Daily* was complete to the last detail and that he could add nothing to it.

Frisch represented the Metropolitan Motion Picture Theatres Association at the Washington meeting.

AMPA Industry School to Initiate Courses Sept. 24

The Associated Motion Picture Advertisers' board yesterday set Sept. 24 for the opening of an AMPA school to train future industry advertising, publicity and exploitation specialists and to provide others in the industry with an opportunity to increase their knowledge of promotional work, Harry K. McWilliams, AMPA president, reported.

Meanwhile, McWilliams said, a "faculty" consisting of top executives in motion picture advertising will be established to deliver the first course.

Courses will run for 12 weeks and tuition of $15 per course will be charged, McWilliams said. Lectures will be delivered and lessons will be given in film company home office screening rooms. The AMPA president said Columbia, United Artists and RKO Radio already have offered to make their screening rooms available to the school. Such commitment is needed from only one more company, he said, explaining that then it will be necessary to use each screening room only three times during a course. Wednesday evenings were selected for classes.

William Howard, RKO Theatres vice-president, has informed the AMPA that he will pay the tuition

(*Continued on page 4*)

Brandt, Frisch Head N. Y. Tax Repeal Unit

Harry Brandt, president of the Independent Theatre Owners Association of New York, and Emanuel Frisch, chairman of the tax repeal committee of the Metropolitan Motion Picture Theatres Association, have been named co-chairmen of the tax repeal campaign committee for the New York City exchange area, it was disclosed here yesterday by the Council of Motion Picture Organizations.

Their appointment was made at a meeting in the COMPO offices of exhibitors comprising the New York area repeal committee. They set Oct. 15 as a deadline for obtaining commitments from downstate New York

(*Continued on page 2*)

TOA Meet Agenda Nearly Completed

WASHINGTON, August 14.—Arbitration, repeal of the admissions tax and the government's 16 mm. anti-trust suit will head the agenda of the annual convention of the Theatre Owners of America here next month, it was decided at a meeting of top TOA officials and the Washington convention committee.

The group met here today to complete, so far as possible, arrangements for the convention, which is to be held at the Shoreham Hotel from Sept. 14-18. Officials said the all-day session

(*Continued on page 4*)

FCC Okays 6 More Television Permits

WASHINGTON, Aug. 14.—The Federal Communications Commission today granted construction permits for six more commercial television stations and two more educational TV stations.

Grants were issued for two proposed commercial stations in Scranton, Pa., and for one station each in El Paso, Tex., Ashland, Ky., Bridgeport, Conn., and Baton Rouge, La.

The Commission granted permits for educational TV stations in New

(*Continued on page 2*)

$5,500,000 Trust Suit Is Settled

CHARLOTTE, Aug. 14.—District Court Judge George Bell Timmerman has dismissed, with the consent of all parties, the $5,500,000 trust suit filed in 1947 against major distributors and others by Fred S. and James W. Curdts operating an independent theatre circuit out of Greenville, S. C. The plaintiffs received damages, but the court order did not state the amount and attorneys declined to comment.

The defendants included Greenville Enterprises, Inc., which operated three

(*Continued on page 2*)

Trust Action Names 6 Theatre Lessors

Two Queens theatre companies charged in a complaint filed in U. S. District Court here yesterday that the lessors of five theatres in that borough violated the anti-trust laws by including admission "price-fixing" clauses in the leases.

Plaintiffs in the action are Intercounty Theatre Corp. and Linden Operating Corp. Defendants are Daywood Realty Corp., Triland Realty Corp., Golden Park, Inc., Estate

(*Continued on page 2*)

US May Okay French Pact Subsidy Deal

See State Dept. Willing To Make the Concession

The existence of a definite possibility that the State Department would be willing to sign a Franco-American film agreement, including provision for American industry subsidization of French production was pointed out yesterday following a meeting here of the Motion Picture Export Association.

Heretofore the State Department indicated that it would sign no foreign trade agreements providing for subsidization of foreign industries. However, the Department was said to have been "vacillating" lately

(*Continued on page 4*)

'Streamlining' of Distribution to Be Discussed Today

Plans for "streamlining" the facilities of distribution will command the attention of sales managers of Motion Picture Association of America member companies at their meeting today at the MPAA office here.

It was indicated that the meeting, over which Alfred W. Schwalberg, chairman of the MPAA distribution committee, will preside, will devote more time to ironing out kinks in the "streamlining" plans than to a discussion of developments looking to the establishment of an industry system of arbitration, heretofore understood to be the principal reason for calling

(*Continued on page 4*)

N. Y. Herald Tribune Criticizes U. S. Suit

The influential New York *Herald Tribune* yesterday added its editorial voice to the swelling chorus of criticism against the Department of Justice's anti-trust suit to force the sale of films to television.

The full text of the editorial is reprinted on page four of this issue of *Motion Picture Daily*.

Personal Mention

BEN LORBER, head of Universal's insurance department, has returned to New York from the Coast.

•

MANDEL HERBSTMAN of MOTION PICTURE DAILY's editorial staff suffered a broken arm and lacerations in an automobile accident in Virginia this week while on vacation. He is scheduled to return to New York this weekend following treatment at the Petersburg, Va., Hospital.

•

ERIC JOHNSTON, president of the Motion Picture Association of America, has been selected to receive "The City of Hope" award, granted by the Medical Center Aides of Los Angeles for his promotion of the American way of life.

•

ROBERT OROPALL, assistant manager of the Universal service department here, was married this week to MARGARET FIORELLI. They are honeymooning in Canada.

•

HARRY FRENCH, president of the Minnesota Amusement Co., left here yesterday for Minneapolis, following conferences with United Paramount Theatres executives.

•

MARTIN MICHEL, 20th Century-Fox radio-TV publicity chief, announced the birth of a son, DEE ANDY, to MRS. MICHEL at Lutheran Hospital here yesterday.

•

HILLER INNES, executive assistant to RUSSELL HOLMAN, Paramount's Eastern production manager, left here for Hollywood yesterday.

•

BILLY WILDER, Paramount producer-director, left here for Hollywood yesterday following his return from Europe.

•

MILTON BARON, general manager of Jose Ferrer Productions, will leave here by plane tomorrow for London.

•

JOHN CASSIDY, RKO Theatres home office publicity executive, is on vacation at Southold, Long Island.

Special Orchestra For Cinerama Film

A special symphonic orchestra, drawn from the NBC Symphony Orchestra, the Metropolitan Opera Orchestra and the New York Philharmonic, has been assembled to complete the orchestral score for "This Is Cinerama," first production in the new multi-dimensional, curved-screen motion picture medium, which will have its first public demonstration in New York late next month.

Under the supervision of Louis Forbes, music director for Cinerama Productions, the score will be recorded by the new "stereophonic" sound technique, which utilizes seven different sound-tracks and as many separate speakers to provide an audial three-dimensional illusion to match the visual effect on the screen.

Over Half of Films Shown In Austria Made in U. S.

WASHINGTON, Aug. 14.—More than half of the 95 pictures released in Austria during the first quarter of 1952 were U. S. films, according to Nathan D. Golden, head of the Commerce Department's film section. Of the 49 U. S. films released, 11 were in color.

Golden also reported that in the same period 13 U. S. pictures played in the Russian zone of Austria for 43 days.

In the first quarter of 1952, Golden said, theatre attendance in Austria rose from 4,142,535, the figure for the final 1951 quarter, to 4,567,961, in spite of increased admission prices and generally stagnant business conditions.

During the first 1952 quarter the Austrian film industry completed three feature films. Three others were in production and four others were scheduled for the second quarter.

3-Week Boston Gross For 'Jacks,' $93,000

BOSTON, Aug. 14.—"Jumping Jacks" ended a three-week engagement at the Metropolitan Theatre here tonight with a total gross of $93,000. The first week's gross was $48,000, second week's, $28,000, third week's, $17,000.

$41,000 for 'High Noon'

BOSTON, Aug. 14.—"High Noon" ended a three-week engagement at the Astor here tonight with a gross of $41,000. The first week led off with a $17,000 draw, followed by $14,000 in the second week and $10,000 in the third.

Block Sales Heavy For WB's 'Fatima'

With Warner Brothers' "The Miracle of Our Lady of Fatima," scheduled to begin its dual premiere at the Astor and Bijou Theatres here on Thursday, following an invitational premiere at the Astor the evening before, requests for tickets for over 50 theatre parties have been received, Warner reported yesterday.

Schary Says America Is Against Realism

HOLLYWOOD, Aug. 14.—Dore Schary, M-G-M vice-president and production head, told a meeting of the Harvard Club of Los Angeles that "television is inheriting most of Hollywood's mediocrity."

He also declared that America is a happy-ending nation and that "we tried realism at the insistence of the intellectuals, but we certainly heard from the plain people about it."

'Warning' Date Delayed

"Without Warning," which was scheduled to open at the Palace Theatre here on Aug. 22, has had its date delayed to permit United Artists to develop a more extensive publicity and exploitation campaign.

Judge Is Tough on Theatre Rowdies

Wilmington, Del., Aug. 14.—Adhering to a policy of not tolerating rowdyism by juveniles in theatres, Judge Francis Reardon of Family Court committed a 15-year-old youth to the Ferris School for juvenile delinquents following an attack on a Queen Theatre usher, who is crippled from polio and received a broken arm in the attack.

Judge Reardon said he committed the youth as a delinquent because he has a record of juvenile offenses.

"It is also a continuation of the policy of this court, which will not tolerate rowdyism by juveniles in theatres," Judge Reardon added.

FCC Okays

(*Continued from page* 1)

York City and Binghamton, N. Y. Both would be operated by the New York State Board of Regents, bringing to five the number of permits already awarded the board. Three more applications from the Board of Regents are still pending.

The FCC told applicants for other channels in Portland, Ore., Sacramento, Cal., and Scranton that they would have to go through hearings.

With today's grants, the Commission has issued permits for 36 new commercial and educational TV stations, and has worked its way through the first 19 communities on its priority list of areas without television.

Suit Is Settled

(*Continued from page* 1)

theatres here in 1947; Wilby-Kincey Service Corp., Loew's, Inc., 20th Century-Fox, Warner Brothers, RKO Pictures, United Artists, Paramount, Universal, Columbia, and Republic.

Brandt, Frisch

(*Continued from page* 1)

Congressmen to vote for repeal of the Federal 20 per cent admission tax and made arrangements for the appointment of Congressional district committees.

RKO Radio Enters U.K. 16mm. Field

LONDON, Aug. 14.—RKO Radio entered the 16mm. film market here with the announcement today of the first 20 features, plus numerous short subjects, that it has made available on substandard film. Outlets for 16mm. films here include about 10,000 non-theatrical institutions, 50 sub-standard theatres and numerous mobile units.

Sees A. T. & T. Reply Before FCC Hearing

Assurances that the American Telephone & Telegraph Co. will respond to the industry's request for detailed information regarding TV transmission costs in time for the Federal Communications Commission hearings in October came from an A. T. & T. spokesman here yesterday.

The spokesman said that A. T. & T. engineers and technicians have been working on the information requested by the Motion Picture Association of America and the National Exhibitors Theatre Television Committee, regarding the cost of setting up a theatre TV network.

He said A. T. & T.'s reply would be forwarded to the MPAA and NETTC "in the near future." Asked to define what he meant by the "near future," the A. T. & T. spokesman said he presumed "within a month," or before the opening of the FCC's theatre TV hearings Oct. 20. The spokesman said that he did not know what will be contained in the A. T. & T.'s response, or whether it will answer all of the questions about costs propounded by the industry. He did express assurance, however, that the industry's cost structure bid would not go unanswered.

Names 6 Lessors

(*Continued from page* 1)

Homes Corp., State Engineering Corp., and Higbee Springfield Corp.

The action was instituted, according to the complaint, in consequence of an attempt by the defendant companies to terminate leases covering the Cambria, Garden, Main Street and St. Albans theatres. These houses and the State were named in the complaint as being covered by the leases in question.

The plaintiffs have asked the court to restrain the defendants from ejecting them from the theatres. They ask also that allegedly illegal clauses be removed from the leases and that the documents otherwise be continued in force for their 20-year terms.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

DEAN MARTIN and JERRY LEWIS
in HAL WALLIS' Jumping Jacks
in person DON CORNELL, TRUDY RICHARDS, MICKEY DEEMS, FOUR EVANS, ELLIOT LAWRENCE and his Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

HOW BIG IS IVANHOE



CLEVELAND: First week, all-time high except "Quo Vadis" at Thanksgiving.



HOUSTON: First week topped only by "GWTW" in entire history of house.



SAN FRANCISCO: First week, all-time high except "Quo Vadis" at Thanksgiving.



ATLANTA: First week sets new all-time high topping even holiday weeks.



EVANSVILLE: First week 3000 admissions ahead of "Quo Vadis."



NEW YORK: Lines three blocks long as Music Hall sets new record.

The Show That's Bringing Back Bigger Crowds!

ALL-TIME RECORDS COAST-TO-COAST!

Press-Time! First 11 Days, Cleveland, Houston, San Francisco, Atlanta, Evansville make box-office history!

43% BIGGER Than "SHOW BOAT"

40% BIGGER Than "BATTLE-GROUND"

13% BIGGER in Paid Admissions than "QUO VADIS"



47% BIGGER Than "AN AMERICAN IN PARIS"

BIGGEST First 11 days *(non-holiday)* in history of MUSIC HALL

Biggest 2nd Sunday of *any* M-G-M Picture, 12-year M-G-M attendance record!

M-G-M presents Sir Walter Scott's Famed Novel "IVANHOE" starring ROBERT TAYLOR ELIZABETH TAYLOR • JOAN FONTAINE • GEORGE SANDERS • EMLYN WILLIAMS Color by Technicolor • Screen Play by Noel Langley • Adaptation by AEneas MacKenzie • Directed by Richard Thorpe • Produced by Pandro S. Berman

FCC Limits

(Continued from page 1)

tion" filed by hearing examiner Leo Resnick, the Commission ruled that testimony relating to Paramount's activities in Scophony Corp. should not be considered further. It also said that the FCC staff and other parties should not be given too much additional time to dig up and present evidence as to the anti-trust activities of the companies since 1948. But it tossed back to Resnick the responsibility of deciding just how much more evidence should be allowed on this all-important point.

See Another Hearing

Resnick indicated he would have another hearing next Tuesday or Wednesday to get the views of the various parties on this point and would probably rule then on the matter.

In its August 1 order, the Commission had said that evidence relating to anti-trust activities not directly involving radio communications should be limited to activities since 1948. Resnick had asked whether activities in the field of manufacturing radio apparatus "directly involved" radio communications. If they did, then testimony on Paramount's activities in Scophony would be in order.

The commission said it meant the three-year limit to apply to any activities not directly involving radio communication services—the flow of advertising or programs to broadcast stations. It said the three-year limit should apply to activities in the radio manufacturing field, since this affected radio communications only indirectly. This means that no testimony can be considered on the Scophony situation for periods prior to August, 1948. All the testimony so far in the record or contemplated dealt with earlier years, and so is excluded.

Resnick also had told the Commission that the FCC's broadcast bureau wanted to start an investigation into the companies' activities since August, 1948, including the Milgram anti-trust suit, the Government suit against National Screen Service and other defendants, and the government suit against Madison Square Garden Corp., whose directors include three Paramount officials.

He said such an investigation would involve a delay in resuming hearings and then another lengthy hearing period.

The Commission said the question of granting a delay in hearings or holding the record open was primarily one for the examiner to decide and that "we do not wish to hamper that discretion, even at the request of the examiner." However, it said, the August 1 commission order did urge the proceedings "be expedited." Concluded the commission today, tossing the ball right back to Resnick:

"A further extensive investigation and the prolonged continuance which that would entail would scarcely be consistent with the objective of a speedy determination of the proceeding. Consistent with such speedy determination, however, we believe that if any participant desires to present any evidence which has thus far not been presented, but which is now believed to be important in light of our August 1 order, such participant should have reasonable opportunity to present that evidence and other participants should have appropriate opportunity to rebut it."

FCC officials have indicated that they doubt they can put together in a hurry any great amount of information about the post-1948 activities of the companies.



Herald-Tribune Editorial Hits U. S. TV Films Suit

UNDER THE HEADING "Another Administration Mistake," the New York Herald-Tribune *yesterday editorially scored the government anti-trust suit seeking to force producer-distributors to sell their feature films to television. The Independent Theatre Owners Association of New York contributed information to the newspaper concerning the suit. The editorial herewith is reprinted in full with the permission of the* Herald-Tribune.

The politically tinged Department of Justice has shown time and time again in its interpretation and administration of the anti-trust law that it simply does not understand the basic economics of the business world today. In some actions the Department has been able to justify its complaint but in many others it seemed that the Department was seeking to penalize efficiency or "bigness."

Its most recent foray into the field of profits and losses (an unfamiliar place for too many government agents), provides a striking illustration of the inability or unwillingness of this arm of the national administration to understand the free enterprise system and the daily problems that must be overcome if red ink or bankruptcy is to be avoided. The motion-picture industry, the experts in Washington seem to have decided, must be compelled to commit economic suicide. This industry, which represents an investment of more than two and a half billion dollars, should not be permitted to protect the investment against its closest and yet most demanding relative, the television industry. It should make available to this competitor, according to Mr. McGranery and his helpers in the Justice Department, the motion pictures that it now releases only to theatres around the country. Examined from any point of view, this is a most unrealistic attitude. A film can bring in $25,000, perhaps $50,000, from the 109 TV stations across the country. Yet it costs many times $50,000 to produce an ordinary Hollywood film and only by showing these films in motion-picture houses can the producer recover the investment.

One of the worrying aspects of this case is the calm assurance given by Mr. McGranery's department that they recognize the desirability of a "reasonable" clearance period between the showing of a film in a theatre and over TV. This suggests that the Justice Department is prepared to exercise maximum control over an industry which demands the highest order of business acumen and skill. We believe the problem is one to be worked out between the two industries with only a minimum of government interference. The interests of neither the motion-picture industry nor the television industry will be served if the government insists on destroying property rights. By the same token, even the innocent bystander, the television viewer, will suffer if the government persists. The Justice Department should study more carefully and more patiently every point of view before proceeding precipitately.

AMPA School

(Continued from page 1)

of any RKO employes who wish to take the course, McWilliams said.

Edgar Goth, AMPA secretary, was named school treasurer.

Koebel Quits 'Journal'

COLUMBUS, O., August 14.—Mrs. Mary McGavran Koebel, for nine years theatre editor of the *Ohio State Journal,* has resigned, effective Sept. 1.

TOA Meet Agenda

(Continued from page 1)

made very good progress in tying up loose ends on the mechanics of the convention, such as registration, transportation, women's activities and other topics, and had also done well in laying out a tentative agenda. They explained that a final agenda could not be announced because speaking dates and other arrangements still had to be confirmed.

On Monday night, it was announced, the delegates will see the world premiere of a top new feature. The name was not revealed.

The convention committee is headed by A. Julian Brylawski, president of the Washington Theatre Owners Association. Meeting with him and with practically his entire committee were these top TOA officials: President Mitchell Wolfson, executive committee chairman Si Fabian, executive director Gael Sullivan, general counsel Herman Levy, service co-ordinator, Howard Bryant, and Sullivan's assistant, Dick Pitts.

French Pact

(Continued from page 1)

with respect to motion pictures in this connection, the reason being that in international trade films are in a "special category."

No action was taken at yesterday's MPEA meeting on the French question. Another meeting on it will be held early next week. Meanwhile, negotiations in Paris between the U. S. and French governments were said to be "progressing."

The MPEA, while reportedly disinclined to encourage the inclusion of a subsidy provision in the new Franco-American pact, would nevertheless "go along," it was said, with such an agreement in the face of French insistence. The Society of Independent Motion Picture Producers, on the other hand, has stated flatly that it would not, under any circumstances, accept a subsidy agreement, which would mean that the burden of subsidization would fall entirely on the MPEA.

Other countries discussed at the MPEA parley were Brazil and Mexico. The former has removed motion pictures from its list of "essential" imports and the State Department's Merwin Bohan has left Washington for Rio de Janeiro to investigate. Bohan, the MPEA meeting learned, has been thoroughly briefed on the motion picture problem.

'Movietime, U.S.A.'

(Continued from page 1)

on the drive for admission tax repeal, stated that the Council of Motion Picture Organizations' machinery now going into operation at the local level across the land, indicates the constructive power the industry can wield when properly coordinated.

Rembusch told the meeting that the $300,000,000 being siphoned off annually by the tax represents the difference between failure and survival for 6,000 smaller theatres, and that the failure of these would be reflected tenfold on the fortunes of the industry as a whole.

At the suggestion of studio heads, COMPO representatives will take steps to insure more frequent exhibitor-producer meetings in Hollywood, with three to four annually deemed appropriate. Studio executives present were Dore Schary of M-G-M, Harry Cohn of Columbia, Y. Frank Freeman of Paramount, C. J. Tevlin of RKO Radio, Darryl Zanuck of 20th Century-Fox, Jack Warner of Warner Brothers, William Goetz of Universal, and Jack Baker, representing Republic's Herbert Yates.

'Streamlining'

(Continued from page 1)

the meeting. Eric A. Johnston, MPAA president, will be present.

Today's "streamlining" discussion may be a climactic one, in that definite arrangements for taking the necessary steps toward improving distribution facilities may be announced.

During the past few months MPAA statisticians have been compiling comparative figures that are said to emphasize the disadvantages of duplication by the various companies in their distribution of product. Film carrier firms, meanwhile, are understood to be prepared to cooperate in every way possible toward advancing "streamlined" operations.

"The Merry Widow
is naughty
–but nice."

Rather than
Keep you in suspense
As to what happens
To Lana Turner, as
"The Merry Widow,"
At the hands of that
Unseen sweetheart,
Let us give
You a
Sample
Below!



The very bold man
Is Fernando Lamas,
Hot-blooded Latin
Who will excite women
With his looks and voice
In M-G-M's superb
"The Merry Widow."
This is IT, with music.

M-G-M presents Lana Turner as "THE MERRY WIDOW" co-starring Fernando Lamas • with Una Merkel • Richard Haydn • Thomas Gomez • Color by Technicolor • Screen Play by Sonya Levien and William Ludwig • Based on the Operetta Written by Composer Franz Lehar and Authors Victor Leon and Leo Stein • Directed by Curtis Bernhardt • Produced by Joe Pasternak

Ready to "KICK-OFF" the FOOTBALL SEASON!

NOW... HE'S A FOOTBALL HERO!

As he Outsmarts the Professors...

BONZO

and cuts up with the Campus Cuties!

GOES TO COLLEGE



He's a genius in the classroom!

He's got the co-eds cooing...



and the Dean stewing...

The hilarious *NEW* Adventures of that lovable clown-of-clowns!



Starring

MAUREEN O'SULLIVAN · EDMUND GWENN · CHARLES DRAKE

GIGI PERREAU · GENE LOCKHART

and BONZO

Universal International

DIRECTED BY FREDERICK DE CORDOVA · SCREENPLAY BY LEO LIEBERMAN AND JACK HENLEY · PRODUCED BY TED RICHMOND · A Universal-International Picture

U-I...The Best Friend your Box-Office ever had!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 33 NEW YORK, U. S. A., FRIDAY, AUGUST 15, 1952 TEN CENTS

Says Majors 100% Behind 'Movietime'

O'Donnell Reports Studio Sentiment at Coast Meet

HOLLYWOOD, Aug. 14.—"I can honestly say the eight major studios are behind 'Movietime, U. S. A.' 100 per cent," director Bob O'Donnell said today following a meeting with major studio production heads at the Beverly Hills Hotel here, attended also by Sam Pinanski and Trueman Rembusch, and presided over by Ned Depinet, RKO Radio president.

O'Donnell's comment followed assurances by studio executives that they will personally make sure stars and others will cooperate fully in the "Movietime" tours.

Pinanski, in a report to the meeting

(*Continued on page 4*)

FCC Further Limits Para. Hearing; Asks Quick Action Again

WASHINGTON, Aug. 14.—The Federal Communications Commission today limited still further the amount of additional evidence which can be put into the record of the catch-all Paramount hearings — apparently another victory for Paramount Pictures, United Paramount Theatres and American Broadcasting Co.

Taking up a "request for clarifica-

(*Continued on page 4*)

'Daily's' Story Told Everything: Frisch

Asked following his return here yesterday from Washington for comment on the meeting there Wednesday between exhibition representatives and Justice Department officials in connection with the government's 16mm. anti-trust suit, Emanuel Frisch of Randforce Amusement said the report of the meeting published yesterday in *Motion Picture Daily* was complete to the last detail and that he could add nothing to it.

Frisch represented the Metropolitan Motion Picture Theatres Association at the Washington meeting.

AMPA Industry School to Initiate Courses Sept. 24

The Associated Motion Picture Advertisers' board yesterday set Sept. 24 for the opening of an AMPA school to train future industry advertising, publicity and exploitation specialists and to provide others in the industry with an opportunity to increase their knowledge of promotional work, Harry K. McWilliams, AMPA president, reported.

Meanwhile, McWilliams said, a "faculty" consisting of top executives in motion picture advertising will be established to deliver the first course.

Courses will run for 12 weeks and tuition of $15 per course will be charged, McWilliams said. Lectures will be delivered and lessons will be given in film company home office screening rooms. The AMPA president said Columbia, United Artists and RKO Radio already have offered to make their screening rooms available to the school. Such commitment is needed from only one more company, he said, explaining that then it will be necessary to use each screening room only three times during a course. Wednesday evenings were selected for classes.

William Howard, RKO Theatres vice-president, has informed the AMPA that he will pay the tuition

(*Continued on page 4*)

Brandt, Frisch Head N. Y. Tax Repeal Unit

Harry Brandt, president of the Independent Theatre Owners Association of New York, and Emanuel Frisch, chairman of the tax repeal committee of the Metropolitan Motion Picture Theatres Association, have been named co-chairmen of the tax repeal campaign committee for the New York City exchange area, it was disclosed here yesterday by the Council of Motion Picture Organizations.

Their appointment was made at a meeting in the COMPO offices of exhibitors comprising the New York area repeal committee. They set Oct. 15 as a deadline for obtaining commitments from downstate New York

(*Continued on page 2*)

TOA Meet Agenda Nearly Completed

WASHINGTON, August 14.—Arbitration, repeal of the admissions tax and the government's 16 mm. anti-trust suit will head the agenda of the annual convention of the Theatre Owners of America here next month, it was decided at a meeting of top TOA officials and the Washington convention committee.

The group met here today to complete, so far as possible, arrangements for the convention, which is to be held at the Shoreham Hotel from Sept. 14-18. Officials said the all-day session

(*Continued on page 4*)

FCC Okays 6 More Television Permits

WASHINGTON, Aug. 14.—The Federal Communications Commission today granted construction permits for six more commercial television stations and two more educational TV stations.

Grants were issued for two proposed commercial stations in Scranton, Pa., and for one station each in El Paso, Tex., Ashland, Ky., Bridgeport, Conn., and Baton Rouge, La.

The Commission granted permits for educational TV stations in New

(*Continued on page 2*)

$5,500,000 Trust Suit Is Settled

CHARLOTTE, Aug. 14.—District Court Judge George Bell Timmerman has dismissed, with the consent of all parties, the $5,500,000 trust suit filed in 1947 against major distributors and others by Fred S. and James W. Curdts operating an independent theatre circuit out of Greenville, S. C. The plaintiffs received damages, but the court order did not state the amount and attorneys declined to comment.

The defendants included Greenville Enterprises, Inc., which operated three

(*Continued on page 2*)

Trust Action Names 6 Theatre Lessors

Two Queens theatre companies charged in a complaint filed in U. S. District Court here yesterday that the lessors of five theatres in that borough violated the anti-trust laws by including admission "price-fixing" clauses in the leases.

Plaintiffs in the action are Intercounty Theatre Corp. and Linden Operating Corp. Defendants are Daywood Realty Corp., Triland Realty Corp., Golden Park, Inc., Estate

(*Continued on page 2*)

US May Okay French Pact Subsidy Deal

See State Dept. Willing To Make the Concession

The existence of a definite possibility that the State Department would be willing to sign a Franco-American film agreement, including provision for American industry subsidization of French production was pointed out yesterday following a meeting here of the Motion Picture Export Association.

Heretofore the State Department indicated that it would sign no foreign trade agreements providing for subsidization of foreign industries. However, the Department was said to have been "vacillating" lately

(*Continued on page 4*)

'Streamlining' of Distribution to Be Discussed Today

Plans for "streamlining" the facilities of distribution will command the attention of sales managers of Motion Picture Association of America member companies at their meeting today at the MPAA office here.

It was indicated that the meeting, over which Alfred W. Schwalberg, chairman of the MPAA distribution committee, will preside, will devote more time to ironing out kinks in the "streamlining" plans than to a discussion of developments looking to the establishment of an industry system of arbitration, heretofore understood to be the principal reason for calling

(*Continued on page 4*)

N. Y. Herald Tribune Criticizes U. S. Suit

The influential New York *Herald Tribune* yesterday added its editorial voice to the swelling chorus of criticism against the Department of Justice's anti-trust suit to force the sale of films to television.

The full text of the editorial is reprinted on page four of this issue of *Motion Picture Daily*.

Personal Mention

BEN LORBER, head of Universal's insurance department, has returned to New York from the Coast.

•

MANDEL HERBSTMAN of MOTION PICTURE DAILY's editorial staff suffered a broken arm and lacerations in an automobile accident in Virginia this week while on vacation. He is scheduled to return to New York this weekend following treatment at the Petersburg, Va., Hospital.

•

ERIC JOHNSTON, president of the Motion Picture Association of America, has been selected to receive "The City of Hope" award, granted by the Medical Center Aides of Los Angeles for his promotion of the American way of life.

•

ROBERT OROPALL, assistant manager of the Universal service department here, was married this week to MARGARET FIORELLI. They are honeymooning in Canada.

•

HARRY FRENCH, president of the Minnesota Amusement Co., left here yesterday for Minneapolis, following conferences with United Paramount Theatres executives.

•

MARTIN MICHEL, 20th Century-Fox radio-TV publicity chief, announced the birth of a son, DEE ANDY, to MRS. MICHEL at Lutheran Hospital here yesterday.

•

HILLER INNES, executive assistant to RUSSELL HOLMAN, Paramount's Eastern production manager, left here for Hollywood yesterday.

•

BILLY WILDER, Paramount producer-director, left here for Hollywood yesterday following his return from Europe.

•

MILTON BARON, general manager of Jose Ferrer Productions, will leave here by plane tomorrow for London.

•

JOHN CASSIDY, RKO Theatres home office publicity executive, is on vacation at Southold, Long Island.

Special Orchestra For Cinerama Film

A special symphonic orchestra, drawn from the NBC Symphony Orchestra, the Metropolitan Opera Orchestra and the New York Philharmonic, has been assembled to complete the orchestral score for "This Is Cinerama," first production in the new multi-dimensional, curved-screen motion picture medium, which will have its first public demonstration in New York late next month.

Under the supervision of Louis Forbes, music director for Cinerama Productions, the score will be recorded by the new "stereophonic" sound technique, which utilizes seven different sound-tracks and as many separate speakers to provide an audial three-dimensional illusion to match the visual effect on the screen.

Over Half of Films Shown In Austria Made in U. S.

WASHINGTON, Aug. 14.—More than half of the 95 pictures released in Austria during the first quarter of 1952 were U. S. films, according to Nathan D. Golden, head of the Commerce Department's film section. Of the 49 U. S. films released, 11 were in color.

Golden also reported that in the same period 13 U. S. pictures played in the Russian zone of Austria for 43 days.

In the first quarter of 1952, Golden said, theatre attendance in Austria rose from 4,142,535, the figure for the final 1951 quarter, to 4,567,961, in spite of increased admission prices and generally stagnant business conditions.

During the first 1952 quarter the Austrian film industry completed three feature films. Three others were in production and four others were scheduled for the second quarter.

3-Week Boston Gross For 'Jacks,' $93,000

BOSTON, Aug. 14.—"Jumping Jacks" ended a three-week engagement at the Metropolitan Theatre here tonight with a total gross of $93,000. The first week's gross was $48,000, second week's, $28,000, third week's, $17,000.

$41,000 for 'High Noon'

BOSTON, Aug. 14.—"High Noon" ended a three-week engagement at the Astor here tonight with a gross of $41,000. The first week led off with a $17,000 draw, followed by $14,000 in the second week and $10,000 in the third.

Block Sales Heavy For WB's 'Fatima'

With Warner Brothers' "The Miracle of Our Lady of Fatima," scheduled to begin its dual premiere at the Astor and Bijou Theatres here on Thursday, following an invitational premiere at the Astor the evening before, requests for tickets for over 50 theatre parties have been received, Warner reported yesterday.

Schary Says America Is Against Realism

HOLLYWOOD, Aug. 14.—Dore Schary, M-G-M vice-president and production head, told a meeting of the Harvard Club of Los Angeles that "television is inheriting most of Hollywood's mediocrity."

He also declared that America is a happy-ending nation and that "we tried realism at the insistence of the intellectuals, but we certainly heard from the plain people about it."

'Warning' Date Delayed

"Without Warning," which was scheduled to open at the Palace Theatre here on Aug. 22, has had its date delayed to permit United Artists to develop a more extensive publicity and exploitation campaign.

Judge Is Tough on Theatre Rowdies

Wilmington, Del., Aug. 14.—Adhering to a policy of not tolerating rowdyism by juveniles in theatres, Judge Francis Reardon of Family Court committed a 15-year-old youth to the Ferris School for juvenile delinquents following an attack on a Queen Theatre usher, who is crippled from polio and received a broken arm in the attack.

Judge Reardon said he committed the youth as a delinquent because he has a record of juvenile offenses.

"It is also a continuation of the policy of this court, which will not tolerate rowdyism by juveniles in theatres," Judge Reardon added.

FCC Okays

(*Continued from page* 1)

York City and Binghamton, N. Y. Both would be operated by the New York State Board of Regents, bringing to five the number of permits already awarded the board. Three more applications from the Board of Regents are still pending.

The FCC told applicants for other channels in Portland, Ore., Sacramento, Cal., and Scranton that they would have to go through hearings.

With today's grants, the Commission has issued permits for 36 new commercial and educational TV stations, and has worked its way through the first 19 communities on its priority list of areas without television.

Suit Is Settled

(*Continued from page* 1)

theatres here in 1947; Wilby-Kincey Service Corp., Loew's, Inc., 20th Century-Fox, Warner Brothers, RKO Pictures, United Artists, Paramount, Universal, Columbia, and Republic.

Brandt, Frisch

(*Continued from page* 1)

Congressmen to vote for repeal of the Federal 20 per cent admission tax and made arrangements for the appointment of Congressional district committees.

RKO Radio Enters U.K. 16mm. Field

LONDON, Aug. 14.—RKO Radio entered the 16mm. film market here with the announcement today of the first 20 features, plus numerous short subjects, that it has made available on substandard film. Outlets for 16mm. films here include about 10,000 non-theatrical institutions, 50 sub-standard theatres and numerous mobile units.

Sees A. T. & T. Reply Before FCC Hearing

Assurances that the American Telephone & Telegraph Co. will respond to the industry's request for detailed information regarding TV transmission costs in time for the Federal Communications Commission hearings in October came from an A. T. & T. spokesman here yesterday.

The spokesman said that A. T. & T. engineers and technicians have been working on the information requested by the Motion Picture Association of America and the National Exhibitors Theatre Television Committee, regarding the cost of setting up a theatre TV network.

He said A. T. & T.'s reply would be forwarded to the MPAA and NETTC "in the near future." Asked to define what he meant by the "near future," the A. T. & T. spokesman said he presumed "within a month," or before the opening of the FCC's theatre TV hearings Oct. 20. The spokesman said that he did not know what will be contained in the A. T. & T.'s response, or whether it will answer all of the questions about costs propounded by the industry. He did express assurance, however, that the industry's cost structure bid would not go unanswered.

Names 6 Lessors

(*Continued from page* 1)

Homes Corp., State Engineering Corp., and Higbee Springfield Corp.

The action was instituted, according to the complaint, in consequence of an attempt by the defendant companies to terminate leases covering the Cambria, Garden, Main Street and St. Albans theatres. These houses and the State were named in the complaint as being covered by the leases in question.

The plaintiffs have asked the court to restrain the defendants from ejecting them from the theatres. They ask also that allegedly illegal clauses be removed from the leases and that the documents otherwise be continued in force for their 20-year terms.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

DEAN MARTIN and JERRY LEWIS in HAL WALLIS' Jumping Jacks
in person DON CORNELL TRUDY RICHARDS MICKEY DEEMS FOUR EVANS ELLIOT LAWRENCE and his Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley. Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpuhco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President: Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London W1; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

HOW BIG IS IVANHOE



CLEVELAND: First week, all-time high except "Quo Vadis" at Thanksgiving.



HOUSTON: First week topped only by "GWTW" in entire history of house.



SAN FRANCISCO: First week, all-time high except "Quo Vadis" at Thanksgiving.



ATLANTA: First week sets new all-time high topping even holiday weeks.



EVANSVILLE: First week 3000 admissions ahead of "Quo Vadis."



NEW YORK: Lines three blocks long as Music Hall sets new record.

The Show That's Bringing Back Bigger Crowds!

ALL-TIME RECORDS COAST-TO-COAST!

Press-Time! First 11 Days, Cleveland, Houston, San Francisco, Atlanta, Evansville make box-office history!

43% BIGGER Than "SHOW BOAT"

40% BIGGER Than "BATTLE-GROUND"

13% BIGGER in Paid Admissions than "QUO VADIS"



47% BIGGER Than "AN AMERICAN IN PARIS"

BIGGEST First 11 days *(non-holiday)* in history of MUSIC HALL
Biggest 2nd Sunday of *any* M-G-M Picture, 12-year M-G-M attendance record!

M-G-M presents Sir Walter Scott's Famed Novel "IVANHOE" starring ROBERT TAYLOR ELIZABETH TAYLOR • JOAN FONTAINE • GEORGE SANDERS • EMLYN WILLIAMS Color by Technicolor • Screen Play by Noel Langley • Adaptation by AEneas MacKenzie • Directed by Richard Thorpe • Produced by Pandro S. Berman

FCC Limits

(*Continued from page* 1)

tion" filed by hearing examiner Leo Resnick, the Commission ruled that testimony relating to Paramount's activities in Scophony Corp. should not be considered further. It also said that the FCC staff and other parties should not be given too much additional time to dig up and present evidence as to the anti-trust activities of the companies since 1948. But it tossed back to Resnick the responsibility of deciding just how much more evidence should be allowed on this all-important point.

See Another Hearing

Resnick indicated he would have another hearing next Tuesday or Wednesday to get the views of the various parties on this point and would probably rule then on the matter.

In its August 1 order, the Commission had said that evidence relating to anti-trust activities not directly involving radio communications should be limited to activities since 1948. Resnick had asked whether activities in the field of manufacturing radio apparatus "directly involved" radio communications. If they did, then testimony on Paramount's activities in Scophony would be in order.

The commission said it meant the three-year limit to apply to any activities not directly involving radio communication services—the flow of advertising or programs to broadcast stations. It said the three-year limit should apply to activities in the radio manufacturing field, since this affected radio communications only indirectly. This means that no testimony can be considered on the Scophony situation for periods prior to August, 1948. All the testimony so far in the record or contemplated dealt with earlier years, and so is excluded.

Resnick also had told the Commission that the FCC's broadcast bureau wanted to start an investigation into the companies' activities since August, 1948, including the Milgram anti-trust suit, the Government suit against National Screen Service and other defendants, and the government suit against Madison Square Garden Corp., whose directors include three Paramount officials.

He said such an investigation would involve a delay in resuming hearings and then another lengthy hearing period.

The Commission said the question of granting a delay in hearings or holding the record open was primarily one for the examiner to decide and that "we do not wish to hamper that discretion, even at the request of the examiner." However, it said, the August 1 commission order did urge the proceedings "be expedited." Concluded the commission today, tossing the ball right back to Resnick:

"A further extensive investigation and the prolonged continuance which that would entail would scarcely be consistent with the objective of a speedy determination of the proceeding. Consistent with such speedy determination, however, we believe that if any participant desires to present any evidence which has thus far not been presented, but which is now believed to be important in light of our August 1 order, such participant should have reasonable opportunity to present that evidence and other participants should have appropriate opportunity to rebut it."

FCC officials have indicated that they doubt they can put together in a hurry any great amount of information about the post-1948 activities of the companies.



Herald-Tribune Editorial Hits U. S. TV Films Suit

UNDER THE HEADING "Another Administration Mistake," the New York Herald-Tribune *yesterday editorially scored the government anti-trust suit seeking to force producer-distributors to sell their feature films to television. The Independent Theatre Owners Association of New York contributed information to the newspaper concerning the suit. The editorial herewith is reprinted in full with the permission of the* Herald-Tribune.

The politically tinged Department of Justice has shown time and time again in its interpretation and administration of the anti-trust law that it simply does not understand the basic economics of the business world today. In some actions the Department has been able to justify its complaint but in many others it seemed that the Department was seeking to penalize efficiency or "bigness."

Its most recent foray into the field of profits and losses (an unfamiliar place for too many government agents), provides a striking illustration of the inability or unwillingness of this arm of the national administration to understand the free enterprise system and the daily problems that must be overcome if red ink or bankruptcy is to be avoided. The motion-picture industry, the experts in Washington seem to have decided, must be compelled to commit economic suicide. This industry, which represents an investment of more than two and a half billion dollars, should not be permitted to protect the investment against its closest and yet most demanding relative, the television industry. It should make available to this competitor, according to Mr. McGranery and his helpers in the Justice Department, the motion pictures that it now releases only to theatres around the country. Examined from any point of view, this is a most unrealistic attitude. A film can bring in $25,000, perhaps $50,000, from the 109 TV stations across the country. Yet it costs many times $50,000 to produce an ordinary Hollywood film and only by showing these films in motion-picture houses can the producer recover the investment.

One of the worrying aspects of this case is the calm assurance given by Mr. McGranery's department that they recognize the desirability of a "reasonable" clearance period between the showing of a film in a theatre and over TV. This suggests that the Justice Department is prepared to exercise maximum control over an industry which demands the highest order of business acumen and skill. We believe the problem is one to be worked out between the two industries with only a minimum of government interference. The interests of neither the motion-picture industry nor the television industry will be served if the government insists on destroying property rights. By the same token, even the innocent bystander, the television viewer, will suffer if the government persists. The Justice Department should study more carefully and more patiently every point of view before proceeding precipitately.

AMPA School

(*Continued from page* 1)

of any RKO employes who wish to take the course, McWilliams said.

Edgar Goth, AMPA secretary, was named school treasurer.

Koebel Quits 'Journal'

COLUMBUS, O., August 14.—Mrs. Mary McGavran Koebel, for nine years theatre editor of the *Ohio State Journal,* has resigned, effective Sept. 1.

TOA Meet Agenda

(*Continued from page* 1)

made very good progress in tying up loose ends on the mechanics of the convention, such as registration, transportation, women's activities and other topics, and had also done well in laying out a tentative agenda. They explained that a final agenda could not be announced because speaking dates and other arrangements still had to be confirmed.

On Monday night, it was announced, the delegates will see the world premiere of a top new feature. The name was not revealed.

The convention committee is headed by A. Julian Brylawski, president of the Washington Theatre Owners Association. Meeting with him and with practically his entire committee were these top TOA officials: President Mitchell Wolfson, executive committee chairman Si Fabian, executive director Gael Sullivan, general counsel Herman Levy, service co-ordinator, Howard Bryant, and Sullivan's assistant, Dick Pitts.

French Pact

(*Continued from page* 1)

with respect to motion pictures in this connection, the reason being that in international trade films are in a "special category."

No action was taken at yesterday's MPEA meeting on the French question. Another meeting on it will be held early next week. Meanwhile, negotiations in Paris between the U. S. and French governments were said to be "progressing."

The MPEA, while reportedly disinclined to encourage the inclusion of a subsidy provision in the new Franco-American pact, would nevertheless "go along," it was said, with such an agreement in the face of French insistence. The Society of Independent Motion Picture Producers, on the other hand, has stated flatly that it would not, under any circumstances, accept a subsidy agreement, which would mean that the burden of subsidization would fall entirely on the MPEA.

Other countries discussed at the MPEA parley were Brazil and Mexico. The former has removed motion pictures from its list of "essential" imports and the State Department's Merwin Bohan has left Washington for Rio de Janeiro to investigate. Bohan, the MPEA meeting learned, has been thoroughly briefed on the motion picture problem.

'Movietime, U.S.A.'

(*Continued from page* 1)

on the drive for admission tax repeal, stated that the Council of Motion Picture Organizations' machinery now going into operation at the local level across the land, indicates the constructive power the industry can wield when properly coordinated.

Rembusch told the meeting that the $300,000,000 being siphoned off annually by the tax represents the difference between failure and survival for 6,000 smaller theatres, and that the failure of these would be reflected tenfold on the fortunes of the industry as a whole.

At the suggestion of studio heads, COMPO representatives will take steps to insure more frequent exhibitor-producer meetings in Hollywood, with three to four annually deemed appropriate. Studio executives present were Dore Schary of M-G-M, Harry Cohn of Columbia, Y. Frank Freeman of Paramount, C. J. Tevlin of RKO Radio, Darryl Zanuck of 20th Century-Fox, Jack Warner of Warner Brothers, William Goetz of Universal, and Jack Baker, representing Republic's Herbert Yates.

'Streamlining'

(*Continued from page* 1)

the meeting. Eric A. Johnston, MPAA president, will be present.

Today's "streamlining" discussion may be a climactic one, in that definite arrangements for taking the necessary steps toward improving distribution facilities may be announced.

During the past few months MPAA statisticians have been compiling comparative figures that are said to emphasize the disadvantages of duplication by the various companies in their distribution of product. Film carrier firms, meanwhile, are understood to be prepared to cooperate in every way possible toward advancing "streamlined" operations.

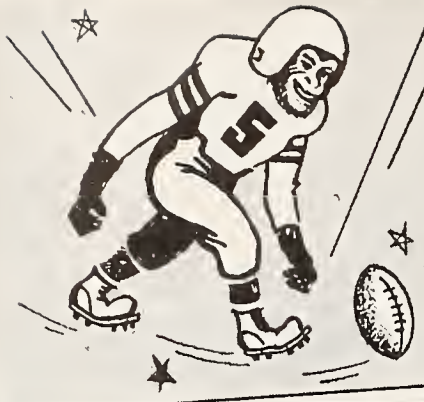
"The Merry Widow
is naughty
–but nice."

Rather than
Keep you in suspense
As to what happens
To Lana Turner, as
"The Merry Widow,"
At the hands of that
Unseen sweetheart,
Let us give
You a
Sample
Below!

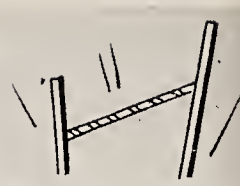


The very bold man
Is Fernando Lamas,
Hot-blooded Latin
Who will excite women
With his looks and voice
In M-G-M's superb
"The Merry Widow."
This is IT, with music.

M-G-M presents Lana Turner as "THE MERRY WIDOW" co-starring Fernando Lamas • with Una Merkel • Richard Haydn • Thomas Gomez • Color by Technicolor • Screen Play by Sonya Levien and William Ludwig • Based on the Operetta Written by Composer Franz Lehar and Authors Victor Leon and Leo Stein • Directed by Curtis Bernhardt • Produced by Joe Pasternak



Ready to "KICK-OFF" the FOOTBALL SEASON!



NOW... HE'S A FOOTBALL HERO!

As he Outsmarts the Professors...

BONZO *and* cuts up with the Campus Cuties!

GOES TO COLLEGE



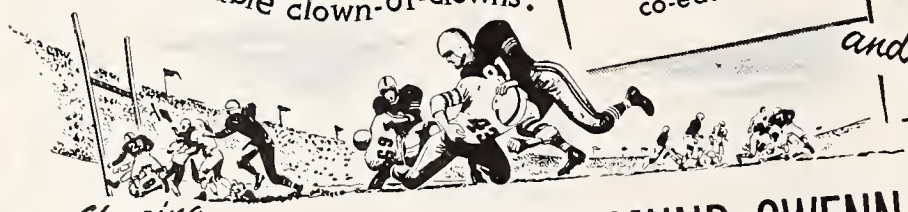
He's a genius in the classroom!

He's got the co-eds cooing...



and the Dean stewing...





The hilarious NEW Adventures of that lovable clown-of-clowns!

Starring

MAUREEN O'SULLIVAN · EDMUND GWENN · CHARLES DRAKE

GIGI PERREAU · GENE LOCKHART

and BONZO

Universal International

DIRECTED BY FREDERICK DE CORDOVA · SCREENPLAY BY LEO LIEBERMAN AND JACK HENLEY · PRODUCED BY TED RICHMOND · A Universal-International Picture

U-I...The Best Friend your Box-Office ever had!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 34 NEW YORK, U.S.A., MONDAY, AUGUST 18, 1952 TEN CENTS

Tradewise...

By SHERWIN KANE

THE ENTIRE industry has welcomed the numerous editorial and columnar expressions which have appeared in newspapers and other publications throughout the country citing some of the dangers of the government's suit to force the sale of films to television.

Those numerous published expressions have been uniformly on the industry's side and critical of the Department of Justice's action. They are of great value to the industry in counter-acting the impression left with the public by the filing of the suit that a benevolent and paternalistic government is about to obtain the finest motion pictures for their living rooms.

Even those timid, shallow-thinking individuals among us who shrink from the suggestion of using the theatre screens to bring the industry's side of the case before the public are agreed with the rest of us that the published editorials and signed columns exposing some of the folly of the government suit are of great value to the industry in its opposition to the action.

•

Why, then, should not those expressions favorable to the industry and its case be made known to the vastly greater audience of the screen? If their circulation among the limited, local readership of individual publications is important to the industry, then how much more important could they become if presented to the theatres' national audience.

The material is at hand, supplied by many fair-minded, clear-thinking writers and their publications. Much more of it is on the way. The industry needs only to make use of it to have its story known widely. Excerpts from those valuable published expressions can be reproduced in a series of 60- to 90-second trailers and, shown regularly in every theatre in the land, can do much to overcome the fallacious public thinking that the finest motion pictures are about to be added to the endless list of Federal handouts.

Meet Today to Record Compo Dues Progress

With only a short additional clean-up drive for Council of Motion Picture Organizations dues expected to be needed following the major campaign conducted last week throughout the country, the industry agency's treasury is said to be well stocked with "ammunition" for coming battles in behalf of the industry and its rights.

Results of last week's drive will be tabulated today when distribution and exhibitor area committees meet with film salesmen in each of the 33 exchange cities.

COMPO officials here reported that spot checks over the weekend indicated "excellent progress" was being made and that widespread enthusiasm existed among field personnel conduct-

(Continued on page 7)

7 WB Color Films Now in Production

HOLLYWOOD, Aug. 17.—An all-time peak in Warner Brothers' color production, with seven features before the WarnerColor and Technicolor cameras, was disclosed here by the company.

The latest to start is "Come In, Texas," which is being filmed in WarnerColor, and stars Randolph Scott, under the direction of Andre De Toth, with David Weisbart producing.

Also in production are: "By the

(Continued on page 7)

Francis Will Head WB Short Subjects

HOLLYWOOD, Aug. 17.—The promotion of Cedric Francis to the post of short subjects production head at Warner Brothers studios was disclosed here by Jack L. Warner, executive producer.

Francis was formerly assistant to the late Gordon Hollingshead, who held the post as WB short subjects head. He has been in the employ of WB for the past 15 years.

'Streamlining' Of Distribution Still In 'Talking' Stage

Several more meetings on the subject of distribution "streamlining" will be necessary before plans for improvements could be put in force, it was indicated on Friday following discussion of the subject by the Motion Picture Association of America distribution committee at the MPAA office here.

Friday's meeting, a spokesman said, delved into some of the data compiled by MPAA statisticians concerning the merits of more "streamlined" operations. It was pointed out that some MPAA member companies are not yet entirely convinced that "streamlining" is the solution to many distribution problems.

Presided over by Alfred W. Schwalberg, Paramount Distributing Corp. president, and chairman of the MPAA distribution committee, the Friday

(Continued on page 7)

Harvey Calls for 'Modern' Policies

SAN FRANCISCO, Aug. 17.—Increasing amusement opportunities available to the public make it imperative that all branches of the industry set its house in order or court a self-made depression, Rotus Harvey, retired president of Western Theatre Owners, writes in the organization's current bulletin.

Harvey indicates he believes production has made the greatest progress in putting its house in order for

(Continued on page 7)

FWC Puts 9 Decree Houses on Sale

HOLLYWOOD, Aug. 17.—In accordance with the Government's divorcement decree, Fox West Coast Theatres over the weekend placed nine California theatres on sale.

Offered are the Alpha, Bell; Melrose and Belmont, Los Angeles; Fox, Turlock; Hi-Ho, Paso Robles; Avalon, Wilmington; Egyptian, San Diego, and Fox and Tower, Santa Paula.

W. H. Lollier, the circuit's real

(Continued on page 7)

Justice Hits Back at Critics Of 16mm. Suit

Repeats It Recognizes Needs of Theatremen

WASHINGTON, Aug. 17. — The Justice Department today answered the critics of its 16 mm. anti-trust suit, declaring that its case rests entirely on an alleged illegal conspiracy among the producers.

In an official statement aimed at producers, exhibitors, newspapers and others criticizing the Department's action, acting anti-trust chief Newell Clapp said the Department feels producers must be required to sell their films to all purchasers, including television, until the "pattern established by the conspiracy has been dispelled." He reiterated, however, that the

(Continued on page 7)

FCC Reopens Para. Hearings Wednesday

WASHINGTON, Aug. 17.—The Federal Communications Commission's Paramount hearings will reopen Wednesday so that attorneys for the various parties can give their views as to how much evidence should be allowed on post-1948 anti-trust activities of the companies.

Hearing examiner Leo Resnick indicated he would rule as soon as the argument is concluded.

MPEA Meets Today On French Setup

With Fayette W. Allport, MPAA European representative, due from Paris to report on the status of the Franco-American film pact negotiations, the Motion Picture Export Association will convene here today for a complete review of the French situation.

in the fall THE SNOWS of KILIMANJARO COLOR BY TECHNICOLOR to top them all!

See pages 3, 4 & 5

Personal Mention

ALFRED W. SCHWALBERG Paramount Distributing Corp. president, is on an upstate New York tour and will return to New York on Thursday.

•

THOMAS EDWARD RODGERS, on the home office staff of Trans-Lux Theatres here and son of WILLIAM F. RODGERS, Loew's vice-president, has become engaged to CHARLOTTE BREYER VANBOMEL of this city. The wedding will take place in November.

•

I. E. LOPERT, president of Lopert Films Distributing Corp., accompanied by MRS. LOPERT and their daughter, TANYA, will return here from eight weeks in Europe tomorrow aboard the *S.S. United States.*

•

BOYCE NEMEC, SMPTE executive secretary, became a father Thursday when his wife, NANCY, gave birth to a son, DAVID EDWARD, at New York Hospital here.

•

DR. LOYD A. JONES, head of the physics division of Kodak Research Laboratories, on Saturday night received the Photographic Society of America's 1952 Journal Award.

•

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., will return to New York today from Detroit and Cleveland.

•

ROBERT WEITMAN, United Paramount Theatres vice-president, will celebrate a birthday today at his Catskill vacation retreat.

•

LEON ROTH, United Artists home office publicist, will today begin a two-week Massachusetts vacation with his family.

•

TED SPIEGEL of Columbia's exploitation department announced the birth of a first child, DALE KAREN, to MRS. SPIEGEL on Wednesday.

•

HENRY KING, 20th Century-Fox director, will arrive here from the Coast today.

•

WILBUR SNAPER, president of national Allied, has returned to New York from Chicago.

•

LEE KOKEN, RKO Theatres vending head, is in Boston from New York.

Kramer Due Here Today from Europe

Stanley Kramer, independent producer now releasing through Columbia Pictures, is due to arrive here today from Europe aboard the *S.S. Queen Elizabeth.*

On his trip, Kramer visited London, Paris, Rome and Zurich and travelled to Israel to look over location sites for his forthcoming production, "The Juggler," which is to star Kirk Douglas and the new Italian actress, Milly Vitale.

NY Mirror *Promotes New Fall Product*

In yesterday's New York *Mirror,* motion picture editor Frank Quinn hopped on the "New Movie Season" bandwagon with a full page of editorial comment and art on the important fall product from major distributors.

Ernie Emerling and Carl Fishman of Loew's Theatres arranged with Quinn to develop this upbeat feature.

Minneapolis Sets Family Night Plan

MINNEAPOLIS, Aug. 17.—A family night promotion designed to stimulate business for the loop theatres, retail stores and the local transit company, will be launched here Thursday evening, Robert Karatz, co-owner of the Gopher Theatre, first run loop house, and a member of the downtown theatre committee, disclosed at the weekend.

The Minneapolis Street Railway Co. will offer free rides one way on buses and street cars to all adults and children going into the loop between the hours of seven and nine P. M. All adults and children leaving the buses and street cars in the loop, will receive a numbered coupon similar looking to a transfer and if the coupon corresponds with one of the approximately one-thousand numbers to be posted in theatre lobbies, they will be admitted free of charge.

The promotional program will be sponsored jointly by the loop theatres, retail stores and the transit company and will be all inclusive. This will include screen trailers, lobby displays, newspaper, radio and television advertising, window cards and displays in downtown stores, and display cards in all street cars and buses. The family night promotion is expected to return business to the loop which is now going in greater strength to the shopping centers in the suburbs.

Besides Karatz, other members of the downtown theatre committee are: Harry Weiss, division manager, RKO Theatres, Robert Whalen, manager, RKO Orpheum, E. Seibel and Don Alexander of the advertising department of the Minnesota Amusement Co.

See Feb. Date for Next Compo Seminar

HOLLYWOOD, Aug. 17. — February appeared to be the preferred date for the next exhibition-production seminar as Council of Motion Picture Organizations' executives Sam Pinanski, Trueman Rembusch, Robert J. O'Donnell and Rotus Harvey sat down to weekend roundtable discussion of this and other matters with the Motion Picture Industry Council executive committee. Complete outcome of the roundtable deliberations was not immediately available.

NEWS in Brief . . .

CHICAGO, Aug. 17.—Industry arbitration prospects, the Council of Motion Picture Organizations' campaign for elimination of the 20 per cent Federal admissions tax and the government's anti-trust suit to force the sale of 16mm. films to television and other non-theatrical users will be on the agenda for discussion at Allied States' annual convention at the Morrison Hotel here, Nov. 17-19.

The convention planning committee, which met here last week, also confirmed Nov. 15-16 as the dates for the pre-convention meeting here of Allied's board of directors. A TESMA trade show will be held in conjunction with the convention.

•

New York's Little Carnegie Theatre has been selected as the showcase to house the first festival of Italian films ever held in the United States, it was reported by Winthrop W. Aldrich,honorary chairman of "Salute to Italian Films Week."

Seven top Italian films will be presented during the week of Oct. 6-12, one each evening.

•

The date of the fourth annual motion picture edition of the New York *Daily News,* which will contain a full Sunday magazine section devoted to the industry, has been set for Nov. 16. The readership of the Sunday *Daily News* is about 4,000,000.

NCA's Berger Sets Regional Tax Meets

MINNEAPOLIS, Aug. 17.—Plans for an all-out industry fight to eliminate the 20 per cent Federal admission tax will be highlighted at a series of regional meetings set by North Central Allied president Ben Berger, and executive counsel Stan Kane, for Duluth, Sioux Falls, Bismarck and Fargo. They will be luncheon meetings, timed for the state primaries.

The NCA strategy on the tax fight will be concentrated on a "buttonhole" campaign on the local level with successful candidates in the primaries, based on the theory the tax elimination strength will have to come from the grass roots.

First of the Berger-Kane meetings will be held at the Duluth Hotel, Duluth, Aug. 26, with all exhibitors in the Duluth-Superior area invited to attend. Roy Prytz and Clarence Kaake are local chairmen. South Dakota and Southwestern Minnesota exhibitors will meet with the NCA executives at the Carpenter Hotel, Sioux Falls, on Aug. 27. North Dakota meetings have been set for the Patterson Hotel at Bismarck, Sept. 3, and at Fargo, Sept. 4, at a hotel yet to be selected.

Floyd Rice Resigns

ATLANTA, Aug. 17.—Floyd Rice, manager of the Rebel Poster Exchange, owned by Wilby-Kincey Theatres, Atlanta, has resigned from the company to enter business for himself.

Newsreel Parade

THE DEVELOPING BATTLE for the White House occupies appropriate footage in current newsreels. Presented also are shots of the young King of Iraq on his U. S. visit, Anthony Eden and his bride, Korea's President Rhee honoring Gen. Van Fleet, and sundry other happenings in various parts of the world. Complete synopses follow:

MOVIETONE NEWS, No. 67—Gov. Stevenson calls at the White House. Stassen calls on Eisenhower. Anthony Eden weds Churchill's niece. King of Iraq. Drought haunts Southland. Rhee decorates Gen. Van Fleet. Princess Anne makes a debut. Mail by rocket—almost. Florida scenery gets a boost.

NEWS OF THE DAY, No. 301—Iraq's boy king in New York. Gen. Ridgeway warns of Red peril. Eden takes a bride. British Royal Family on vacation. Political snap-shots of Stevenson and Eisenhower.

PARAMOUNT NEWS, No. 104—Margaret Truman in Germany. Queen Elizabeth in Scotland. University of Iowa band in London. Back-to-school fashions. Stevenson sets campaign strategy. Young King of Iraq.

TELENEWS DIGEST, No. 33-B — Belgium cuts NATO training. Schuman plan hastens United States of Europe. Models protest Russian fur shipment. Russian car smuggled into U. S. World pipe-smoking contest. German refugee tells of flying disc. Texas beats heat wave.

UNIVERSAL NEWSREEL, No. 587 — U. S. political highlights. King of Iraq. Rhee and Van Fleet. Tax collectors. Orphans' outing. Footwear for fall. Loggers and riders thrill spectators.

WARNER PATHE NEWS, No. 2—Battle for the White House. Schuman Plan underway. Royal youngsters in Scotland. Korea's President decorates Van Fleet. Iraq's King at Brooklyn ball game. Refuge for skiers on Mount Blanc. Miss Canada of 1952. Toddler fashions. Bobby Shantz, "pitcher of the year."

Jacobs to Promote Producers Guild

HOLLYWOOD, Aug. 17.—The Arthur P. Jacobs office has been named public relations and publicity consultants to the Screen Producers Guild, it was announced by Sol C. Siegel, president of the Guild. The Jacobs organization has been representing the guild on a temporary basis for the past three months.

Jacobs will work with the public relations committee of the Guild, headed by temporary co-chairmen Jerry Wald and William H. Wright, who are filling in for permanent public relations chairman Samuel G. Engel, currently out of town on an assignment.

Yorke Holds Meetings

Emerson Yorke, in charge of motion picture, radio and television coverage of the "Little League" baseball series, met here yesterday with representatives of the various media to plan coverage of the "Little League" series in Williamsport, Pa., during the week of Aug. 25.

New 'Kilimanjaro' Date

The invitational world premiere of "The Snows of Kilimanjaro," 20th Century-Fox, will be held on Wednesday night Sept. 17 at the Rivoli Theatre here, instead of Thursday night Sept. 18, previously set.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President: Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative. FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

on the following pages...

PROBABLY THE MOST SIGNIFICANT STATEMENT YOU WILL READ THIS YEAR!

Last week I saw the motion picture screen achieve new heights of greatness . . . I saw

"The Snows of Kilimanjaro"

Rarely does a motion picture comprise, simultaneously, such a wealth of elements that insure stirring, unforgettable entertainment with such unlimited boxoffice potential, among young and old. It has . . .

A Great Title: Widely known in every land . . . conjuring up a vastness of scope, an aura of mystery, the tingle of anticipation.

A Great Author: It is based on one of Ernest Hemingway's most celebrated, most compelling masterpieces.

Great Stars: Gregory Peck, Susan Hayward and Ava Gardner—supported by Hildegarde Neff, Leo G. Carroll, Torin Thatcher, Ava Norring, Helene Stanley and Vicente Gomez.

A Great Producer: It has been personally produced by Darryl F. Zanuck, who gave you such outstanding entertainments as "David and Bathsheba," "All About Eve," "12 O'Clock High," "Gentleman's Agreement" and "Pinky."

A Great Director: It has been directed by Henry King, who brought you "David and Bathsheba," "Song of Bernadette" and "12 O'Clock High."

A Great Photographer: Filmed in heretofore unenvisioned splendors of **Technicolor** by three-time Academy Award winner Leon Shamroy, who photographed "David and Bathsheba," "Cheaper By The Dozen," "Wilson" and "Leave Her To Heaven."

A Great Campaign: The most extensive, most penetrating advertising, publicity and exploitation campaign in our company's history.

It moves across the world on the broadest of canvases from Africa to France and Spain and to the Wisconsin of America's Middle West—from the heady wine and tender hours of Parisian nights to hippopotami-teeming waters of the throbbing jungle. It has unrivalled scenery and the spectacular excitement of the bull-ring in Madrid. It has a hyena that produces the greatest animal thrill ever filmed. It excites with the menace of the lion and the vulture —and the furious charge of the rhinoceros.

"The Snows of Kilimanjaro" is the greatest love story I have ever seen — and in my opinion the finest motion picture our company has ever produced.

It will be available for pre-release engagements in a number of selected theatres in a limited number of large cities beginning early in October, following its World Premiere Presentation at the Rivoli Theatre, New York, on September 18th. The tremendous exploitation penetration accruing from these pre-release engagements will give **"The Snows of Kilimanjaro"** word-of-mouth publicity seldom before attained by any motion picture.

Very soon, we will announce trade showings. I urge every exhibitor to be sure to attend.

AL LICHTMAN . . . *20th Century-Fox*

James Frank Leaves NPA Deputy Post

WASHINGTON, Aug. 17.—James Frank, Jr., has resigned as deputy director of the National Production Authority's film branch, director Nathan D. Golden announced.

The resignation is effective Friday. Frank has accepted a sales executive position with a firm distributing consumer durable goods in New Orleans, Golden said.

Frank joined the NPA in Nov., 1950. Prior to that he had been associated for over 20 years with the motion picture and photographic equipment industries as president of United Photo Supply Corp. of Atlanta, New York branch manager of National Theatre Supply, and assistant to the Photophone sales manager of RCA.

RCA Synchro-Screen For 'Fatima' Opening

A new RCA "synchro-screen" has been installed in the Bijou Theatre here for the showing of Warner Brothers' "The Miracle of Our Lady of Fatima." The picture, which will have a special invitation premiere at the Astor Theatre on Wednesday evening, will be shown at the Bijou on a reserved seat basis and at the Astor on a continuous performance basis beginning Thursday.

The synchro-screen features panels on all four sides which pick up and reflect diffused light from the picture. "This imparts to the patron a new and dramatic sense of realism by making the action on the screen appear to occupy a larger portion of his field of vision," according to Warner.

MMPTA Takes Space In Compo Suite Here

The Metropolitan Motion Picture Theatres Association, made up of circuits and independent theatres in the New York area, has turned over to the Theatre Owners of America the office space it occupied on the fourth floor of the Paramount Building here, and has rented space in the 21st floor suite occupied by the Council of Motion Picture Organizations. MMPTA and TOA were co-tenants of a fourth floor suite for the past four years.

Edward Rugoff is MMPTA's president, and D. John Phillips is its executive director.

N. Brunswick Paper Gives Ad Rate Cut

Through the efforts of Edward Sniderman, division manager; Thomas Wright, city manager, and Ward Farrar, publicist, RKO theatres in New Brunswick, N. J., have been able to obtain a reduction in advertising rates from the New Brunswick *Home News*.

The newspaper dropped its local theatre rate from $1.65 per column inch to $1.55. The new rate applies to local motion picture advertising and does not change the rate for other types of amusements.

Universal 'Props' To Ohio's Fair

COLUMBUS, Aug. 17.—"Props" from a score of past and present Universal pictures have been added to the "Hollywood at the Fair" exhibit for the Ohio State Fair here Aug. 22-29, announced Robert Wile, secretary of the Independent Theatre Owners of Ohio, sponsors of the exhibit.

Reviews

"The Happy Time"

(Stanley Kramer Productions-Columbia)

A VERY ENTERTAINING, well-made film is Stanley Kramer's version of the Richard Rodgers-Oscar Hammerstein stage play, "The Happy Time." A fine cast, uniformly giving excellent performances, is headed by Charles Boyer and Louis Jourdan and includes Marsha Hunt, Kurt Kasznar, Linda Christian, Bobby Driscoll, Marcel Dalio and others.

The story of the joys, troubles and eccentricities of an unconventional family of French Canadians in the 1920's is smoothly told under the direction of Richard Fleischer and all of the story ingredients that made it a long run stage hit are deftly emphasized herein to produce strong box-office entertainment.

Boyer brings an engaging sincerity to his role of the father of Bobby Driscoll, whose emergence from adolescence is accompanied by familiar problems of confused emotions. Jourdan, as the traveling salesman with a weakness for pretty faces, the wine-bibing Kasznar with the problem of an unmarried and unattractive daughter, both brothers of Boyer's, and their father, Dalio, cheerfully romancing himself toward an elusive grave, are the chief eccentrics of the family and a prolific source of amusement.

Miss Hunt, as Boyer's wife, a down-to-earth Scotch woman who inexplicably has become a part of the turbulent Gallic environment, and Miss Christian, as the out-of-work vaudevillian for whom they make a place in their home, complete the domestic scene.

The story, for the most part in humorous vein, shows how the problems of Bobby's growing-up and his fancied infatuation for Miss Christian are met. Also resolved along the way is the solid romance between Jourdan and Miss Christian following a succession of setbacks and the finding in Richard Erdman of a suitor for Kasznar's daughter, Ann Faber. No solution is found for Kasznar's wine drinking from a water cooler nor for Grandpere Dalio's unquenchable yearning after the female of the species. Some of the dialogue concerning the latter runs to the risque but manages to avoid being offensive.

Excellent in lesser parts are Marlene Cameron as Bobby's girl friend; Jack Raine as a stern school principal; Kathryn Sheldon as a teacher; Will Wright as the family doctor; Jeanette Nolan as Kasznar's wife and Gene Collins as Bobby's schoolroom nemesis.

Earl Felton did the screen play, based on Samuel Taylor's stage play and the book by Robert Fontaine. Dimitri Tiomkin and Ned Washington contributed a song, "The Happy Time."

Running time, 94 minutes. General audience classification. Release date, not set.

SHERWIN KANE

"O. Henry's Full House"

(20th Century-Fox)

SOME OF AMERICA'S favorite short stories are contained in this omnibus production, highlighted by a galaxy of stars, including Charles Laughton, Fred Allen, Anne Baxter, Marilyn Monroe and Dale Robertson.

For the first time, audiences throughout the country will be able to see a multi-storied presentation of O. Henry's works come to life on the screen. The ready-made receptive audience, plus the factor of a star-studded cast, should make this film a good box-office grosser.

Of the five stories offered, two are warm-hearted sentimental gems—"The Gift of the Magi" and "The Last Leaf." The entertainment quality of the remaining stories are uneven, yet the poorest in comparison contains a chuckle or a tear. There is enough in this film to please most any taste and individuals will differ and argue which vignette is the best.

The stories are tied together by the narration of novelist John Steinbeck. Andre Hakim produced.

Anne Baxter, Jean Peters and Gregory Ratoff play the leads in "The Last Leaf," under the direction of Jean Negulesco, from a screenplay by Ivan Goff and Ben Roberts. The plot situation concerns two sisters, one heartbroken and sick, both of whom are befriended in their Greenwich Village apartment by a warm-hearted artist, Gregory Ratoff.

"The Gift of the Magi" is part of America's folklore. The story of a young married couple and their self-sacrifice, in a Christmas holiday setting, stars Jean Crain and Farley Granger. Henry King directed from a screenplay by Walter Bullock.

The most disappointing story to this reviewer was "The Ransom of Red Chief," which stars Fred Allen and Oscar Levant. Although it does contain a few laughs, the story never becomes alive, nor does it overcome plot contrivances to show the truly humorous situation of kidnapers being conquered by their 10-year-old prey. Howard Hawks directed.

Charles Laughton "struts and frets his hour upon the stage" in "The Cop and the Anthem," directed by Henry Koster from a screenplay by Lamar Trotti. His is an effective, if somewhat flamboyant, portrayal of the skid row character who tries his best to land in jail in order to escape the winter cold. Marilyn Monroe has her brief appearance in this sequence.

The other story is "The Clarion Call," directed by Henry Hathaway from a screenplay by Richard Breen, featuring Dale Robertson and Richard Widmark. This should find its audience among the action fans.

Others in the cast include David Wayne, Joyce MacKenzie and Lee Aaker.

Running time, 117 minutes. General audience classification. For September release.

MURRAY HOROWITZ

In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

THE GEORGE W. WALKER industrial design organization of Detroit has been appointed product stylist for Mills Industries, Inc., Chicago, according to an announcement from A. E. Tregenza, Mills' executive vice-president. The Walker organization will restyle Mills' line of automatic machines which range from counter to floor types dispensing candy, gum, carbonated drinks and citrus juices. In addition Mills manufactures refrigeration equipment and ice cream freezers.

•

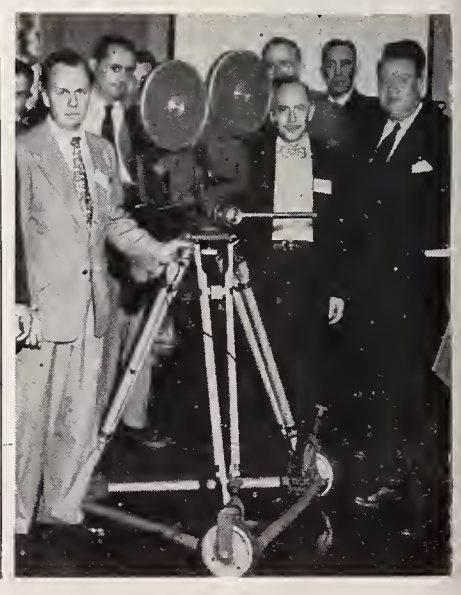
John D. Warfield, Jr., formerly president of the Warfield Co., has been appointed vice-president of Cook Chocolate Co., Chicago, in charge of a new chocolate coating and bulk chocolate specialties department. The Cook firm is expanding its bulk products operations and Ed Opler, president, is now in Europe negotiating for the latest chocolate equipment there.

•

John MacNellis, who has acquired full ownership and control of Best Devices Co., Inc., Cleveland, has announced removal of that firm to its own factory building at 10921 Briggs Road. Best Devices manufactures porthole fire shutters for theatres and drive-ins and also carbon saver devices.

•

Showing (in photo below) Berndt-Bach, Inc.'s new Auricon "Super 1200" 16mm. studio and TV production camera, which features three separate finder systems, 1,200-foot magazines for 33 minutes of continuous shooting, internal rack-over with reflex viewer; automatic turret, and a manual or automatic dissolving shutter. Shown at the left of the camera during a recent demonstration is Walter Bach, vice-president of Berndt-Bach, and at the right is Joseph A. Tanney, president of S. O. S. Cinema Supply Corp., distributor of the new camera.



Justice Hits

(Continued from page 1)

Department recognizes the exhibitor's problem and that the court would set "reasonable clearance" to protect theatre owners.

Clapp said he was issuing the statement to clear up misunderstanding as to the objectives of the case and the applicable anti-trust laws, and that while he was going to discuss the objectives and nature of the suit, he was not going to discuss the evidence, which would be presented to the court in due time.

Specifies Offense

The anti-trust laws, Clapp said, make it perfectly legal for any individual producer, acting alone, to refuse to have his product exhibited on television. "It is not lawful, however," he stated, "for him to agree with his competitors that neither he nor they will let their product get on the television screen. This is the offense charged here."

Clapp said it had been claimed that it was perfectly natural for producers to restrict TV showings of their films in order not to undermine their business with theatres. "The government suit does not attack this practice," he said, returning to the illegal conspiracy theme. "The suit attacks the alleged combination or agreement among the defendants that none of them will allow its product to be shown on TV."

If the Department is successful in establishing a conspiracy, Clapp said, it believes that in order to effectively terminate the conspiracy "producers must not only be prohibited from continuing the combination but each producer should also be prevented from conducting itself in the manner agreed on in the course of the conspiracy. In order to accomplish this, the Department believes producers should be required to sell their products to all producers, including television stations, until such time as the pattern established by the combination has been dispelled."

The complaint recognizes, Clapp declared, that theatres must have reasonable clearance over TV showings, and that the courts will set just what constitutes "reasonable" clearance.

It has been charged, the statement continued, that Hollywood would ruin itself by selling to its chief competitor. This is incorrect, Clapp said. He declared this charge overlooks the fact that the complaint specifically says there should be reasonable clearance between theatres and television.

"This language makes it clear that the Department recognizes the problem confronting the motion picture industry in this period of adjustment to new technological development," Clapp stated. "But if we are to continue to preserve a climate of economic freedom, which is in large measure responsible for our technological progress, we must ever be alert against agreements among competitors seeking to stifle the new order. Men of good will may differ as to the methods by which the entertainment industry is to accommodate itself to television. But they will unite in condemning agreements among competitors restricting competition among themselves and with the television industry. The 16mm. case charges that such an agreement exists. The objectives of the suit are in accord with the basic philosophy upon which our economic institutions rest."

World-Telegram Calls U. S. TV Film Suit 'Outrageous'

THE FOLLOWING hard-hitting, outspoken editorial characterizing the government action to force the sale of films to television and other non-theatricol users as an "outrageous" action was published in the New York World-Telegram and Sun *on Friday, Aug.* 15, *under the title "A Phony Anti-trust Suit." Some of the information concerning the government action wos furnished the W. T. & S. by the Independent Theatre Owners Association of New York. The editoriol is reprinted in full here by permission of the* World-Telegram & Sun.

Under the laudable pretext of doing something for shut-ins, hospital patients, church and club groups and members of the Armed Forces, the Department of Justice has filed an antitrust suit against a number of film companies. It wants the courts to compel them to sell 16mm. film to all comers virtually without strings attached.

Actually this suit strikes us as being as phony as a $3 bill. The film companies already are well looking after the interests of those with a legitimate stake in the 16mm films. They are not, and for perfectly obvious reasons, looking after the interests of the television industry and the fly-by-night film peddlers. On the contrary, they are trying to keep these from killing the movie theatres which furnish film makers with the big bulk of their income.

True, theatres use 35mm, not 16mm films. But most movie makers shoot both sizes simultaneously. If they have to throw the narrower print onto the open market, what's to prevent TV from snapping it up and showing it in competition with the theatre offering?

The Department of Justice says it would not object to providing "reasonable clearance periods between runs of a particular feature motion picture in a theatre and exhibitions (including telecasts) of the same motion picture on 16mm film."

But who's to determine what constitutes a "reasonable period"? Some films—too few, we'll admit—attain immortality. Brought back they can fill theatres years after their first showing. Is it for some bureaucrat rather than the makers themselves to say how long such pictures should not be allowed to compete with theatres?

Few people are going to pay to see a picture in a theatre when they can see the same thing, or one of equal entertainment value, for free at home or over a couple of beers in some neighboring tavern. Theatre owners are sufficiently hit by present TV competition, even with those outrageous Westerns without having involuntarily to provide it with topflight material for its shows.

More than a year ago when the Federal Communications Commission threatened reprisals against the film industry in this controversy, we said, "It certainly is not in the public interest to have a bunch of bureaucrats threatening one industry for refusing to lay down its life for a rival."

This is just as true today of the Department of Justice's suit. It is perfectly proper for TV and the movies to be battling for the public's attention. It is outrageous, however, for the government, theoretically the referee in any conflict between rival interests, to sneak across a kidney punch on one of the contestants. For such an action the government should be hooted out of the ring.

Houses on Sale

(Continued from page 1)

estate department head, said "only proposals from exhibitors or those intending to engage in the exhibition business in the operation of motion picture theatres will be given consideration."

Land, building, equipment and leases are offered in all but two cases. In these—the Belmont, Los Angeles and Tower, Santa Paula—land and equipment only are for sale.

Compo Dues Meet

(Continued from page 1)

ing the drive. A short clean-up drive will probably be launched in each exchange territory to collect COMPO dues from theatres or circuits that might have been missed in last week's canvass.

Reports of the drive results will be wired to COMPO headquarters here by the exchange area committees following their meetings today.

Topping COMPO's agenda for fall activities is the industry drive to win repeal of the 20 per cent tax.

'Streamlining'

(Continued from page 1)

meeting was a short one that touched on no subject apart from "streamlining," informants said.

Harvey Calls

(Continued from page 1)

the new economic period. He is less sure about both exhibition and distribution.

Production is commended on the basis of what Harvey says he "has seen and heard" of new product which, he believes will include a "great number of well-made, entertaining pictures which the public will want to buy." He adds that the public is demanding all pictures in color and he congratulates the progress studios are making in meeting that demand.

Of distribution, Harvey says, maintenance of a set national sales policy on pictures is "stupid and criminal" and part of an era that no longer obtains. That policy, he says, deprives many fine pictures of their maximum sales and imposes, in turn, a burden on production by depriving it of revenue that could be obtained by more modern sales policies.

He scores exhibition for slip-shod operating and housekeeping policies, for double featuring, for bidding between non-competitive theatres, for ads which "lie" to the public and for tolerating the Federal admission tax.

WB Color Films

(Continued from page 1)

Light of the Silvery Moon," Technicolor, starring Doris Day and Gordon MacRae. David Butler is directing, with William Jacobs producing.

"The Jazz Singer," Technicolor, starring Danny Thomas and Peggy Lee. Michael Curtiz is directing, with Louis F. Edelman producing.

"Back to Broadway," musical in WarnerColor, starring Virginia Mayo, Steve Cochran and Frank Lovejoy, with Gordon Douglas directing and Henry Blanke producing.

"Stop, You're Killing Me," WarnerColor musical, starring Broderick Crawford and Claire Trevor, with Roy Del Ruth directing and Louis F. Edelman producing.

"The Master of Ballantrae," which stars Errol Flynn, is being filmed in Technicolor, with William Keighley directing.

"His Majesty O'Keefe," which stars Burt Lancaster, a Technicolor production under the direction of Byron Haskin.

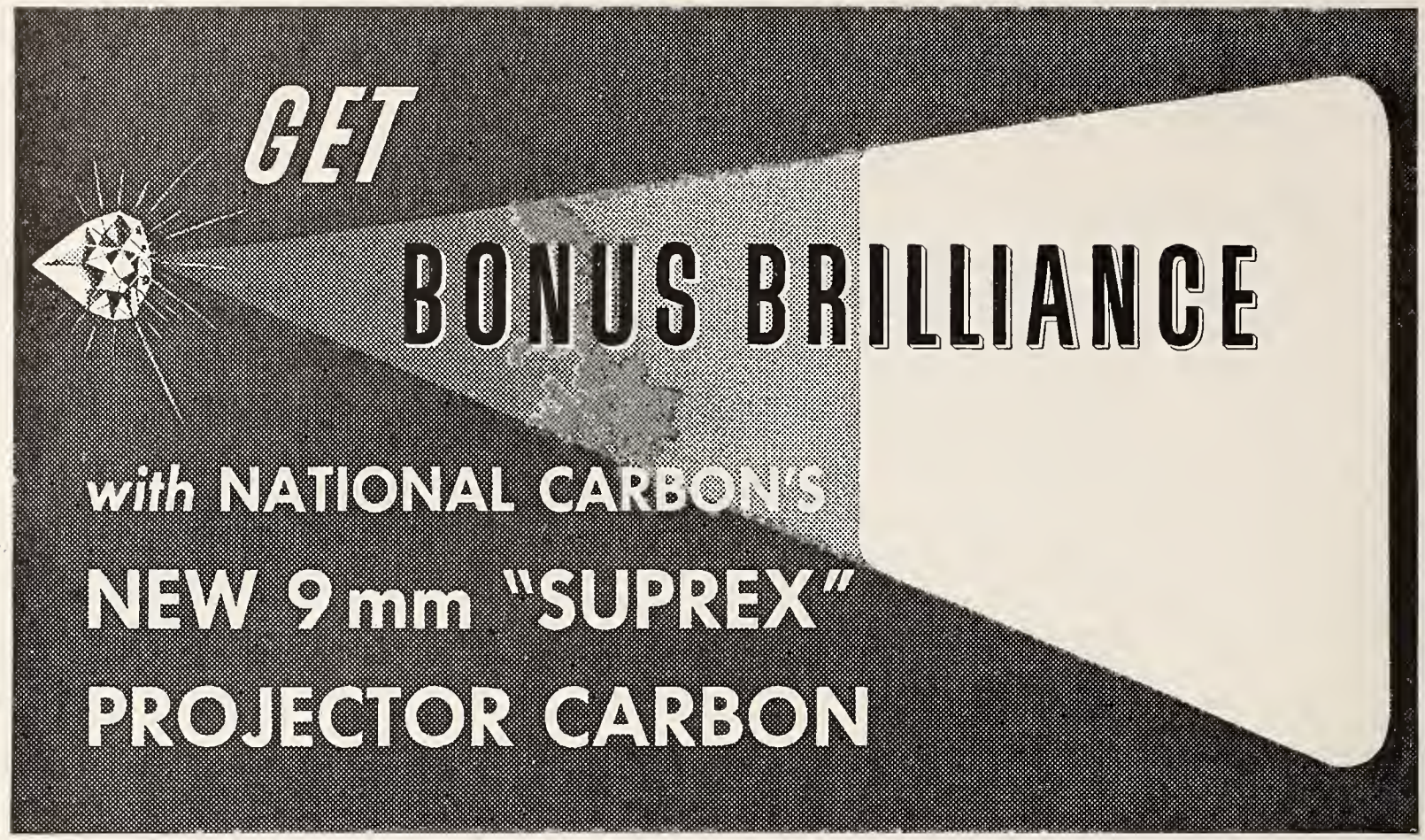
Michigan Exhibitors Protest 16mm. Suit

DETROIT, Aug. 17.—Protests against the U. S. suit to force the sale of 16mm. films to television and pledges of full support to the Council of Motion Picture Organizations' drive to repeal the Federal 20 per cent admission tax were voiced at a meeting held in Traverse City attended by 40 independent exhibitors. L. G. Griffin of Manta City, Mich., directed the meeting.

Plans for regular monthly meetings were discussed. So far meetings of the group are set for Aug. 28 and Sept. 11.

'Caribbean' Sturdy

PHILADELPHIA, Aug. 17.—An initial week's gross of a big $28,000 is forecast for "Caribbean" at the Fox Theatre, which nearly hit a sturdy $5,000 on its opening day. Harold W. Seidenberg, managing director of the Fox, said that on the basis of current business the film will be held over for at least an extra week.

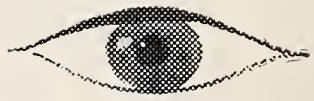


By far the greatest improvement in "Suprex" carbons since the line was introduced is National Carbon's NEW 9 mm "Suprex" projector carbon for mirror-type lamps. Used in place of the present 9 mm "Suprex" carbon, it gives you:

- **MORE LIGHT AT LESS CURRENT**
- **UNSURPASSED ARC STABILITY**
- **COOLER OPERATING LAMPS**
- **REDUCED MAINTENANCE**

ALL AT LOWER CARBON COST!

An important factor in achieving this improved performance at lower cost is National Carbon's NEW composition, *never before used in lighting carbons.* This feature assures you of operating advantages and picture quality not obtainable from any other brand.



SEE IT IN ACTION— LET YOUR *OWN* EYE BE THE JUDGE



The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY

A Division of Union Carbide and Carbon Corporation

30 East 42nd Street, New York 17, N. Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: National Carbon Limited, Montreal, Toronto, Winnipeg

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 34 NEW YORK, U. S. A., MONDAY, AUGUST 18, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE ENTIRE industry has welcomed the numerous editorial and columnar expressions which have appeared in newspapers and other publications throughout the country citing some of the dangers of the government's suit to force the sale of films to television.

Those numerous published expressions have been uniformly on the industry's side and critical of the Department of Justice's action. They are of great value to the industry in counter-acting the impression left with the public by the filing of the suit that a benevolent and paternalistic government is about to obtain the finest motion pictures for their living rooms.

Even those timid, shallow-thinking individuals among us who shrink from the suggestion of using the theatre screens to bring the industry's side of the case before the public are agreed with the rest of us that the published editorials and signed columns exposing some of the folly of the government suit are of great value to the industry in its opposition to the action.

•

Why, then, should not those expressions favorable to the industry and its case be made known to the vastly greater audience of the screen? If their circulation among the limited, local readership of individual publications is important to the industry, then how much more important could they become if presented to the theatres' national audience.

The material is at hand, supplied by many fair-minded, clear-thinking writers and their publications. Much more of it is on the way. The industry needs only to make use of it to have its story known widely. Excerpts from those valuable published expressions can be reproduced in a series of 60- to 90-second trailers and, shown regularly in every theatre in the land, can do much to overcome the fallacious public thinking that the finest motion pictures are about to be added to the endless list of Federal handouts.

Meet Today to Record Compo Dues Progress

With only a short additional clean-up drive for Council of Motion Picture Organizations dues expected to be needed following the major campaign conducted last week throughout the country, the industry agency's treasury is said to be well stocked with "ammunition" for coming battles in behalf of the industry and its rights.

Results of last week's drive will be tabulated today when distribution and exhibitor area committees meet with film salesmen in each of the 33 exchange cities.

COMPO officials here reported that spot checks over the weekend indicated "excellent progress" was being made and that widespread enthusiasm existed among field personnel conduct-

(*Continued on page 7*)

7 WB Color Films Now in Production

HOLLYWOOD, Aug. 17.—An all-time peak in Warner Brothers' color production, with seven features before the WarnerColor and Technicolor cameras, was disclosed here by the company.

The latest to start is "Come In, Texas," which is being filmed in WarnerColor, and stars Randolph Scott, under the direction of Andre De Toth, with David Weisbart producing.

Also in production are: "By the

(*Continued on page 7*)

Francis Will Head WB Short Subjects

HOLLYWOOD, Aug. 17.—The promotion of Cedric Francis to the post of short subjects production head at Warner Brothers studios was disclosed here by Jack L. Warner, executive producer.

Francis was formerly assistant to the late Gordon Hollingshead, who held the post as WB short subjects head. He has been in the employ of WB for the past 15 years.

'Streamlining' Of Distribution Still In 'Talking' Stage

Several more meetings on the subject of distribution "streamlining" will be necessary before plans for improvements could be put in force, it was indicated on Friday following discussion of the subject by the Motion Picture Association of America distribution committee at the MPAA office here.

Friday's meeting, a spokesman said, delved into some of the data compiled by MPAA statisticians concerning the merits of more "streamlined" operations. It was pointed out that some MPAA member companies are not yet entirely convinced that "streamlining" is the solution to many distribution problems.

Presided over by Alfred W. Schwalberg, Paramount Distributing Corp. president, and chairman of the MPAA distribution committee, the Friday

(*Continued on page 7*)

Harvey Calls for 'Modern' Policies

SAN FRANCISCO, Aug. 17.—Increasing amusement opportunities available to the public make it imperative that all branches of the industry set its house in order or court a self-made depression, Rotus Harvey, retired president of Western Theatre Owners, writes in the organization's current bulletin.

Harvey indicates he believes production has made the greatest progress in putting its house in order for

(*Continued on page 7*)

FWC Puts 9 Decree Houses on Sale

HOLLYWOOD, Aug. 17.—In accordance with the Government's divorcement decree, Fox West Coast Theatres over the weekend placed nine California theatres on sale.

Offered are the Alpha, Bell; Melrose and Belmont, Los Angeles; Fox, Turlock; Hi-Ho, Paso Robles; Avalon, Wilmington; Egyptian, San Diego, and Fox and Tower, Santa Paula.

W. H. Lollier, the circuit's real

(*Continued on page 7*)

Justice Hits Back at Critics Of 16mm. Suit

Repeats It Recognizes Needs of Theatremen

WASHINGTON, Aug. 17. — The Justice Department today answered the critics of its 16 mm. anti-trust suit, declaring that its case rests entirely on an alleged illegal conspiracy among the producers.

In an official statement aimed at producers, exhibitors, newspapers and others criticizing the Department's action, acting anti-trust chief Newell Clapp said the Department feels producers must be required to sell their films to all purchasers, including television, until the "pattern established by the conspiracy has been dispelled." He reiterated, however, that the

(*Continued on page 7*)

NEWS FLASHES

WASHINGTON. Aug. 17.--The Paramount hearings will reopen Wednesday before the FCC so that attorneys for the various parties can give their views as to how much evidence should be allowed on post-1948 anti-trust activities of the companies.

•

The Motion Picture Export Association will convene here today for a complete review of the Franco-American film pact situation. MPA European representative Fayette Allport was due from Paris to report on the negotiations. MPA president Eric Johnston will preside.

in the fall THE SNOWS of KILIMANJARO COLOR BY TECHNICOLOR to top them all!
See pages 3, 4 & 5

Personal Mention

ALFRED W. SCHWALBERG Paramount Distributing Corp. president, is on an upstate New York tour and will return to New York on Thursday.

•

THOMAS EDWARD RODGERS, on the home office staff of Trans-Lux Theatres here and son of WILLIAM F. RODGERS, Loew's vice-president, has become engaged to CHARLOTTE BREYER VANBOMEL of this city. The wedding will take place in November.

•

I. E. LOPERT, president of Lopert Films Distributing Corp., accompanied by MRS. LOPERT and their daughter, TANYA, will return here from eight weeks in Europe tomorrow aboard the *S.S. United States*.

•

BOYCE NEMEC, SMPTE executive secretary, became a father Thursday when his wife, NANCY, gave birth to a son, DAVID EDWARD, at New York Hospital here.

•

DR. LOYD A. JONES, head of the physics division of Kodak Research Laboratories, on Saturday night received the Photographic Society of America's 1952 Journal Award.

•

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., will return to New York today from Detroit and Cleveland.

•

ROBERT WEITMAN, United Paramount Theatres vice-president, will celebrate a birthday today at his Catskill vacation retreat.

•

LEON ROTH, United Artists home office publicist, will today begin a two-week Massachusetts vacation with his family.

•

TED SPIEGEL of Columbia's exploitation department announced the birth of a first child, DALE KAREN, to MRS. SPIEGEL on Wednesday.

•

HENRY KING, 20th Century-Fox director, will arrive here from the Coast today.

•

WILBUR SNAPER, president of national Allied, has returned to New York from Chicago.

•

LEE KOKEN, RKO Theatres vending head, is in Boston from New York.

Kramer Due Here Today from Europe

Stanley Kramer, independent producer now releasing through Columbia Pictures, is due to arrive here today from Europe aboard the *S.S. Queen Elizabeth*.

On his trip, Kramer visited London, Paris, Rome and Zurich and travelled to Israel to look over location sites for his forthcoming production, "The Juggler," which is to star Kirk Douglas and the new Italian actress, Milly Vitale.

NY Mirror *Promotes New Fall Product*

In yesterday's New York *Mirror*, motion picture editor Frank Quinn hopped on the "New Movie Season" bandwagon with a full page of editorial comment and art on the important fall product from major distributors.

Ernie Emerling and Carl Fishman of Loew's Theatres arranged with Quinn to develop this upbeat feature.

Minneapolis Sets Family Night Plan

MINNEAPOLIS, Aug. 17.—A family night promotion designed to stimulate business for the loop theatres, retail stores and the local transit company, will be launched here Thursday evening, Robert Karatz, co-owner of the Gopher Theatre, first run loop house, and a member of the downtown theatre committee, disclosed at the weekend.

The Minneapolis Street Railway Co. will offer free rides one way on buses and street cars to all adults and children going into the loop between the hours of seven and nine P. M. All adults and children leaving the buses and street cars in the loop, will receive a numbered coupon similar looking to a transfer and if the coupon corresponds with one of the approximately one-thousand numbers to be posted in theatre lobbies, they will be admitted free of charge.

The promotional program will be sponsored jointly by the loop theatres, retail stores and the transit company and will be all inclusive. This will include screen trailers, lobby displays, newspaper, radio and television advertising, window cards and displays in downtown stores, and display cards in all street cars and buses. The family night promotion is expected to return business to the loop which is now going in greater strength to the shopping centers in the suburbs.

Besides Karatz, other members of the downtown theatre committee are: Harry Weiss, division manager, RKO Theatres, Robert Whalen, manager, RKO Orpheum, E. Seibel and Don Alexander of the advertising department of the Minnesota Amusement Co.

See Feb. Date for Next Compo Seminar

HOLLYWOOD, Aug. 17. — February appeared to be the preferred date for the next exhibition-production seminar as Council of Motion Picture Organizations' executives Sam Pinanski, Trueman Rembusch, Robert J. O'Donnell and Rotus Harvey sat down to weekend roundtable discussion of this and other matters with the Motion Picture Industry Council executive committee. Complete outcome of the roundtable deliberations was not immediately available.

NEWS in Brief . . .

CHICAGO, Aug. 17.—Industry arbitration prospects, the Council of Motion Picture Organizations' campaign for elimination of the 20 per cent Federal admissions tax and the government's anti-trust suit to force the sale of 16mm. films to television and other non-theatrical users will be on the agenda for discussion at Allied States' annual convention at the Morrison Hotel here, Nov. 17-19.

The convention planning committee, which met here last week, also confirmed Nov. 15-16 as the dates for the pre-convention meeting here of Allied's board of directors. A TESMA trade show will be held in conjunction with the convention.

•

New York's Little Carnegie Theatre has been selected as the showcase to house the first festival of Italian films ever held in the United States, it was reported by Winthrop W. Aldrich, honorary chairman of "Salute to Italian Films Week."

Seven top Italian films will be presented during the week of Oct. 6-12, one each evening.

•

The date of the fourth annual motion picture edition of the New York *Doily News*, which will contain a full Sunday magazine section devoted to the industry, has been set for Nov. 16. The readership of the Sunday *Doily News* is about 4,000,000.

NCA's Berger Sets Regional Tax Meets

MINNEAPOLIS, Aug. 17.—Plans for an all-out industry fight to eliminate the 20 per cent Federal admission tax will be highlighted at a series of regional meetings set by North Central Allied president Ben Berger, and executive counsel Stan Kane, for Duluth, Sioux Falls, Bismarck and Fargo. They will be luncheon meetings, timed for the state primaries.

The NCA strategy on the tax fight will be concentrated on a "buttonhole" campaign on the local level with successful candidates in the primaries, based on the theory the tax elimination strength will have to come from the grass roots.

First of the Berger-Kane meetings will be held at the Duluth Hotel, Duluth, Aug. 26, with all exhibitors in the Duluth-Superior area invited to attend. Roy Prytz and Clarence Kaake are local chairmen. South Dakota and Southwestern Minnesota exhibitors will meet with the NCA executives at the Carpenter Hotel, Sioux Falls, on Aug. 27. North Dakota meetings have been set for the Patterson Hotel at Bismarck, Sept. 3, and at Fargo, Sept. 4, at a hotel yet to be selected.

Floyd Rice Resigns

ATLANTA, Aug. 17. — Floyd Rice, manager of the Rebel Poster Exchange, owned by Wilby-Kincey Theatres, Atlanta, has resigned from the company to enter business for himself.

Newsreel Parade

THE DEVELOPING BATTLE for the White House occupies appropriate footage in current newsreels. Presented also are shots of the young King of Iraq on his U. S. visit, Anthony Eden and his bride, Koreo's President Rhee honoring Gen. Van Fleet, ond sundry other happenings in vorious parts of the world. Complete synopses follow:

MOVIETONE NEWS, No. 67—Gov. Stevenson calls at the White House. Stassen calls on Eisenhower. Anthony Eden weds Churchill's niece. King of Iraq. Drought haunts Southland. Rhee decorates Gen. Van Fleet. Princess Anne makes a debut. Mail by rocket—almost. Florida scenery gets a boost.

NEWS OF THE DAY, No. 201—Iraq's boy king in New York. Gen. Ridgeway warns of Red peril. Eden takes a bride. British Royal Family on vacation. Political snap-shots of Stevenson and Eisenhower.

PARAMOUNT NEWS, No. 104—Margaret Truman in Germany. Queen Elizabeth in Scotland. University of Iowa band in London. Back-to-school fashions. Stevenson sets campaign strategy. Young King of Iraq.

TELENEWS DIGEST, No. 33-B — Belgium cuts NATO training. Schuman plan hastens United States of Europe. Models protest Russian fur shipment. Russian car smuggled into U. S. World pipe-smoking contest. German refugee tells of flying disc. Texas beats heat wave.

UNIVERSAL NEWSREEL, No. 587 — U. S. political highlights. King of Iraq. Rhee and Van Fleet. Tax collectors. Orphans' outing. Footwear for fall. Loggers and riders thrill spectators.

WARNER PATHE NEWS, No. 2—Battle for the White House. Schuman Plan underway. Royal youngsters in Scotland. Korea's President decorates Van Fleet. Iraq's King at Brooklyn ball game. Refuge for skiers on Mount Blanc. Miss Canada of 1952. Toddler fashions. Bobby Shantz, "pitcher of the year."

Jacobs to Promote Producers Guild

HOLLYWOOD, Aug. 17.—The Arthur P. Jacobs office has been named public relations and publicity consultants to the Screen Producers Guild, it was announced by Sol C. Siegel, president of the Guild. The Jacobs organization has been representing the guild on a temporary basis for the past three months.

Jacobs will work with the public relations committee of the Guild, headed by temporary co-chairmen Jerry Wald and William H. Wright, who are filling in for permanent public relations chairman Samuel G. Engel, currently out of town on an assignment.

Yorke Holds Meetings

Emerson Yorke, in charge of motion picture, radio and television coverage of the "Little League" baseball series, met here yesterday with representatives of the various media to plan coverage of the "Little League" series in Williamsport, Pa., during the week of Aug. 25.

New 'Kilimanjaro' Date

The invitational world premiere of "The Snows of Kilimanjaro," 20th Century-Fox, will be held on Wednesday night Sept. 17 at the Rivoli Theatre here, instead of Thursday night Sept. 18, previously set.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue. Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative. FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

on the following pages...

PROBABLY THE MOST SIGNIFICANT STATEMENT YOU WILL READ THIS YEAR!

Last week I saw the motion picture screen achieve new heights of greatness . . . I saw

"The Snows of Kilimanjaro"

Rarely does a motion picture comprise, simultaneously, such a wealth of elements that insure stirring, unforgettable entertainment with such unlimited boxoffice potential, among young and old. It has . . .

A Great Title: Widely known in every land . . . conjuring up a vastness of scope, an aura of mystery, the tingle of anticipation.

A Great Author: It is based on one of Ernest Hemingway's most celebrated, most compelling masterpieces.

Great Stars: Gregory Peck, Susan Hayward and Ava Gardner—supported by Hildegarde Neff, Leo G. Carroll, Torin Thatcher, Ava Norring, Helene Stanley and Vicente Gomez.

A Great Producer: It has been personally produced by Darryl F. Zanuck, who gave you such outstanding entertainments as "David and Bathsheba," "All About Eve," "12 O'Clock High," "Gentleman's Agreement" and "Pinky."

A Great Director: It has been directed by Henry King, who brought you "David and Bathsheba," "Song of Bernadette" and "12 O'Clock High."

A Great Photographer: Filmed in heretofore unenvisioned splendors of **Technicolor** by three-time Academy Award winner Leon Shamroy, who photographed "David and Bathsheba," "Cheaper By The Dozen," "Wilson" and "Leave Her To Heaven."

A Great Campaign: The most extensive, most penetrating advertising, publicity and exploitation campaign in our company's history.

It moves across the world on the broadest of canvases from Africa to France and Spain and to the Wisconsin of America's Middle West—from the heady wine and tender hours of Parisian nights to hippopotami-teeming waters of the throbbing jungle. It has unrivalled scenery and the spectacular excitement of the bull-ring in Madrid. It has a hyena that produces the greatest animal thrill ever filmed. It excites with the menace of the lion and the vulture —and the furious charge of the rhinoceros.

"The Snows of Kilimanjaro" is the greatest love story I have ever seen — and in my opinion the finest motion picture our company has ever produced.

It will be available for pre-release engagements in a number of selected theatres in a limited number of large cities beginning early in October, following its World Premiere Presentation at the Rivoli Theatre, New York, on September 18th. The tremendous exploitation penetration accruing from these pre-release engagements will give **"The Snows of Kilimanjaro"** word-of-mouth publicity seldom before attained by any motion picture.

Very soon, we will announce trade showings. I urge every exhibitor to be sure to attend.

AL LICHTMAN . . . *20th Century-Fox*

James Frank Leaves NPA Deputy Post

WASHINGTON, Aug. 17. — James Frank, Jr., has resigned as deputy director of the National Production Authority's film branch, director Nathan D. Golden announced.

The resignation is effective Friday. Frank has accepted a sales executive position with a firm distributing consumer durable goods in New Orleans, Golden said.

Frank joined the NPA in Nov., 1950. Prior to that he had been associated for over 20 years with the motion picture and photographic equipment industries as president of United Photo Supply Corp. of Atlanta, New York branch manager of National Theatre Supply, and assistant to the Photophone sales manager of RCA.

RCA Synchro-Screen For 'Fatima' Opening

A new RCA "synchro-screen" has been installed in the Bijou Theatre here for the showing of Warner Brothers' "The Miracle of Our Lady of Fatima." The picture, which will have a special invitation premiere at the Astor Theatre on Wednesday evening, will be shown at the Bijou on a reserved seat basis and at the Astor on a continuous performance basis beginning Thursday.

The synchro-screen features panels on all four sides which pick up and reflect diffused light from the picture. "This imparts to the patron a new and dramatic sense of realism by making the action on the screen appear to occupy a larger portion of his field of vision," according to Warner.

MMPTA Takes Space In Compo Suite Here

The Metropolitan Motion Picture Theatres Association, made up of circuits and independent theatres in the New York area, has turned over to the Theatre Owners of America the office space it occupied on the fourth floor of the Paramount Building here, and has rented space in the 21st floor suite occupied by the Council of Motion Picture Organizations. MMPTA and TOA were co-tenants of a fourth floor suite for the past four years.

Edward Rugoff is MMPTA's president, and D. John Phillips is its executive director.

N. Brunswick Paper Gives Ad Rate Cut

Through the efforts of Edward Sniderman, division manager; Thomas Wright, city manager, and Ward Farrar, publicist, RKO theatres in New Brunswick, N. J., have been able to obtain a reduction in advertising rates from the New Brunswick *Home News*.

The newspaper dropped its local theatre rate from $1.65 per column inch to $1.55. The new rate applies to local motion picture advertising and does not change the rate for other types of amusements.

Universal 'Props' To Ohio's Fair

COLUMBUS, Aug. 17.—"Props" from a score of past and present Universal pictures have been added to the "Hollywood at the Fair" exhibit for the Ohio State Fair here Aug. 22-29, announced Robert Wile, secretary of the Independent Theatre Owners of Ohio, sponsors of the exhibit.

Reviews

"The Happy Time"

(Stanley Kramer Productions-Columbia)

A VERY ENTERTAINING, well-made film is Stanley Kramer's version of the Richard Rodgers-Oscar Hammerstein stage play, "The Happy Time." A fine cast, uniformly giving excellent performances, is headed by Charles Boyer and Louis Jourdan and includes Marsha Hunt, Kurt Kasznar, Linda Christian, Bobby Driscoll, Marcel Dalio and others.

The story of the joys, troubles and eccentricities of an unconventional family of French Canadians in the 1920's is smoothly told under the direction of Richard Fleischer and all of the story ingredients that made it a long run stage hit are deftly emphasized herein to produce strong box-office entertainment.

Boyer brings an engaging sincerity to his role of the father of Bobby Driscoll, whose emergence from adolescence is accompanied by familiar problems of confused emotions. Jourdan, as the traveling salesman with a weakness for pretty faces, the wine-bibing Kasznar with the problem of an unmarried and unattractive daughter, both brothers of Boyer's, and their father, Dalio, cheerfully romancing himself toward an elusive grave, are the chief eccentrics of the family and a prolific source of amusement.

Miss Hunt, as Boyer's wife, a down-to-earth Scotch woman who inexplicably has become a part of the turbulent Gallic environment, and Miss Christian, as the out-of-work vaudevillian for whom they make a place in their home, complete the domestic scene.

The story, for the most part in humorous vein, shows how the problems of Bobby's growing-up and his fancied infatuation for Miss Christian are met. Also resolved along the way is the solid romance between Jourdan and Miss Christian following a succession of setbacks and the finding in Richard Erdman of a suitor for Kasznar's daughter, Ann Faber. No solution is found for Kasznar's wine drinking from a water cooler nor for Grandpere Dalio's unquenchable yearning after the female of the species. Some of the dialogue concerning the latter runs to the risque but manages to avoid being offensive.

Excellent in lesser parts are Marlene Cameron as Bobby's girl friend; Jack Raine as a stern school principal; Kathryn Sheldon as a teacher; Will Wright as the family doctor; Jeanette Nolan as Kasznar's wife and Gene Collins as Bobby's schoolroom nemesis.

Earl Felton did the screen play, based on Samuel Taylor's stage play and the book by Robert Fontaine. Dimitri Tiomkin and Ned Washington contributed a song, "The Happy Time."

Running time, 94 minutes. General audience classification. Release date, not set.

SHERWIN KANE

"O. Henry's Full House"

(20th Century-Fox)

SOME OF AMERICA'S favorite short stories are contained in this omnibus production, highlighted by a galaxy of stars, including Charles Laughton, Fred Allen, Anne Baxter, Marilyn Monroe and Dale Robertson.

For the first time, audiences throughout the country will be able to see a multi-storied presentation of O. Henry's works come to life on the screen. The ready-made receptive audience, plus the factor of a star-studded cast, should make this film a good box-office grosser.

Of the five stories offered, two are warm-hearted sentimental gems—"The Gift of the Magi" and "The Last Leaf." The entertainment quality of the remaining stories are uneven, yet the poorest in comparison contains a chuckle or a tear. There is enough in this film to please most any taste and individuals will differ and argue which vignette is the best.

The stories are tied together by the narration of novelist John Steinbeck. Andre Hakim produced.

Anne Baxter, Jean Peters and Gregory Ratoff play the leads in "The Last Leaf," under the direction of Jean Negulesco, from a screenplay by Ivan Goff and Ben Roberts. The plot situation concerns two sisters, one heartbroken and sick, both of whom are befriended in their Greenwich Village apartment by a warm-hearted artist, Gregory Ratoff.

"The Gift of the Magi" is part of America's folklore. The story of a young married couple and their self-sacrifice, in a Christmas holiday setting, stars Jean Crain and Farley Granger. Henry King directed from a screenplay by Walter Bullock.

The most disappointing story to this reviewer was "The Ransom of Red Chief," which stars Fred Allen and Oscar Levant. Although it does contain a few laughs, the story never becomes alive, nor does it overcome plot contrivances to show the truly humorous situation of kidnapers being conquered by their 10-year-old prey. Howard Hawks directed.

Charles Laughton "struts and frets his hour upon the stage" in "The Cop and the Anthem," directed by Henry Koster from a screenplay by Lamar Trotti. His is an effective, if somewhat flamboyant, portrayal of the skid row character who tries his best to land in jail in order to escape the winter cold. Marilyn Monroe has her brief appearance in this sequence.

The other story is "The Clarion Call," directed by Henry Hathaway from a screenplay by Richard Breen, featuring Dale Robertson and Richard Widmark. This should find its audience among the action fans.

Others in the cast include David Wayne, Joyce MacKenzie and Lee Aaker.

Running time, 117 minutes. General audience classification. For September release.

MURRAY HOROWITZ

In the THEATRE Equipment World . . . *. . with RAY GALLO*

THE GEORGE W. WALKER industrial design organization of Detroit has been appointed product stylist for Mills Industries, Inc., Chicago, according to an announcement from A. E. Tregenza, Mills' executive vice-president. The Walker organization will restyle Mills' line of automatic machines which range from counter to floor types dispensing candy, gum, carbonated drinks and citrus juices. In addition Mills manufactures refrigeration equipment and ice cream freezers.

•

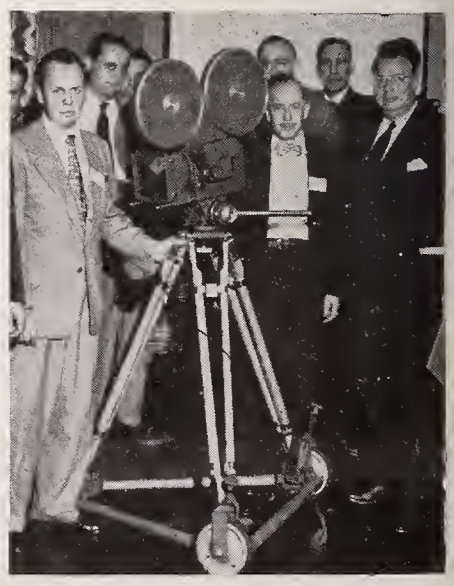
John D. Warfield, Jr., formerly president of the Warfield Co., has been appointed vice-president of Cook Chocolate Co., Chicago, in charge of a new chocolate coating and bulk chocolate specialties department. The Cook firm is expanding its bulk products operations and Ed Opler, president, is now in Europe negotiating for the latest chocolate equipment there.

•

John MacNellis, who has acquired full ownership and control of Best Devices Co., Inc., Cleveland, has announced removal of that firm to its own factory building at 10921 Briggs Road. Best Devices manufactures porthole fire shutters for theatres and drive-ins and also carbon saver devices.

•

Showing (in photo below) Berndt-Bach, Inc.'s new Auricon "Super 1200" 16mm. studio and TV production camera, which features three separate finder systems, 1,200-foot magazines for 33 minutes of continuous shooting, internal rack-over with reflex viewer; automatic turret, and a manual or automatic dissolving shutter. Shown at the left of the camera during a recent demonstration is Walter Bach, vice-president of Berndt-Bach, and at the right is Joseph A. Tanney, president of S. O. S. Cinema Supply Corp., distributor of the new camera.



Justice Hits

(Continued from page 1)

Department recognizes the exhibitor's problem and that the court would set "reasonable clearance" to protect theatre owners.

Clapp said he was issuing the statement to clear up misunderstanding as to the objectives of the case and the applicable anti-trust laws, and that while he was going to discuss the objectives and nature of the suit, he was not going to discuss the evidence, which would be presented to the court in due time.

Specifies Offense

The anti-trust laws, Clapp said, make it perfectly legal for any individual producer, acting alone, to refuse to have his product exhibited on television. "It is not lawful, however," he stated, "for him to agree with his competitors that neither he nor they will let their product get on the television screen. This is the offense charged here."

Clapp said it had been claimed that it was perfectly natural for producers to restrict TV showings of their films in order not to undermine their business with theatres. "The government suit does not attack this practice," he said, returning to the illegal conspiracy theme. "The suit attacks the alleged combination or agreement among the defendants that none of them will allow its product to be shown on TV."

If the Department is successful in establishing a conspiracy, Clapp said, it believes that in order to effectively terminate the conspiracy "producers must not only be prohibited from continuing the combination but each producer should also be prevented from conducting itself in the manner agreed on in the course of the conspiracy. In order to accomplish this, the Department believes producers should be required to sell their products to all producers, including television stations, until such time as the pattern established by the combination has been dispelled."

The complaint recognizes, Clapp declared, that theatres must have reasonable clearance over TV showings, and that the courts will set just what constitutes "reasonable" clearance.

It has been charged, the statement continued, that Hollywood would ruin itself by selling to its chief competitor. This is incorrect, Clapp said. He declared this charge overlooks the fact that the complaint specifically says there should be reasonable clearance between theatres and television.

"This language makes it clear that the Department recognizes the problem confronting the motion picture industry in this period of adjustment to new technological development," Clapp stated. "But if we are to continue to preserve a climate of economic freedom, which is in large measure responsible for our technological progress, we must ever be alert against agreements among competitors seeking to stifle the new order. Men of good will may differ as to the methods by which the entertainment industry is to accommodate itself to television. But they will unite in condemning agreements among competitors restricting competition among themselves and with the television industry. The 16mm. case charges that such an agreement exists. The objectives of the suit are in accord with the basic philosophy upon which our economic institutions rest."

World-Telegram Calls U. S. TV Film Suit 'Outrageous'

THE FOLLOWING hard-hitting, outspoken editorial characterizing the government action to force the sale of films to television and other non-theatrical users as an "outrageous" action was published in the New York World-Telegram and Sun *on Friday, Aug. 15, under the title "A Phony Anti-trust Suit." Some of the information concerning the government action was furnished the W. T. & S. by the Independent Theatre Owners Association of New York. The editorial is reprinted in full here by permission of the* World-Telegram & Sun.

Under the laudable pretext of doing something for shut-ins, hospital patients, church and club groups and members of the Armed Forces, the Department of Justice has filed an antitrust suit against a number of film companies. It wants the courts to compel them to sell 16mm. film to all comers virtually without strings attached.

Actually this suit strikes us as being as phony as a $3 bill. The film companies already are well looking after the interests of those with a legitimate stake in the 16mm films. They are not, and for perfectly obvious reasons, looking after the interests of the television industry and the fly-by-night film peddlers. On the contrary, they are trying to keep these from killing the movie theatres which furnish film makers with the big bulk of their income.

True, theatres use 35mm, not 16mm films. But most movie makers shoot both sizes simultaneously. If they have to throw the narrower print onto the open market, what's to prevent TV from snapping it up and showing it in competition with the theatre offering?

The Department of Justice says it would not object to providing "reasonable clearance periods between runs of a particular feature motion picture in a theatre and exhibitions (including telecasts) of the same motion picture on 16mm film."

But who's to determine what constitutes a "reasonable period"? Some films—too few, we'll admit—attain immortality. Brought back they can fill theatres years after their first showing. Is it for some bureaucrat rather than the makers themselves to say how long such pictures should not be allowed to compete with theatres?

Few people are going to pay to see a picture in a theatre when they can see the same thing, or one of equal entertainment value, for free at home or over a couple of beers in some neighboring tavern. Theatre owners are sufficiently hit by present TV competition, even with those outrageous Westerns without having involuntarily to provide it with topflight material for its shows.

More than a year ago when the Federal Communications Commission threatened reprisals against the film industry in this controversy, we said, "It certainly is not in the public interest to have a bunch of bureaucrats threatening one industry for refusing to lay down its life for a rival."

This is just as true today of the Department of Justice's suit. It is perfectly proper for TV and the movies to be battling for the public's attention. It is outrageous, however, for the government, theoretically the referee in any conflict between rival interests, to sneak across a kidney punch on one of the contestants. For such an action the government should be hooted out of the ring.

Houses on Sale

(Continued from page 1)

estate department head, said "only proposals from exhibitors or those intending to engage in the exhibition business in the operation of motion picture theatres will be given consideration."

Land, building, equipment and leases are offered in all but two cases. In these—the Belmont, Los Angeles and Tower, Santa Paula—land and equipment only are for sale.

Compo Dues Meet

(Continued from page 1)

ing the drive. A short clean-up drive will probably be launched in each exchange territory to collect COMPO dues from theatres or circuits that might have been missed in last week's canvass.

Reports of the drive results will be wired to COMPO headquarters here by the exchange area committees following their meetings today.

Topping COMPO's agenda for fall activities is the industry drive to win repeal of the 20 per cent tax.

'Streamlining'

(Continued from page 1)

meeting was a short one that touched on no subject apart from "streamlining," informants said.

Harvey Calls

(Continued from page 1)

the new economic period. He is less sure about both exhibition and distribution.

Production is commended on the basis of what Harvey says he "has seen and heard" of new product which, he believes will include a "great number of well-made, entertaining pictures which the public will want to buy." He adds that the public is demanding all pictures in color and he congratulates the progress studios are making in meeting that demand.

Of distribution, Harvey says, maintenance of a set national sales policy on pictures is "stupid and criminal" and part of an era that no longer obtains. That policy, he says, deprives many fine pictures of their maximum sales and imposes, in turn, a burden on production by depriving it of revenue that could be obtained by more modern sales policies.

He scores exhibition for slip-shod operating and housekeeping policies, for double featuring, for bidding between non-competitive theatres, for ads which "lie" to the public and for tolerating the Federal admission tax.

WB Color Films

(Continued from page 1)

Light of the Silvery Moon," Technicolor, starring Doris Day and Gordon MacRae. David Butler is directing, with William Jacobs producing.

"The Jazz Singer," Technicolor, starring Danny Thomas and Peggy Lee. Michael Curtiz is directing, with Louis F. Edelman producing.

"Back to Broadway," musical in WarnerColor, starring Virginia Mayo, Steve Cochran and Frank Lovejoy, with Gordon Douglas directing and Henry Blanke producing.

"Stop, You're Killing Me," WarnerColor musical, starring Broderick Crawford and Claire Trevor, with Roy Del Ruth directing and Louis F. Edelman producing.

"The Master of Ballantrae," which stars Errol Flynn, is being filmed in Technicolor, with William Keighley directing.

"His Majesty O'Keefe," which stars Burt Lancaster, a Technicolor production under the direction of Byron Haskin.

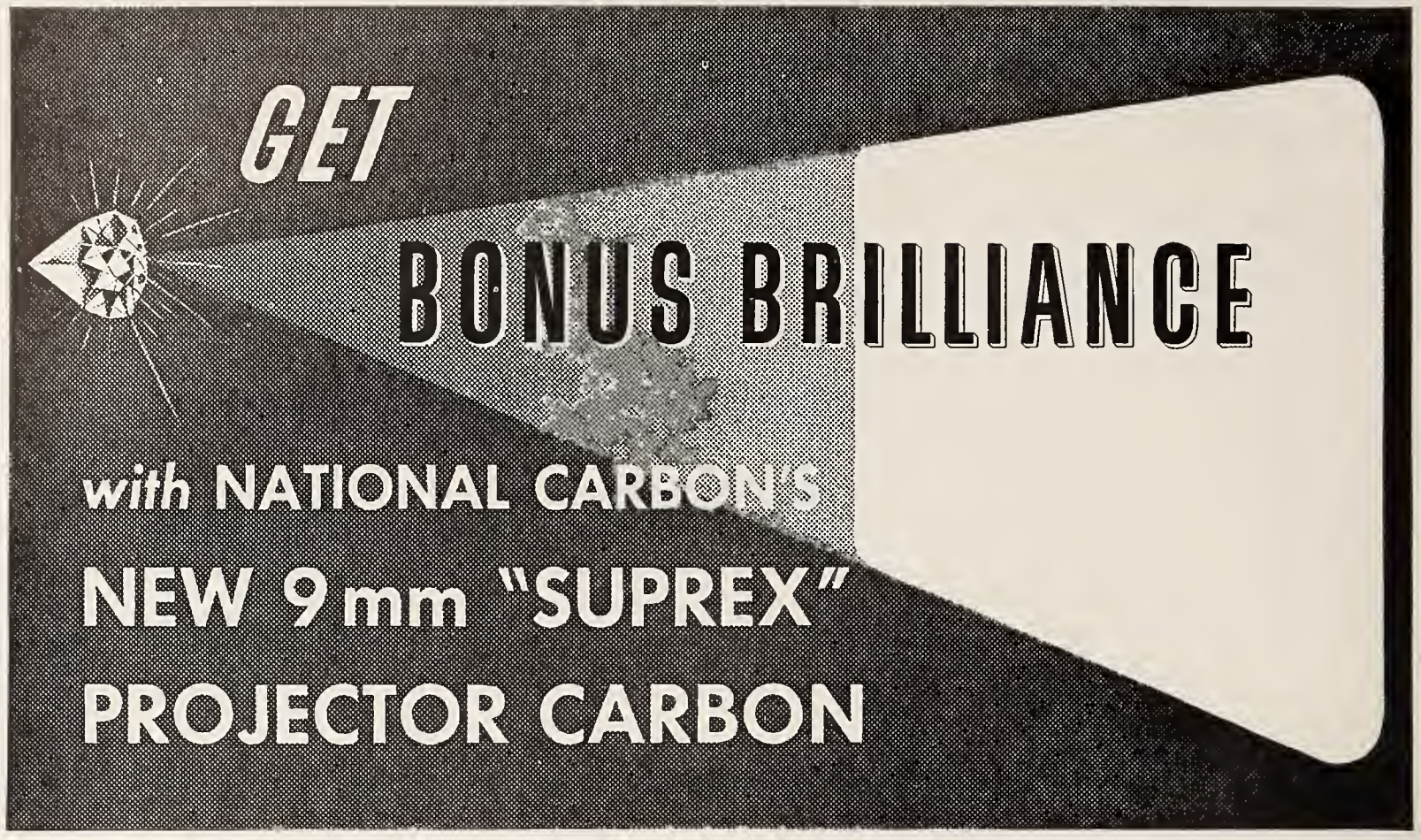
Michigan Exhibitors Protest 16mm. Suit

DETROIT, Aug. 17.—Protests against the U. S. suit to force the sale of 16mm. films to television and pledges of full support to the Council of Motion Picture Organizations' drive to repeal the Federal 20 per cent admission tax were voiced at a meeting held in Traverse City attended by 40 independent exhibitors. L. G. Griffin of Manta City, Mich., directed the meeting.

Plans for regular monthly meetings were discussed. So far meetings of the group are set for Aug. 28 and Sept. 11.

'Caribbean' Sturdy

PHILADELPHIA, Aug. 17.—An initial week's gross of a big $28,000 is forecast for "Caribbean" at the Fox Theatre, which nearly hit a sturdy $5,000 on its opening day. Harold W. Seidenberg, managing director of the Fox, said that on the basis of current business the film will be held over for at least an extra week.



By far the greatest improvement in "Suprex" carbons since the line was introduced is National Carbon's NEW 9 mm "Suprex" projector carbon for mirror-type lamps. Used in place of the present 9 mm "Suprex" carbon, it gives you:

- ***MORE* LIGHT AT *LESS* CURRENT**
- **UNSURPASSED ARC STABILITY**
- **COOLER OPERATING LAMPS**
- **REDUCED MAINTENANCE**



SEE IT IN ACTION— LET YOUR *OWN* EYE BE THE JUDGE

ALL AT LOWER CARBON COST!

An important factor in achieving this improved performance at lower cost is National Carbon's NEW composition, *never before used in lighting carbons.* This feature assures you of operating advantages and picture quality not obtainable from any other brand.



The terms "National" and "Suprex" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY

A Division of Union Carbide and Carbon Corporation

30 East 42nd Street, New York 17, N. Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

IN CANADA: National Carbon Limited, Montreal, Toronto, Winnipeg

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 35 NEW YORK, U. S. A., TUESDAY, AUGUST 19, 1952 TEN CENTS

20th Weighs Reorganization Pension Plan

Assumed No Obligation to Continue Present Setup

While the accrued benefits under 20th Century-Fox's employes' retirement plan will in some manner be preserved, the new picture company resulting from the reorganization which will become effective Sept. 27 has assumed no contractual obligation to continue the plan, the Securities & Exchange Commission has been informed.

The new picture company, Twentieth Century-Fox Film Corp., disclosed this in an application for registration of 2,769,486 shares of common stock on the New York Stock Exchange under the reorganization plan. What will be the former parent company will exchange for each outstanding share of common one share of the new picture company's common and one share of the

(Continued on page 7)

Arbitration Draft Seen Ready Thurs.

Herman M. Levy and Abram F. Myers, representing exhibition, and Robert Perkins and Adolph Schimel, representing distribution, are scheduled to begin today the drafting of a plan of industry arbitration-conciliation which, when completed, will be mimeographed and sent to the Industry Arbitration Conference delegates for examination preparatory to the reconvening of the conference.

The four attorneys were instructed

(Continued on page 7)

WB in TV Splurge For 'Fatima' Here

For the first time in its advertising history, Warner Brothers has set plans to promote a film through the medium of television by inaugurating an extensive saturation campaign on station WNBT for the opening of "The Miracle of Our Lady of Fatima" at the Bijou and Astor Theatres here. They have concentrated their advertising efforts on channel No. 4, allo-

(Continued on page 6)

Solid Business Continues At New York's First-Runs

Smiles still are creasing the faces of New York's first-run theatre managers as prosperity continues its welcome siege of Times Square area houses. The weather, be it rainy or sunny and hot, appears to be less a factor determining the extent of business than the likelihood that television is losing its grip on entertainment seekers, many managers believe. Top quality product from Hollywood has done the job, in the opinion of virtually all.

Leading the prosperity parade is "Ivanhoe" and a stage bill at Radio City Music Hall where $101,000 grossed Thursday through Sunday indicates a huge $170,000 for a third week.

Another virile holdover is "Sudden Fear", accompanied by sporadic personal appearances by its star, Joan Crawford, at Loew's State where the second week looks like a big $48,000.

Equal box-office vigor is being recorded at the Paramount where the combination of "Jumping Jacks" and

(Continued on page 7)

$3,194,000 Dividend Payments in July

Washington, Aug. 18. — The Commerce Department reported today that motion picture companies paid cash dividend payments of $3,194,000 in July of 1952, compared with $3,506,000 reported in July, 1951.

TV Rights to Phila. Heavyweight Title Bout Still Open

Despite the announcement by Herman Taylor, co-promoter of the Jersey Joe Walcott-Rocky Marciano heavyweight title fight, that there would absolutely be no home television of the bout and that it will be on theatre television, no deal has been made yet by Theatre Network Television.

Taylor said arrangements for the title bout to be held in Philadelphia's Municipal Stadium, Sept. 23, will be completed today or tomorrow. He

(Continued on page 6)

Says Fighting Spirit 'Best in Many Years'

HOLLYWOOD, Aug. 18.—Following industry promotional sessions with studio heads, Robert O'Donnell, Sam Pinanski and Trueman Rembusch of the Council of Motion Picture Organizations, before leaving here for their homes, declared that the industry has sound reasons for confidence.

Pinanski said "It can well be that the government's TV suit is a blessing

(Continued on page 7)

Hearst Newspapers Score U.S. 16mm. Suit Editorially

HEARST NEWSPAPERS around the country are adding their strong editorial voices to the growing newspaper criticism of the Department of Justice action to force the sale of feature films to television and other non-theatrical users. In New York, separate editorials appeared in the Journal-American *of Aug. 16 and the* Daily Mirror *of yesterday. The* Journal-American *editorial is being reprinted in Hearst papers elsewhere. The ITOA of New York supplied some of the information on which the editorials are based. Excerpts from both editorials are reprinted herewith.*

N. Y. JOURNAL AMERICAN (Movies and TV): "A statement a few days ago by Spyros Skouras, president of 20th Century-Fox Film Corp., points up as flagrant and absurd an example of governmental bureaucratic interference as we have come across in quite a while. . . . The government is demanding that TV have access to Hollywood's

(Continued on page 2)

N. Y. DAILY MIRROR (Blundering Bureaucrats): "The anti-trust laws were created to curb business pirates who got together in the dark to eliminate competition by criminal means. They were not devised to arbitrarily coerce one industry to turn over its basic property rights to a competitive industry at a gigantic, possibly a ruinous, loss.

(Continued on page 2)

4 Legislators Pledge Ticket Tax Battle

Neb. Sen. Butler, Others, Line-up in Compo Drive

OMAHA, Aug. 18.—U. S. Senator Hugh Butler and three Congressmen, all of Nebraska, have pledged to vote for the elimination of the 20 per cent Federal admissions tax, thus becoming one of the first group of Federal legislators to publicly line themselves up with the current industry-wide anti-tax campaign conducted under the auspices of the Council of Motion Picture Organizations.

Notification of their stand against the 20 per cent excise tax, including the one on admissions, was received by the Nebraska Theatre Association today.

The Congressmen were: A. L. Miller, Kimball; Robert Harrison, Norfolk; and Carl Curtis; Minden. In addition, two Republican candidates, Dwight Griswold of Scottsbluff, for the Senate and Roman Hruska of Omaha for Congressman, said they

(Continued on page 2)

NEWS FLASHES

HARTFORD, Aug. 18.--The film industry's continual need of developing new producing, directing, writing and acting talent to cope with competitive entertainment was stressed here today by Henderson M. Richey, public relations director of M-G-M. Richey also said that Hollywood was getting rid of "deadweight star material."

•

WASHINGTON, Aug. 18.--Sale of the controlling interest in K-B Theatres, was announced here by Fred Kogod and Max Burka. They said they have sold their interests to Marvin Goldman and Fred Burka. The latter is Max Burka's son-in-law, while Goldman is Kogod's son-in-law.

Personal Mention

NED E. DEPINET president of RKO Radio Pictures, has returned here from Hollywood.

•

LOUIS WOLF, Brandt Theatres buyer-booker and president of the Motion Picture Bookers Club of New York, has announced his engagement to BETTY BOVERMAN, general manager of Kaybern Theatres.

•

CECIL B. DEMILLE and MRS. DEMILLE celebrated their golden wedding anniversary over the weekend at their Hollywood home. With them were their four children and 11 grandchildren.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is in Boston today and is scheduled to return to New York at the end of the week.

•

HERBERT JAFFEY, 20th Century-Fox International publicist will leave here Friday aboard the *S.S. United States* for a three-week vacation in Europe.

•

MORGAN HUDGINS, M-G-M studio publicist, will leave Hollywood for New York on Thursday en route to England.

•

FOSTER M. BLAKE, Universal Western sales manager, has left here for Los Angeles, San Francisco and Denver.

•

MOSES LEBOVITZ, president of Independent Theatres, Inc., Chattanooga, is in Miami on a business trip.

•

HARRY THOMAS, Souvaine Selective Pictures sales head, has arrived here from the Coast.

Ticket Tax Fight

(*Continued from page* 1)

would support such action.

Every Congressional district in the state was represented by the large turnout of 250 exhibitors. The three Congressmen volunteered before the meeting was opened that they would be for the complete elimination of the tax.

Butler is fourth ranking member on the Senate Finance Committee and Curtis is fifth on the House Ways and Means Committee.

Robert Livingston, Lincoln; and William Miskell, Omaha, were co-chairmen, Joe Scott, of 20th Century-Fox, represented distribution firms. Livingston, association president, contacted the Congressmen, who came to the meeting at their own expense. Heavy applause greeted the Nebraska delegation's stand.

To Aid Tax Fight

CLEVELAND, Aug. 18.—In line with the stand taken by the National IATSE, local 160 here has stated that it will do whatever it can to assist the industry in the campaign aimed at the elimination of the 20 per cent Federal admission tax.

New Pact Proposals Will Come from French Thurs.

The French Government on Thursday will submit to American negotiators in Paris new proposals for a Franco-American film agreement, Fayette W. Allport, Motion Picture Association of America European representative, yesterday informed Eric A. Johnston, MPAA president, and the distribution companies' foreign managers.

"Nobody knows what the proposals will be," Allport was quoted as saying, but acknowledgement was made that the action by the French could mark the beginning of concrete progress in the negotiations.

Allport was prepared yesterday to fly back to Paris "within the next couple of days." He arrived here at the weekend from the French capital to report to the Motion Picture Export Association on the twists and turns the negotiations between the two governments had taken up to last week.

Explains Talks

He pointed out to the meeting yesterday that tentative agreement on a pact appeared within reach more than once but each time the French negotiators "backed away."

Absence of advance information on the forthcoming French proposals has left the American companies' foreign managers wondering if the French will make a new request for American subsidization of French production.

French Film Premiere

The American premiere of "Casque d'Or," new French film, took place at the Paris Theatre here yesterday. Produced and directed by Jacques Becker from the screenplay on which he collaborated with Jacques Companeez, this Discina International release has a cast headed by Simone Signoret, Serge Reggiani and Claude Dauphin.

UK Second Feature Quota Defaults Up

LONDON, Aug. 18.—The annual report of the British Film Producers Association reveals that defaults of supporting program quotas among exhibitors here increased from 1,381 for the 1949-50 year to 2,340 for the year 1950-51.

The figures are regarded as strengthening exhibitor contentions that the 25 per cent supporting quota is unworkable.

Schine Convention Opens in Albany

ALBANY, N. Y., Aug. 18.—Schine executives and managers checked in here today for the Circuit's convention.

President J. Myer Schine will make the opening address, in the Ten Eyck Hotel at 10:00 A.M. tomorrow. Si Seadler of M-G-M will speak at two.

A number of industry people from New York, as well as branch managers here, are scheduled to attend a party and reception Wednesday evening. Press headquarters have been opened and displays are being arranged.

Form New Mexican Firm

MEXICO CITY, Aug. 18.—A production company, Producciones Tepeyac, S. A., capitalized for $590,000, has been organized here by such trade leaders as Gen. Abelardo L. Rodriguez, ex-President of Mexico, Theodore Gildred, Oscar Dancingers, Jaime Menasce and Miguel Bujazan. Dancingers is general manager. The company reportedly will take over "Robinson Crusoe," which Luis Buñul is producing here in English, it was disclosed.

Hearst Editorials

(*Continued from page* 1)

feature attractions under conditions that practically guarantee ruin. . . .

"If this thing should go through it is not wild-eyed alarm to say that it could mean the end of the movies as we know them today. . . . In effect, the movie producers and exhibitors would be forced into a suicidal relationship with their chief competitor.

"The suit, of course, will be fought and probably will drag out for a long time. But that does not alter the pretentious and dangerous folly inherent in the Government's assumption of the right to throw its weight around to the advantage of one great industry and the disadvantage of another."

"The motion picture theatre industry . . . has found it would be committing hari-kari by releasing its costly films for cheap televised showing and destroying their value for theatre exhibition. This would appear to be a sound decision made by men who don't want to see the essential product of their industry confiscated by government fiat.

"What kind of 'conspiracy' do the busy-body government lawyers see in that sane business policy?"

Miss Main at Ohio Fair

COLUMBUS, O., Aug. 18.—Marjorie Main, starred with Percy Kilbride in "Ma and Pa Kettle at Waikiki," will appear at the "Hollywood at the Fair" exhibit at the Ohio State Fair here.

Complaints Widen Against Gov't Suit

The vigorous complaints from all over the industry, and outside, too, against the government suit to force the sale of films to TV and other media have grown further with the filing of protests with the Department of Justice by the Independent Theatre Owners of Northern California, and Allied Theatres of Michigan.

Henry P. Reston

Funeral services for Henry P. Reston, co-owner of City Engraving Co., New York, which numbers many motion picture companies among its clients, will be held tomorrow at the Fliedner Funeral Home, Great Neck, Long Island. Reston, who died Sunday, had been a member of the Motion Picture Pioneers.

Jacob Estey, 57

BOSTON, Aug. 18.—Funeral services for Jacob Poor Estey, 57, president and treasurer of the Estey Organ Corp. of Brattleboro, Vt., who died Friday, were held today in that city. Surviving are his widow, the former Edith Tyler.

Earl Boles, 46

SAN FRANCISCO, Aug. 18.—Earl Boles, owner of the Mecca, Crescent City, Cal., and the newly-opened Pic Theatre here, died at the age of 46. Death came last Wednesday.

Capitol to Reopen

CINCINNATI, Aug. 18.—The 2,000-seat Capitol Theatre, a Mid-States operation, which was closed early in July, will reopen Aug. 29 with "Don't Bother to Knock".

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

DEAN MARTIN and JERRY LEWIS
HAL WALLIS' Jumping Jacks
in person DON CORNELL, TRUDY RICHARDS, MICKEY DEEMS, FOUR EVANS, ELLIOT LAWRENCE and his Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

HOWARD HAWKS'
THE BIG SKY
co-starring
KIRK DOUGLAS - DEWEY MARTIN
ELIZABETH THREATT
ARTHUR HUNNICUTT
CRITERION B'way & 45 St.
Distributed by RKO Radio Pictures

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President: Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

BIGGEST CROWDS SINCE 1949!

FIRST THREE OPENINGS SENSATIONAL!!... Loew's State, N. Y., hits highest gross in three years! . . . Palace, Cleveland, and Apollo, Atlantic City, doing the kind of business that the cry-babies moaned was gone forever! . . . Same kind of news due soon from openings in Boston, Philadelphia, Washington, Baltimore, Pittsburgh and Detroit, to prove that "Sudden Fear" means sudden wealth for any theatre! . . . Top reviews! Top audience satisfaction! Top money everywhere!

"Brings suspense and excitement back to the screen with a capital S and a capital E! Joan Crawford's best acting." Highest Rating.
— N. Y. DAILY NEWS

"One of the screen's all-time thrillers. Reaches a new height in suspense melodrama."
— N. Y. DAILY MIRROR

"Exciting entertainment. Doesn't miss a trick. Tense, polished, absorbing. There's no letdown in the tension."
— N. Y. JOURNAL-AMERICAN

"Brings you to the edge of your seat and keeps you there . . . The height of suspense." *— N. Y. POST*

"Ranks with the best."
— N. Y. WORLD-TELEGRAM



JOSEPH KAUFMAN presents

Joan Crawford in Sudden Fear!

with JACK PALANCE • GLORIA GRAHAME • BRUCE BENNETT
VIRGINIA HUSTON • TOUCH CONNORS
Produced by JOSEPH KAUFMAN • Directed by DAVID MILLER
Screenplay by LENORE COFFEE and ROBERT SMITH
Based on Edna Sherry's Story, "Sudden Fear"

A NEW HIGH IN SUSPENSE MELODRAMA!

This is one of the sensational newspaper ads. Ask for Ad No. 205

FROM THE *Showmanship Company* OF COURSE!

Distributed by RKO RADIO PICTURES














HERBERT J. YATES
presents

John Ford's Greatest Triumph

THE Quiet Man

Color by TECHNICOLOR

starring

JOHN WAYNE · MAUREEN O'HARA · BARRY FITZGERALD

with

WARD BOND · VICTOR McLAGLEN · MILDRED NATWICK · FRANCIS FORD
ARTHUR SHIELDS and ABBEY THEATER PLAYERS

Directed by JOHN FORD

Screenplay by FRANK S. NUGENT · *Story by* MAURICE WALSH
Produced by MERIAN C. COOPER · AN ARGOSY PRODUCTION

A REPUBLIC PICTURE

















With great pride

Republic Pictures

announces the

pre-release premiere

engagement at the

Capitol Theatre,

New York, August 21









Fight TV

(Continued from page 1)

said that while the fight will be on theatre television, Philadelphia and New England theatres will not be permitted to receive it.

Blacking-out of Philadelphia theatres is in line with the practice of protecting the gate which has prevailed in previous fight telecasts. Extension of the black-out to New England is more unusual but for the same purpose. Marciano's home town is Brockton, Mass., and the promoters feel that many ring fans from New England will make the trip to Philadelphia to see the fight if they cannot see it on TV in New England theatres.

The International Boxing Club, which is putting on the bout with Taylor, called the latter's announcement that the fight would be on theatre TV "premature." No deal has been closed yet with T. N. T., it was stated, but a decision may be reached in the next few days.

Transfer of the fight from New York to Philadelphia is understood to have been required because Felix Boccicchio, Walcott's manager, does not have a New York Boxing Commission license and declined to apply for one. The transfer would give large screen TV-equipped theatres in New York one of their rare fight attractions because, most previous bouts having been staged in New York, the local theatres were in the TV-blacked out area.

The fight is expected to be one of the top fistic attractions in years with a $1,000,000 gate forecast by the promoters. If it is obtained for theatre TV it is expected to command a premium price per seat, both for the rights and from the public, trade estimates ranging around $5 for the latter. However, keeping the fight from home TV is expected to save millions for theatre box-offices that otherwise would be lost the night of the fight.

Believed to be holding up the theatre TV deal is the undoubtedly high price being asked by the promoters, to which would have to be added T. N. T.'s fee.

'Fatima'—TV

(Continued from page 1)

cating to this station approximately 75 per cent of the total expenditure planned for the public campaign locally. The remainder of the money will be spread around to the other television stations in the New York area in an all-out endeavor to prove the success of television promotion for motion pictures.

A special invitation world premiere will be staged at the Astor Theatre tomorrow evening.

No TV Now for Crosby

HOLLYWOOD, Aug. 18.—Bing Crosby has announced his intentions of deferring his appearance on home television for another year. His present radio and film commitments were said to keep him too busy.

VERDI'S IMMORTAL OPERA
"LA FORZA DEL DESTINO"
Opens the 1952-53 *Season*
at the
Metropolitan Opera House, New York,
Nov. 10th, 1952

Television--Radio

with Pinky Herman

AND NOW it's Warner Bros. who have recognized the potentialities of TV spot announcements and are going to spend much moola with key video stations to plug its latest production, "The Miracle of Our Lady of Fatima." . . . Deejay Dick Gilbert of station KTYL, Phoenix, Arizona, was sent East by Governor Howard Pyle, as a personal emissary to deliver to "20 Questions," a citation "'top combination entertainment—educational program on Radio.'" The MBSwell program is produced by Gary Stevens. . . . A new panel program will WABDebut Sept. 2 with Mogen David Wines picking up the tab. Two of the panelists are David Ross and Peter Donald. . . . The Kudner Agency has signed John Raitt, singing star of "Carousel" and "Magdalena" to star in a new musical TVehicle for Buick Motors starting late next month. . . . The Rex (Suspense) Marshalls have welcomed a future announcer, Jeffrey, at the Greenwich (Conn.) Hospital. Mother is the former Barbara Dykeman. . . .

☆ ☆ ☆

The Board of Directors of Sterling Television Co. has named Bernice Coe veepee in charge of TV station sales. Limited in 1949 to 16mm educational films, the TV station sales has jumped from 5 per cent of the company's gross to almost 80 per cent today. . . . Greg Garrison, who last year was TV director of the "Kate Smith Show." will take over the directorial NBChores for the Milton Berle telecasts next month. . . . Add lookalikes: Tenoriole Frank Parker of the Arthur Godfrey CBShow and Governor Adlai Stevenson. . . . Neither Presidential candidate has yet accepted prexy Joe McConnell's invitation to debate their platforms or campaign issues via the facilities of NBC and/or NBT. . . . Gerald Light, Director of Advertising and Promotion for CBS-Columbia, is on a road trip preparatory to launching a national campaign to 'sell' the CBS-Columbia story "not only as sets but in modern terms of engineering know-how and performance." . . . Imogene Coca, just back from a European vacation, will do the Helen Hayes role in "Happy Birthday" which opens this week at the Rhode Island Playhouse in Newport. . . . Sid Caesar? Oh he's taken up golf up at the Concord at Kiamesha Lake and in but six months, consistently breaks 90. His tutor is a fellow named Jimmy Demaret. . . .



Bernice Coe

☆ ☆ ☆

We won't go into details but there have been many famous sayings in our time. One of the most famous of course being President Coolidge's "I do not choose to run," Mel Allen's "How about that," Joe Penner's "Wanna buy a duck." Jack Pearl's "Vas you dere, Sharlie?" to mention a few. Now we find Jackie Gleason's "And away we go" starting to catch on. . . . The 20,000,000 readers of the forthcoming new issue of "Look" magazine will learn from Stephen White's article that Dave Garroway is, and we quote, "the best television master of ceremonies in the business." . . . Sidney Lumet, director of "Danger," CBS-TVehicle will step over to the other side of the cameras to star in the Aug. 25 episode of the series, "The Face of Fear." . . . When Bud Barry was veep at ABC he persuaded Sammy Kaye to swing his "Sunday Serenade," from NBC. Now that he's a topper at NBC, Bud has again sold Sammy a bill of goods and starting Sunday, Kaye's music and poetry will once more stem from NBC. . . .

☆ ☆ ☆

SPECIAL DELIVERY—TO STANLEY J. WOLF: For two months this reporter tried to contact you and tip you off to the fact that 'something was up' regarding "Space Cadet,"—but you were too busy to pick up the phone. . . . TO J. FRED COOTS: Annabelle Lee, blonde and lovely lyric soprano whom you discovered on one of the cruise shows you emcee, is headed for big things in opera, radio and TV. . . . TO C. C. MOSKOWITZ: Of the 200 'most-played records' spun nationally by disk jockeys during the past month, Victor pressed 27; Decca, 23; Capitol, 27; Columbia, 48 and MGM, 12 (perhaps you should receive a few more letters from music publishers similar to one you received some months ago.) . . . TO GARRY MOORE: While you were vacationing, your gal Friday, Elizabeth 'Biz' Bennett, went and got herself married to Maurice J. Downey of Radio Free Europe. . . .

Britain Nearing TV Saturation

Cardiff, Wales, Aug. 18.—The last of five high-powered television stations to be completed by British Broadcasting Co. was opened at Wenvoe near here at the weekend.

Lord De La Warr, Postmaster General, who presided at the opening ceremonies, said the new station meant around 80 per cent of the British people, or about 40,000,000 are now within TV reception areas, compared with about 50 per cent in the United States.

Fairbanks-NBC Set TV Film Deal

LONDON, Aug. 18.—Douglas Fairbanks has signed a £309,000 ($840,000) contract with National Broadcasting Co. for the prduction here of 39 half-hour television films for syndication on American stations.

The contract, claimed to be the first major program secured in Europe for TV film production, follows 18 months of experimental production and negotiation by Fairbanks with NBC. The films will have European backgrounds but the present series is concerned mainly with the Foreign Legion and is regarded as the pilot effort, with a further series planned as soon as American audience reaction has been ascertained.

Both Fairbanks and Romney Wheeler, NBC representative here, expressed the hope the project would become a valuable "dollar-earning" enterprise for Britain.

TV Producers Here Name Negotiators

Producers of TV films in New York, representatives of advertising agencies and station representatives have appointed the following committee to negotiate with the Screen Actors Guild on a proposed contract for the production of television films:

Pete Mooney, Dave Pincus, Ed Lamm, Walter Lowendahl, Leslie Rousch, Mel Gold, Ralph Cohn.

Deal for 'Hans' TV Series

HOLLYWOOD, Aug. 18.—Negotiations have been completed between G. Ralph Branton, president of Interstate Television Corp., and Karl E. Moseby, head of KEM Pictures, under which the former company will distribute the "Hans Christian Andersen" telefilm series in this country.

Reopens Lake Theatre

CLEVELAND, Aug. 18.—The 1,800-seat Lake Theatre is back on a full time schedule following a week-end policy during the summer.



N.Y. Grosses

(Continued from page 1)

vocalist Don Cornell on stage is bringing $71,000 for the fourth stanza.

At the Victoria, "Affair in Trinidad" continues to draw heavy attendance, with the third week set for a handsome $29,000.

Still solid, with $30,000 indicated for the fourth inning is "High Noon" at the Mayfair, while at the Rivoli 20th-Fox's "Les Miserables" chalked up $18,000 Thursday through Sunday for a certain first week's gross of $27,000.

A gratifying fourth week's take of $78,000 was signified for "Dreamboat" and a stage bill at the Roxy which is scheduled to take on "What Price Glory" on Friday following a couple of postponements. The Roxy recorded $47,000 Friday through Sunday.

'Fatima' Bow

Tomorrow will mark the opening of "The Miracle of Our Lady of Fatima" at the Astor, with the Bijou around the corner to reopen with the same picture on Thursday for a dual run. "The Story of Will Rogers" will end its fifth and final week at the Astor today with a nice $11,500.

The off-Broadway Park Avenue Theatre is having a first-rate first week with "Brandy for the Parson," with $8,300 signified.

"Carrie" will wind up its fifth and final week at the Capitol tomorrow with a good $21,000, and "The Quiet Man" will take over on Thursday.

"Francis Goes to West Point" will bow at the Globe on Friday following a five-week run of "Don't Bother to Knock" which betokens a nice $10,000 for the final stanza. Another newcomer is "Ivory Hunter," which took over at the Trans-Lux 52nd Street yesterday.

The enduring "Man in the White Suit" at the Sutton and "Encore" at the Normandie are doing well. With both in their 20th week, $7,000 is seen for "Man in the White Suit," and $5,000 for "Encore."

Arbitration Draft

(Continued from page 1)

to create the draft out of the "mass of suggestions, the compromises and the agreements and non-agreements" which resulted from recent meetings of the Arbitration Conferences' Continuations Committee of 10.

It was regarded as "highly probable" that the attorneys' drafting meetings would encompass three days, which means that the document would be ready for mimeographing on Thursday. At this rate, the Arbitration Conference could be reconvened within a month, it was said.

The attorneys are general counsels as follows: Levy, the TOA; Myers, Allied States; Perkins, Warner Brothers, and Schimel, Universal. All were members of the Continuations Committee.

Scotia to Weisz

ALBANY, N. Y., Aug. 18.—The Scotia, in Scotia, the Schenectady suburb, is now being booked and directed by Aled Weisz, of the Crane, that city. He assumed operation from Val Richey who had conducted the theatre since 1948. Richey is currently working for General Electric Co. Weisz also had the Lincoln, Schenectady, until its recent sale for conversion into a store.

Review

"My Man and I"

(Metro-Goldwyn-Mayer)

ENGROSSING ENTERTAINMENT along a somewhat different tract with a mighty competent cast, consisting of the marketable names of Shelley Winters, Ricardo Montalban, Wendell Corey and Claire Trevor, is offered in this M-G-M vehicle.

The theme spotlights Montalban as a Mexican working in the Southern California farm area and his fond feeling for his newly-acquired American citizenship, a warm and touching tale. The respectful Montalban is aided impressively by Miss Winters, who appears as a jaded, wine-guzzling dance hall girl whose face does not yet reflect her barroom type of conversation. Responsible for the film's most brutal and realistic moments are Corey and Miss Trevor, a pair of bitter and loveless ranchers who frame Montalban on an assault charge leading to the loss of his citizenship.

There is material enough for two films in the Mexican's rehabilitation of Miss Winters and the story of how Corey and Miss Trevor ever reached their state of complete degredation. The thread of continuity tying up the two elements—Montalban's rehabilitation of the pair and his eventual reinstatement as a citizen—seems somewhat arbitrary in view of the characters of the people involved. However, it is always interesting and occasionally extremely affecting. It has wry, tough humor in Miss Winters and some raucous though non-patronizing laughs in the scenes involving the Mexican farm laborers.

The script, by John Fante and Jack Leonard, shows Montalban taking a job on Corey's ranch where he is accosted by the slovenly ranch wife and generally alienates both by his impossible optimism. When Corey refuses to pay him his wages, Montalban gets a court judgment against the rancher who, in turn, accuses the Mexican of assault when he is accidently shot in a periodic scuffle with his wife. The jury decides against Montalban and only reverses its decision when Corey and Miss Trevor suffer belated pangs of conscience.

Paralleling these events is Montalban's pursuit of the dance hall girl, who first scoffs at him and then comes to love him. A warmly patriotic note is struck throughout in the Mexican's respect for a letter he has received from the President of the U.S., congratulating him on his citizenship.

Director William A. Wellman has obtained fine performances from his stars and character people and at the same time kept the story elements moving smoothly. Stephen Ames produced. Others in the cast are Robert Burton, Jose Torvay, Jack Elam, Pascual Gracia Pena, George Chandler, Juan Torena and Carlos Conde.

Running time, 99 minutes. General audience classification. For September release.

Fighting Spirit

(Continued from page 1)

in disguise. The manner in which all branches of the industry are rallying to its defense under the leadership of COMPO indicates a fighting spirit not shown by us in many years."

Rembusch said "We will win the tax fight, the response of exhibitors and the support of Hollywood studio heads being overwhelmingly gratifying. Elimination of the 20 per cent tax will mean between $100,000,000 and $150,000,000 to production alone, which in turn means more and bigger pictures, more jobs and more security for everyone concerned."

File Percentage Suits vs. W. H. Hall

COLUMBIA, S. C., Aug. 18.—Seven percentage actions were filed in Federal Court here against William Harold Hall for damages based on alleged under-reporting of receipts at Hall's Drive-in Theatre and the Dixie Theatre in West Columbia, S. C. The actions were by Paramount, Loew's, 20th Century-Fox, Warner Brothers, United Artists, Universal and Columbia.

C. T. Graydon and Augustus T. Graydon, of Columbia, represent the distributors with Sargoy and Stein, New York, of counsel.

20th-Fox

(Continued from page 1)

new theatre company's common. Twentieth-Fox stockholders number 25,000.

Twentieth-Fox has had a retirement plan since 1946 covering all of its employes and all of the employes of its subsidiaries. Included are officers and directors and those directors who are also employes, excepting Spyros P. Skouras, president who is not eligible.

The entire cost of the plan is borne by 20th-Fox and its subsidiaries, the SEC was informed. No contribution is made and no benefits paid on the part of employe's compensation in excess of $50,000 per year as to past service or $30,000 as to current service.

Employes reaching the age of 65 are eligible for benefits. Total contributions to the plan last year amounted to $832,713. At the end of last year the remaining payments for past service benefits as recalculated by the actuaries were estimated at $5,210,000, plus interest payable over the next 34 years. Payments for past service benefits for the six years up to the end of 1951 amounted to $3,018,000, of which $46,000 was made in 1951 and $327,000 in 1950. Payments for past service benefits are in excess of the amount required under the plan, the SEC was told.

The exact form in which the plan can be continued and the steps necessary to continue it after reorganization have not been fully determined, it was pointed out. Other companies reorganized in consequence of the industry anti-trust suit have evolved new retirement and pension plans.

As the reorganization date approaches, 20th-Fox and its subsidiaries, including Wesco Theatres (as the new theatre company will be known) are involved or may have a liability in approximately 190 anti-trust proceedings brought by private persons, with damages, when trebled, specified at $405,000,000, according to the report to the SEC. Other distributors and exhibitors generally are co-defendants in the actions.

The new picture company will assume the liabilities, if any, of 20th-Fox in these civil anti-trust actions, and it is expected that any liabilities involving Wesco or its theatres will be allocated between the new picture company and Wesco in substantially the same manner as in the past.

Entertainment values increase with the good sound from...

Voice of the Theatre
REG. TRADE MARK

Loudspeaker Systems

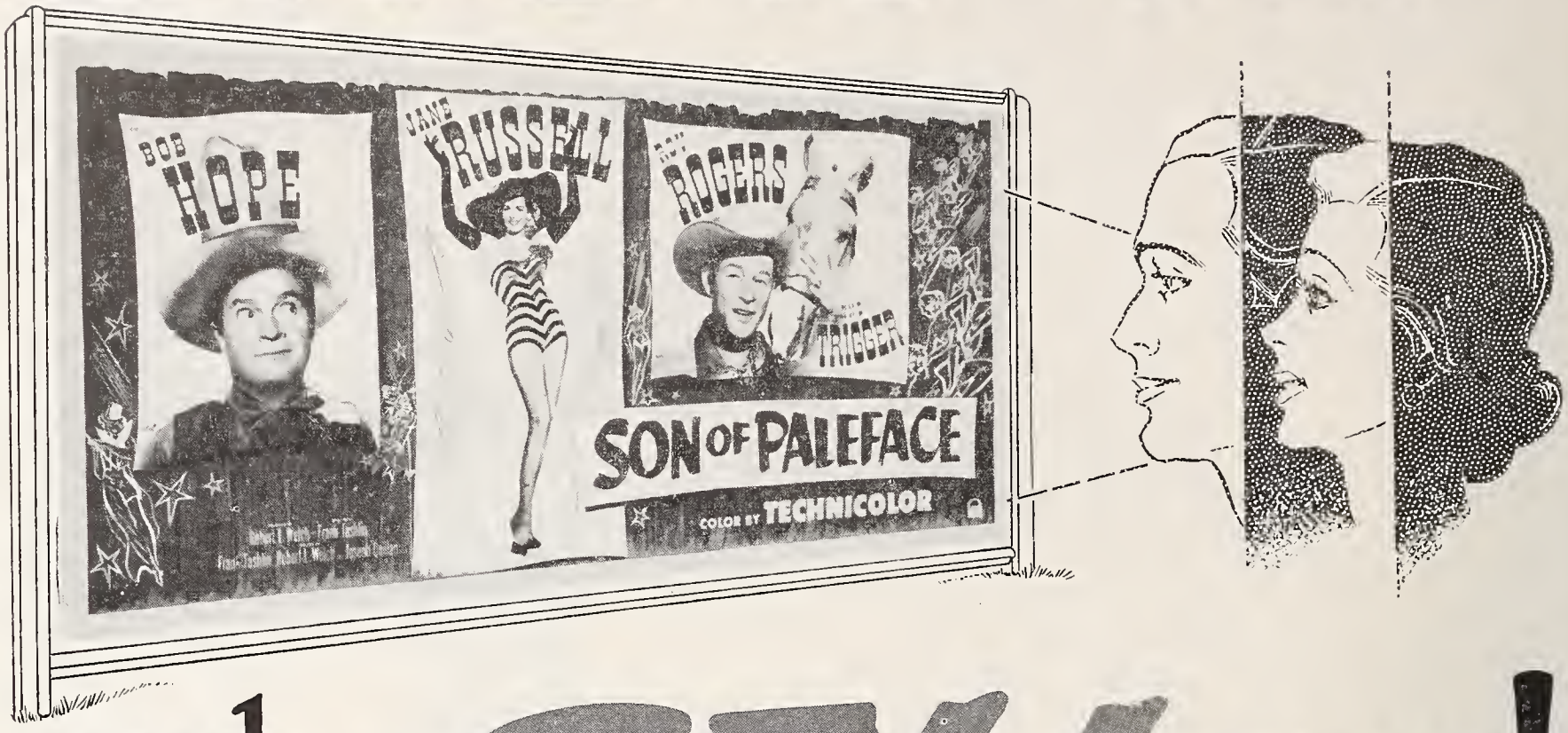
ALTEC
LANSING CORPORATION

161 Sixth Avenue
New York 13, N.Y.

9356 Santa Monica Blvd.
Beverly Hills, Calif.

LEADING THEATRE SUPPLY DEALERS THROUGHOUT THE WORLD

SHOW 'em...



and you'll SELL 'em!



your BOXOFFICE is *Only* as GOOD as your

SHOWMANSHIP!



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 35 NEW YORK, U. S. A., TUESDAY, AUGUST 19, 1952 TEN CENTS

20th Weighs Reorganization Pension Plan

Assumed No Obligation to Continue Present Setup

While the accrued benefits under 20th Century-Fox's employes' retirement plan will in some manner be preserved, the new picture company resulting from the reorganization which will become effective Sept. 27 has assumed no contractual obligation to continue the plan, the Securities & Exchange Commission has been informed.

The new picture company, Twentieth Century-Fox Film Corp., disclosed this in an application for registration of 2,769,486 shares of common stock on the New York Stock Exchange under the reorganization plan. What will be the former parent company will exchange for each outstanding share of common one share of the new picture company's common and one share of the

(*Continued on page 7*)

Arbitration Draft Seen Ready Thurs.

Herman M. Levy and Abram F. Myers, representing exhibition, and Robert Perkins and Adolph Schimel, representing distribution, are scheduled to begin today the drafting of a plan of industry arbitration-conciliation which, when completed, will be mimeographed and sent to the Industry Arbitration Conference delegates for examination preparatory to the reconvening of the conference.

The four attorneys were instructed

(*Continued on page 7*)

WB in TV Splurge For 'Fatima' Here

For the first time in its advertising history, Warner Brothers has set plans to promote a film through the medium of television by inaugurating an extensive saturation campaign on station WNBT for the opening of "The Miracle of Our Lady of Fatima" at the Bijou and Astor Theatres here. They have concentrated their advertising efforts on channel No. 4, allo-

(*Continued on page 6*)

Solid Business Continues At New York's First-Runs

Smiles still are creasing the faces of New York's first-run theatre managers as prosperity continues its welcome siege of Times Square area houses. The weather, be it rainy or sunny and hot, appears to be less a factor determining the extent of business than the likelihood that television is losing its grip on entertainment seekers, many managers believe. Top quality product from Hollywood has done the job, in the opinion of virtually all.

Leading the prosperity parade is "Ivanhoe" and a stage bill at Radio City Music Hall where $101,000 grossed Thursday through Sunday indicates a huge $170,000 for a third week.

Another virile holdover is "Sudden Fear", accompanied by sporadic personal appearances by its star, Joan Crawford, at Loew's State where the second week looks like a big $48,000.

Equal box-office vigor is being recorded at the Paramount where the combination of "Jumping Jacks" and

(*Continued on page 7*)

$3,194,000 Dividend Payments in July

Washington, Aug. 18.—The Commerce Department reported today that motion picture companies paid cash dividend payments of $3,194,000 in July of 1952, compared with $3,506,000 reported in July, 1951.

TV Rights to Phila. Heavyweight Title Bout Still Open

Despite the announcement by Herman Taylor, co-promoter of the Jersey Joe Walcott-Rocky Marciano heavyweight title fight, that there would absolutely be no home television of the bout and that it will be on theatre television, no deal has been made yet by Theatre Network Television.

Taylor said arrangements for the title bout to be held in Philadelphia's Municipal Stadium, Sept. 23, will be completed today or tomorrow. He

(*Continued on page 6*)

Says Fighting Spirit 'Best in Many Years'

HOLLYWOOD, Aug. 18.—Following industry promotional sessions with studio heads, Robert O'Donnell, Sam Pinanski and Trueman Rembusch of the Council of Motion Picture Organizations, before leaving here for their homes, declared that the industry has sound reasons for confidence.

Pinanski said "It can well be that the government's TV suit is a blessing

(*Continued on page 7*)

Hearst Newspapers Score U.S. 16mm. Suit Editorially

HEARST NEWSPAPERS around the country are adding their strong editorial voices to the growing newspaper criticism of the Department of Justice action to force the sale of feature films to television and other non-theatrical users. In New York, separate editorials appeared in the Journal-American *of Aug. 16 and the* Daily Mirror *of yesterday. The* Journal-American *editorial is being reprinted in Hearst papers elsewhere. The ITOA of New York supplied some of the information on which the editorials are based. Excerpts from both editorials are reprinted herewith.*

N. Y. JOURNAL AMERICAN (Movies and TV): "A statement a few days ago by Spyros Skouras, president of 20th Century-Fox Film Corp., points up as flagrant and absurd an example of governmental bureaucratic interference as we have come across in quite a while. . . . The government is demanding that TV have access to Hollywood's

(*Continued on page 2*)

N. Y. DAILY MIRROR (Blundering Bureaucrats): "The anti-trust laws were created to curb business pirates who got together in the dark to eliminate competition by criminal means. They were not devised to arbitrarily coerce one industry to turn over its basic property rights to a competitive industry at a gigantic, possibly a ruinous, loss.

(*Continued on page 2*)

4 Legislators Pledge Ticket Tax Battle

Neb. Sen. Butler, Others, Line-up in Compo Drive

OMAHA, Aug. 18.—U. S. Senator Hugh Butler and three Congressmen, all of Nebraska, have pledged to vote for the elimination of the 20 per cent Federal admissions tax, thus becoming one of the first group of Federal legislators to publicly line themselves up with the current industry-wide anti-tax campaign conducted under the auspices of the Council of Motion Picture Organizations.

Notification of their stand against the 20 per cent excise tax, including the one on admissions, was received by the Nebraska Theatre Association today.

The Congressmen were: A. L. Miller, Kimball; Robert Harrison, Norfolk; and Carl Curtis; Minden. In addition, two Republican candidates, Dwight Griswold of Scottsbluff, for the Senate and Roman Hruska of Omaha for Congressman, said they

(*Continued on page 2*)

Kogod, Burka Sell Their K-B Circuit

WASHINGTON, Aug. 18—Fred Kogod and Max Burka have announced the sale of their controlling interest in K-B Theatres, one of this city's most progressive circuits.

The two men have been in exhibition since the early 1920's. They said they had sold their interests to Marvin Goldman and Fred Burka. The latter is Max Burka's son, while Goldman is Kogod's son-in-law.

The six-theatre neighborhood group will continue under its present name and with the same headquarters at the Apex Theatre.

Says Films Set to Meet Competition

HARTFORD, Aug. 18.—Henderson M. Richey, public relations director of Metro-Goldwyn-Mayer, here from New York, declared in an interview that "Hollywood is not so blind as not to realize that it must continually develop new producing, directing, writing and acting talent to cope with competitive entertainment."

Personal Mention

NED E. DEPINET president of RKO Radio Pictures, has returned here from Hollywood.

•

LOUIS WOLF, Brandt Theatres buyer-booker and president of the Motion Picture Bookers Club of New York, has announced his engagement to BETTY BOVERMAN, general manager of Kaybern Theatres.

•

CECIL B. DEMILLE and MRS. DEMILLE celebrated their golden wedding anniversary over the weekend at their Hollywood home. With them were their four children and 11 grandchildren.

•

JULES LAPIDUS, Warner Brothers Eastern and Canadian division sales manager, is in Boston today and is scheduled to return to New York at the end of the week.

•

HERBERT JAFFEY, 20th Century-Fox International publicist will leave here Friday aboard the *S.S. United States* for a three-week vacation in Europe.

•

MORGAN HUDGINS, M-G-M studio publicist, will leave Hollywood for New York on Thursday en route to England.

•

FOSTER M. BLAKE, Universal Western sales manager, has left here for Los Angeles, San Francisco and Denver.

•

MOSES LEBOVITZ, president of Independent Theatres, Inc., Chattanooga, is in Miami on a business trip.

•

HARRY THOMAS, Souvaine Selective Pictures sales head, has arrived here from the Coast.

Ticket Tax Fight

(*Continued from page* 1)

would support such action.

Every Congressional district in the state was represented by the large turnout of 250 exhibitors. The three Congressmen volunteered before the meeting was opened that they would be for the complete elimination of the tax.

Butler is fourth ranking member on the Senate Finance Committee and Curtis is fifth on the House Ways and Means Committee.

Robert Livingston, Lincoln; and William Miskell, Omaha, were co-chairmen, Joe Scott, of 20th Century-Fox, represented distribution firms. Livingston, association president, contacted the Congressmen, who came to the meeting at their own expense. Heavy applause greeted the Nebraska delegation's stand.

To Aid Tax Fight

CLEVELAND, Aug. 18.—In line with the stand taken by the National IATSE, local 160 here has stated that it will do whatever it can to assist the industry in the campaign aimed at the elimination of the 20 per cent Federal admission tax.

New Pact Proposals Will Come from French Thurs.

The French Government on Thursday will submit to American negotiators in Paris new proposals for a Franco-American film agreement, Fayette W. Allport, Motion Picture Association of America European representative, yesterday informed Eric A. Johnston, MPAA president, and the distribution companies' foreign managers.

"Nobody knows what the proposals will be," Allport was quoted as saying, but acknowledgement was made that the action by the French could mark the beginning of concrete progress in the negotiations.

Allport was prepared yesterday to fly back to Paris "within the next couple of days." He arrived here at the weekend from the French capital to report to the Motion Picture Export Association on the twists and turns the negotiations between the two governments had taken up to last week.

Explains Talks

He pointed out to the meeting yesterday that tentative agreement on a pact appeared within reach more than once but each time the French negotiators "backed away."

Absence of advance information on the forthcoming French proposals has left the American companies' foreign managers wondering if the French will make a new request for American subsidization of French production.

French Film Premiere

The American premiere of "Casque d'Or," new French film, took place at the Paris Theatre here yesterday. Produced and directed by Jacques Becker from the screenplay on which he collaborated with Jacques Companeez, this Discina International release has a cast headed by Simone Signoret, Serge Reggiani and Claude Dauphin.

UK Second Feature Quota Defaults Up

LONDON, Aug. 18.—The annual report of the British Film Producers Association reveals that defaults of supporting program quotas among exhibitors here increased from 1,381 for the 1949-50 year to 2,340 for the year 1950-51.

The figures are regarded as strengthening exhibitor contentions that the 25 per cent supporting quota is unworkable.

Schine Convention Opens in Albany

ALBANY, N. Y., Aug. 18.—Schine executives and managers checked in here today for the Circuit's convention.

President J. Myer Schine will make the opening address, in the Ten Eyck Hotel at 10:00 A.M. tomorrow. Si Seadler of M-G-M will speak at two.

A number of industry people from New York, as well as branch managers here, are scheduled to attend a party and reception Wednesday evening. Press headquarters have been opened and displays are being arranged.

Form New Mexican Firm

MEXICO CITY, Aug. 18.—A production company, Producciones Tepeyac, S. A., capitalized for $590,000, has been organized here by such trade leaders as Gen. Abelardo L. Rodriguez, ex-President of Mexico, Theodore Gildred, Oscar Dancingers, Jaime Menasce and Miguel Bujazan. Dancingers is general manager. The company reportedly will take over "Robinson Crusoe," which Luis Buñul is producing here in English, it was disclosed.

Hearst Editorials

(*Continued from page* 1)

feature attractions under conditions that practically guarantee ruin. . . .

"If this thing should go through it is not wild-eyed alarm to say that it could mean the end of the movies as we know them today. . . . In effect, the movie producers and exhibitors would be forced into a suicidal relationship with their chief competitor.

"The suit, of course, will be fought and probably will drag out for a long time. But that does not alter the pretentious and dangerous folly inherent in the Government's assumption of the right to throw its weight around to the advantage of one great industry and the disadvantage of another."

"The motion picture theatre industry . . . has found it would be committing hari-kari by releasing its costly films for cheap televised showing and destroying their value for theatre exhibition. This would appear to be a sound decision made by men who don't want to see the essential product of their industry confiscated by government fiat.

"What kind of 'conspiracy' do the busy-body government lawyers see in that sane business policy?"

Miss Main at Ohio Fair

COLUMBUS, O., Aug. 18.—Marjorie Main, starred with Percy Kilbride in "Ma and Pa Kettle at Waikiki," will appear at the "Hollywood at the Fair" exhibit at the Ohio State Fair here.

Complaints Widen Against Gov't Suit

The vigorous complaints from all over the industry, and outside, too, against the government suit to force the sale of films to TV and other media have grown further with the filing of protests with the Department of Justice by the Independent Theatre Owners of Northern California, and Allied Theatres of Michigan.

Henry P. Reston

Funeral services for Henry P. Reston, co-owner of City Engraving Co., New York, which numbers many motion picture companies among its clients, will be held tomorrow at the Fliedner Funeral Home, Great Neck, Long Island. Reston, who died Sunday, had been a member of the Motion Picture Pioneers.

Jacob Estey, 57

BOSTON, Aug. 18.—Funeral services for Jacob Poor Estey, 57, president and treasurer of the Estey Organ Corp. of Brattleboro, Vt., who died Friday, were held today in that city. Surviving are his widow, the former Edith Tyler.

Earl Boles, 46

SAN FRANCISCO, Aug. 18.—Earl Boles, owner of the Mecca, Crescent City, Cal., and the newly-opened Pic Theatre here, died at the age of 46. Death came last Wednesday.

Capitol to Reopen

CINCINNATI, Aug. 18.—The 2,000-seat Capitol Theatre, a Mid-States operation, which was closed early in July, will reopen Aug. 29 with "Don't Bother to Knock".

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

DEAN MARTIN and JERRY LEWIS in HAL WALLIS' Jumping Jacks
in person DON CORNELL TRUDY RICHARDS MICKEY DEEMS FOUR EVANS ELLIOT LAWRENCE and his Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

HOWARD HAWKS'
THE BIG SKY
co-starring
KIRK DOUGLAS - DEWEY MARTIN
ELIZABETH THREATT
ARTHUR HUNNICUTT
CRITERION B'way & 45 St.
Distributed by RKO Radio Pictures

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

BIGGEST CROWDS SINCE 1949!

FIRST THREE OPENINGS SENSATIONAL!!... Loew's State, N. Y., hits highest gross in three years! . . . Palace, Cleveland, and Apollo, Atlantic City, doing the kind of business that the cry-babies moaned was gone forever! . . . Same kind of news due soon from openings in Boston, Philadelphia, Washington, Baltimore, Pittsburgh and Detroit, to prove that "Sudden Fear" means sudden wealth for any theatre! . . . Top reviews! Top audience satisfaction! Top money everywhere!

"Brings suspense and excitement back to the screen with a capital S and a capital E! Joan Crawford's best acting." Highest Rating.
— N. Y. DAILY NEWS

"One of the screen's all-time thrillers. Reaches a new height in suspense melodrama."
— N. Y. DAILY MIRROR

"Exciting entertainment. Doesn't miss a trick. Tense, polished, absorbing. There's no letdown in the tension."
— N. Y. JOURNAL-AMERICAN

"Brings you to the edge of your seat and keeps you there . . . The height of suspense." *— N. Y. POST*

"Ranks with the best."
— N. Y. WORLD-TELEGRAM



JOSEPH KAUFMAN presents

Joan Crawford in Sudden Fear!

with JACK PALANCE · GLORIA GRAHAME · BRUCE BENNETT
VIRGINIA HUSTON · TOUCH CONNORS
Produced by JOSEPH KAUFMAN · Directed by DAVID MILLER
Screenplay by LENORE COFFEE and ROBERT SMITH
Based on Edna Sherry's Story, "Sudden Fear"

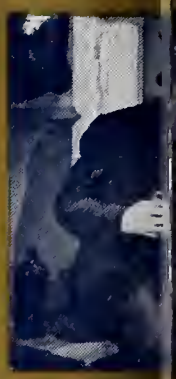
A NEW HIGH IN SUSPENSE MELODRAMA!

This is one of the sensational newspaper ads. Ask for Ad No. 205

FROM THE *Showmanship Company* OF COURSE!

Distributed by RKO RADIO PICTURES











HERBERT J. YATES
presents

John Ford's Greatest Triumph

THE Quiet Man

Color by TECHNICOLOR

starring

JOHN WAYNE · MAUREEN O'HARA · BARRY FITZGERALD

with

WARD BOND · VICTOR McLAGLEN · MILDRED NATWICK · FRANCIS FORD
ARTHUR SHIELDS and ABBEY THEATER PLAYERS

Directed by JOHN FORD

Screenplay by FRANK S. NUGENT · *Story by* MAURICE WALSH
Produced by MERIAN C. COOPER · AN ARGOSY PRODUCTION

A REPUBLIC PICTURE






With great pride

Republic Pictures

announces the

pre-release premiere

engagement at the

Capitol Theatre,

New York, August 21



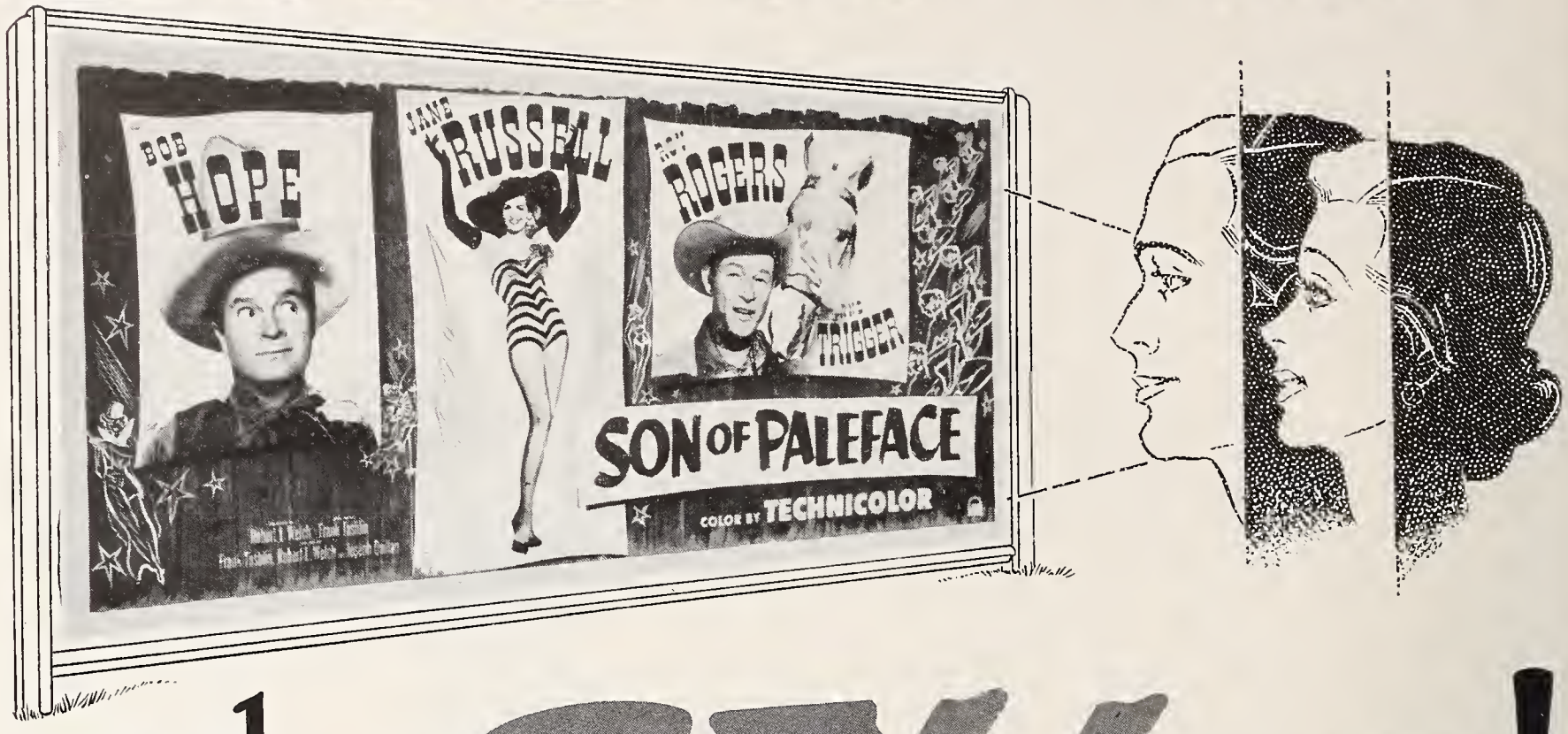








SHOW 'em...



and you'll SELL 'em!



your BOXOFFICE is *Only* as GOOD as your

SHOWMANSHIP!



NATIONAL *Screen* SERVICE
PRIZE BABY OF THE INDUSTRY

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 36 NEW YORK, U. S. A., WEDNESDAY, AUGUST 20, 1952 TEN CENTS

L. A. Council Joins Fight Vs. U.S. Suit

Warns Against Threat Of 'Socialized' Radio-TV

HOLLYWOOD, Aug. 19.—The Los Angeles City Council yesterday unanimously adopted a resolution, proposed by Councilman Ed J. Davenport, branding the government's 16 mm. suit a threat to "our American way of life and individual freedom, which we are confident no good American wants to trade for a free pass to a movie over his television set at the expense of destroying a great industry."

This was the first legislative body to so act since the suit was filed here on July 22. The anti-trust action was designed to force the sale of 16mm. films to TV and other outlets competing with regular theatres.

The resolution, copies of which were sent to Eric Johnston and presidents of all producing companies, suggested that the industry confer with the

(*Continued an page* 4)

Arbitration Draft Work Resumes

The Industry Arbitration Conference's drafting committee of four attorneys from distribution and exhibition today will put in its second successive day of work here on drawing up the document containing the provisions for a projected industry system of arbitration-conciliation.

Asked if provision was being made in the draft for handling film rental disputes under an arbitration plan, a spokesman for the committee replied that the group yesterday put on paper

(*Continued an page* 5)

'Ivanhoe' Tops Hall Three-week Record

"Ivanhoe," now completing its third week at Radio City Music Hall, has racked up the top three-week gross in the history of the Hall. With at least $170,000 forecast for the third week, which ends tonight, the gross tally for the three weeks will total a terrific $520,300.

A Record $100,000,000 Box-Office Year Indicated for Canadian Houses

Washington, Aug. 19.—Gross box-office receipts of Canadian motion picture theatres are expected to hit a record $100,000,000 (Canadian dollars) this year, according to Nathan D. Golden, U.S. Commerce Department film chief.

Golden said receipts, which have been increasing steadily since 1945, were reported at $86,700,000 for 1950, and that the upward trend has continued since.

It is estimated, Golden said, that about 90 per cent of Canadian screen time is devoted to U.S. films, and that about 90 per cent of the box-office receipts are derived from U.S. films.

Eighteen standard theatres and 11 drive-ins were opened during the first half of this year, bringing the total number of theatres in operation to 1,867 standard theatres and 89 drive-ins. It was also reported that 41 theatres, including 18 drive-ins, are now under construction, Golden stated.

Harper Leaves MGM For New Shea Post

Richard A. Harper has resigned his sales executive duties at M-G-M to become executive assistant to Gerald Shea, president of Shea Enterprises, it was announced here yesterday.



Richard A. Harper

For the past several years Harper has been circuit sales representative for M-G-M and an assistant to W. F. Rodgers and Charles M. Reagan. He joined M-G-M here in 1946 after World War II service with the Navy. After serving in several M-G-M exchanges he was made a special sales representative, later becoming circuit sales representative.

Success Seen for COMPO Dues Drive

Incomplete reports thus far received at the Council of Motion Picture Organizations' headquarters here indicate that the campaign for collection of COMPO dues from exhibitors, which was conducted throughout the country last week by film salesmen, will prove successful.

In many areas salesmen making the collections, which will be matched by distributors when complete, have not yet handed in their reports. Final results will not be available for several days. In addition to meeting normal costs of COMPO operations, the collections also will help finance the industry effort for repeal of the Federal admission tax.

Confidence Keynote Of Schine Meeting

ALBANY, N. Y., Aug. 19.—History proves that the industry always has weathered its crises, J. Meyer Schine, keynote speaker at the first Schine showmanship meeting to be convened in 11 years, told 150 of the circuit's executives, managers and department heads at the first business session at the Ten Eyck Hotel here today.

Schine said that "those of little faith" had long ago sold out their interest in our business. He was introduced by Louis W. Schine, who presided at the session.

Seymour Morris described future product available to the circuit and presented a six-point merchandising program based on attractions that can be merchandised; campaigns that "tell and sell"; service and comfort that

(*Continued on page* 4)

Notables to Attend 'Fatima' Premiere

Numerous diplomatic representatives and social, civic and entertainment leaders will comprise the audience for the invitational world premiere of Warner's "The Miracle of Our Lady of Fatima" at the Astor here tonight. The picture will begin its premiere engagement tomorrow at the Astor on a continuous policy and at the Bijou on a reserved seat policy.

Sherry Jackson, 10-year-old actress who plays a leading role in the film, will attend tonight's premiere, as will Ambassador Luis Esteves Fernandes of Portugal and Portuguese Consul General Jose Manuel da Silva Bettencourt Ferreira.

Other members of the diplomatic corps who will attend the premiere include Ambassador Ali Gholi Ardalan of Iran, Ambassador Luis Padilla

(*Continued an page* 5)

MPAA Rejects French Pact Subsidy Setup

Adopts View of SIMPP On Eve of French Offer

Motion Pictures Association of America member companies have decided against accepting a Franco-American film deal that would call for subsidization of French production by the U. S. companies, it was learned yesterday from film export sources here.

This finally puts the MPAA companies, which have vacillated on the subsidy question during the negotiations which have been going on in Paris, squarely alongside the Society of Independent Motion Picture Producers in opposition to such assistance for French production.

It was indicated that the MPAA now feels that a Franco-American film pact providing for reduced exports to France and no subsidy is preferable to a pact with no reduction in exports and a subsidy, or "discount" as the French have termed it.

Thus, in line with the recent French

(*Cantinued an page* 4)

NEWS FLASHES

A $2,250,000 anti-trust suit was filed in Federal court here yesterday against the eight major distributors, Skouras Theatres Corp., Metropolitan Playhouses Inc., and their subsidiaries by the Leff Meyers Corp., which operates the De Luxe Theatre, Bronx, N. Y. The complaint charges that the defendants conspired and discriminated against the plaintiff's theatre, the De Luxe, since November, 1951.

•

ROCHESTER, N. Y., Aug. 19.--Eastman Kodak today reported gross sales of $249,924,131 during the first half of the year, about two per cent less than the $254,623,707 for the same time last year.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, is due back here today from the Coast.

•

AMERICO APOAF, vice-president and general sales manager of Universal-International, will leave here Friday on an eight-week tour of U-I branches in the Far East and will hold conferences with U-I European executives in Paris before returning to New York.

•

COL. WILLIAM C. MCCRAW, Variety Club International's executive director, will be a guest speaker at the Massachusetts Chiefs of Police annual dinner in Cohasset, Mass., on Aug. 27.

•

MOE KERMAN, president of Mutual Productions, and JOE FELDER, vice-president, have left here for Chicago, and are slated to return in about 10 days.

•

NAT WEISS, 20th Century-Fox press book editor, sails from here for Europe on Friday aboard the *S.S. United States* on business.

•

FAYETTE W. ALLPORT, Motion Picture Association of America London representative, left here yesterday for Paris by plane.

•

ERIC A. JOHNSTON, Motion Picture Association of America president, will leave here today for Spokane and will return on Sept. 2.

•

JOSEPH KAUFMAN, producer, left here yesterday for Detroit, Chicago and Hollywood.

2 Became 'Reds' on Roosevelt's Death

WASHINGTON, Aug. 19.—Hollywood screen writer Bernard C. Schoenfeld today told the House Un-American Activities committee that the "shock" of President Roosevelt's death impelled him into joining the Communist Party in 1945.

Testifying at his own request, he added that another screen writer, Stanley Roberts, joined along with him for the same reason. Schoenfeld said that he and Roberts became disillusioned and quit the party in 1947.

Committee counsel Frank Tavenner told reporters that he expected no other Hollywood witnesses to appear before the committee until it opened hearings in Hollywood on Sept. 29.

O'Hara and McLaglen Promote 'Quiet Man'

Maureen O'Hara and Victor McLaglen, starring in Republic's "The Quiet Man," will each make two personal appearances at the Capitol Theatre here tomorrow, the opening day. Miss O'Hara will be in the theatre at 9:00 A.M. and at 6:00 P.M. McLaglen will appear at 1:00 P.M. and at 8:30 P.M. Both stars will present autographed photographs.

New 'Red' Unit to Control East German Industry

Sweeping supervision of every facet of motion picture industry activity in Eastern Germany will be vested in a central film committee to be set up under the Soviet-controlled political administration, it was announced this week in East German newspapers, according to the Motion Picture Association of America.

Primary reason for the creation of the committee, it was stated, is "to increase the utilization of films for propaganda purposes."

Specific functions of the committee, the announcement said, will be to "guide the production, sale and distribution of films, issue film licenses, draft film laws and control the administration of motion picture theatres."

The committee will also "provide for the production of films which mobilize the mass of population in the fight for national liberalization, and for the construction and defense of the German Democratic Republic."

To insure compliance with the new regulations, artists in Eastern Germany will be required to belong to councils organized under DEFA, the Soviet-supervised film company.

The rigid controls over the motion picture industry in Eastern Germany, following the pattern of the film monopolies in all of the Soviet satellite countries, will also extend apparently to the content of film reviews, the MPAA reported. Newspapers were "instructed" to overcome the tendency to write reviews "in the style of bourgeois journalism."

Youngstein Touring For Sales Drive

Max E. Youngstein, vice-president of United Artists, is on a week's tour of the company's Omaha, Minneapolis and Milwaukee exchanges to meet with branch personnel in connection with the "Bill Heineman Sales Drive," of which Youngstein is captain. He is accompanied by James Velde, UA Western division manager.

The drive, named for William J. Heineman, vice-president in charge of distribution, will wind up its ninth week tonight.

Tribute Dinner to Mayer Is Set Back

HOLLYWOOD, Aug. 19.—Plans for the annual Screen Producers Guild "Milestone Dinner," which this year will honor Louis B. Mayer, has been switched to Nov. 12 and will be held at the Biltmore Bowl, it was announced by Buddy Adler, chairman of the committee.

Originally set for Oct. 22 at the new Statler Hotel, the SPG board felt that due to the Presidential campaign, November would be a more desirable time for the function. George Jessel will be master-of-ceremonies.

Lesser-RKO Deal

HOLLYWOOD, Aug. 19.—Sol Lesser has announced the formation of Jungle Adventure Pictures, Inc., to produce one "Sheena, Queen of the Jungle" feature annually for RKO Pictures.

F. Hugh Herbert's Tax Claim Upheld

HOLLYWOOD, Aug. 19.—The Internal Revenue Department's failure to oppose a motion for dismissal of the government's appeal from Judge Leon Yankwich's decision upholding the legality of one-picture corporations is being interpreted here as an indication that collapsible corporations are to have smooth sailing hereafter.

The government's appeal from the Yankwich decision, which held F. Hugh Herbert and his wife were entitled to recover $198,515 paid as personal income tax after the government had denied the right to file proceeds from their production, "Kiss and Tell" on a capital gains basis, came up for trial in the Ninth U. S. Court of Appeals in San Francisco, yesterday, and was dismissed when the government failed to oppose the dismissal motion.

16mm. Suit on MPIC Meeting Agenda

HOLLYWOOD, Aug. 19.—The Government's 16mm. suit will be a topmost matter on the agenda of the Motion Picture Industry Council which meets tomorrow night. Also on the agenda is a discussion of the possibility of using $40,000 left over from the exhibition of the "Movies and You" short subjects as starting capital for the production of a new series of the same type.

Johnston Sees Truman

WASHINGTON, Aug. 19.—Eric Johnston, president of the Motion Picture Association of America, visited President Truman today, but they did not discuss motion pictures. As chairman of the International Development Advisory Board, Johnston went over the Point 4 program with the President.

Schlaifer to Preside

Charles Schlaifer, advertising agency and chairman of the National Mental Health Committee, will leave here today for Lake Tarleton, N. H., where he will be chairman of the final week of the "Festival of the Seven Arts." He will also speak on mental health.

Lunch for Iannuzzi

BOSTON, Aug. 19.—Ralph Iannuzzi, newly appointed Boston branch manager for Warner, who was transferred here from Atlanta, was introduced to local theatre men at a luncheon at the Statler Hotel here today. Jules Lapidus, Eastern and Canadian division manager for Warner, and Norman Ayers, Eastern district manager, attended.

Newsreel Parade

AS EXPECTED, Eisenhower and Stevenson and their Presidential campaigns will grow in importance and in footage length in all of the newsreels from now on in to the November elections. Other current subjects feature Anthony Eden and his bride, Madam Chiang Kai Shek, the Archbishop of Canterbury, Aly Khan, Rita Hayworth, and others.

MOVIETONE NEWS, No. 63—Eisenhower sees Warren. Stevenson on "captives". Frank Costello goes to jail. Czech refugees arrive. Madam Chiang. Anthony Eden weds. Football.

NEWS OF THE DAY, No. 302—Report from Korea. "Iron Curtain" crashers. Aly Khan visits Rita Hayworth. Iraq's king. Welcome Archbishop of Canterbury. Anthony Eden weds. Progressive hopeful freed. Eisenhower. Democratic parley. Football.

PARAMOUNT NEWS, No. 1—Eisenhower and Stevenson. Archbishop of Canterbury. Madam Chiang Kai Shek back in U. S. Bob Hope. Anthony Eden marries. Aly Khan and Rita Hayworth. Football.

TELENEWS DIGEST, No. 34A—Eden-Churchill wedding. Czech refugees here. Aly Khan. Madame Chiang. Iraq's king. Football.

UNIVERSAL NEWS, No. 588—Eden weds. Koreans freed. Madame Chiang. Danish royalty in Greenland. Baby parade. Football.

WARNER PATHE NEWS, No. 3—Anthony Eden weds. Italian troops conquer Italian peak. Airlifft saves sheep. Archbishop of Canterbury arrives. Madame Chiang. Mrs. Mark Clark visits U. N. wounded. Will Rogers Skyway. Football. "Mr. Football" is 90.

SPG Sets College Film-Making Award

HOLLYWOOD, Aug. 19.—Establishment of an annual intercollegiate film award to be presented to the best student-produced film turned out by 69 colleges and universities which include film and drama classes in their curricula, was announced here by Sol C. Siegel, Screen Producers Guild president.

Each school will be asked to select its own best film, and a viewing committee composed of SPG members will sift these selections to a final number which will be screened for the entire SPG membership for a vote on the winner.

The student considered most instrumental in the production of the winning film will be an SPG guest here for a week.

Siegel said the purpose is both to recognize student interest in film study and to encourage a broader participation in the picture industry's future.

Zanuck to Europe On 'Tightrope'

HOLLYWOOD, Aug. 19.—Darryl F. Zanuck, 20th Century-Fox production head, will leave Friday night by plane for New York and Europe. After a week-end of conferences with home office executives, he will leave by plane on Monday for Munich to go over final plans with Elia Kazan for the filming of "Man on a Tightrope."

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

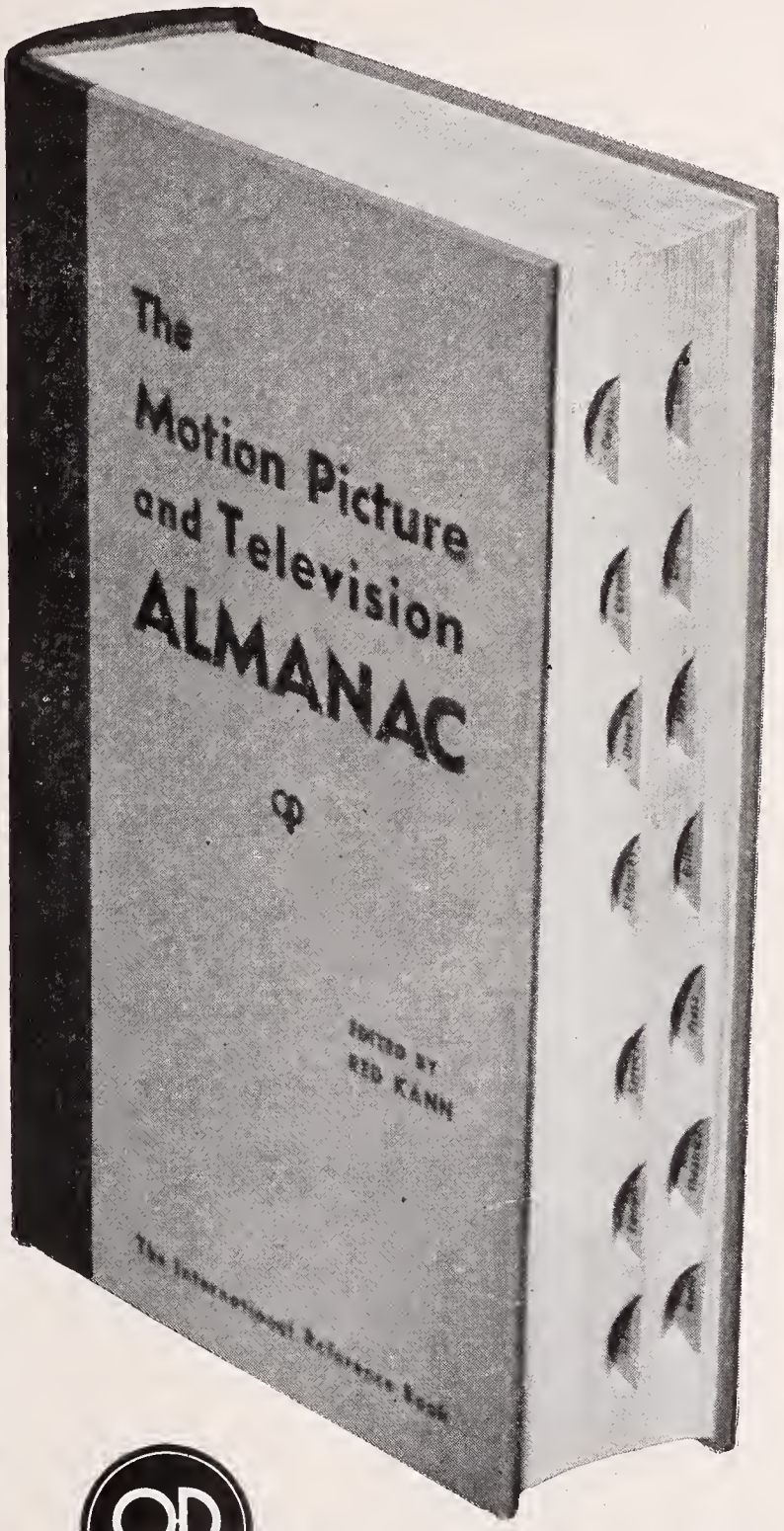
The Industry's Most-Wanted, Most-Often-Used Reference Book

No other publication contains this valuable information*

* The WHO'S WHO section alone—which is but one of the 15 thumb-indexed sections of the ALMANAC—is worth several times the price of the complete volume of highly useful information. The WHO'S WHO section contains over 12,000 concise biographies of executives, producers, performers and other personalities, covering the fields of *both* motion pictures and television.

* It is the *ONLY* WHO'S WHO in these fields, and it is being considerably enlarged for the 1952-53 edition of the ALMANAC, to include hundreds of additional names, with up-to-date biographies and career credits.

Also, the separately thumb-indexed TV data section has been expanded to include a wealth of additional information for many purposes, in—



Thumb Indexed . . .

- Who's Who
- Corps.
- Codes
- Circuits
- Gov. Case
- Drive-Ins
- Television and Radio
- Pictures
- Great Britain
- Services
- Press
- Equipment
- Organizations
- World Market

The 1952-53 Motion Picture and Television ALMANAC

A QUIGLEY PUBLICATION

Revised E-x-p-a-n-d-e-d 1952-53 Edition Now on the Presses

The previous edition was a sell-out!
To make sure of your copy, order NOW.

QUIGLEY PUBLISHING CO.
Rockefeller Center, 1270 Sixth Ave.
New York 20, N. Y.

Please reserve a copy of the 1952-53
Motion Picture and Television **ALMANAC**

Enclosed please find check for $5.00 in full payment, including shipping charges.
Mail to—

Name_____

Address_____

'American Weekly' Critics Select 'Greatest Show'

Cecil B. DeMille's "The Greatest Show on Earth," has been voted the most enjoyable motion picture of the 1951-1952 season in the *American Weekly's* first annual motion picture awards.

The poll, conducted among the film critics of the twenty-three metropolitan newspapers distributing the *American Weekly* was to determine the ten most enjoyable pictures, and the five most enjoyable performances turned in by actresses and actors during the period from September, 1951 to August 1952.

Other award winning films in the *American Weekly* poll are "An American In Paris," "A Place in the Sun," "A Streetcar Named Desire," "African Queen," "Detective Story," "Death of a Salesman," "The River," "Singing in the Rain," and "Five Fingers."

Vivien Leigh for her performance in "A Streetcar Named Desire," was accorded top honors among the actresses. Frederick March for his performance in "Death of a Salesman" was the critics' first choice for male acting honors.

Ernest V. Heyn, editor of the *American Weekly* is now in Hollywood where he will make several award presentations. The awards are part of an all-film issue the *American Weekly* is releasing Aug. 31.

5 Weeks for Para's 'Jumping Jacks'

Hal Wallis' "Jumping Jacks," Paramount release, today became the first film in more than three years to play five weeks at the Paramount Theatre here. Paramount's "Sorrowful Jones," in June, 1949, was the last picture to play five weeks.

"Jumping Jacks" finished its four weeks at the Paramount with a total gross of $379,000, the top gross for a four week period since "Samson and Delilah" in 1949.

$22,000 for 'Trinidad'; Cincinnati Grosses Up

CINCINNATI, Aug. 19.—Theatre patrons here are fully conscious of the fact that "Rita is back," and are welcoming Miss Hayworth to the tune of an estimated $22,000 for "Affair in Trinidad," at the 2,700-seat RKO Palace, exactly double the average and the best week's gross at this house in many months. It will hold for a second week.

Other grosses are registering considerably above average for the current week, reflecting the general improvement in theatre business which became manifest here some time ago.

High Grosses Are Reported For Kaufman's 'Sudden Fear'

The second week's grosses for Joseph Kaufman's "Sudden Fear" are proving excellent, RKO Radio executives report, disclosing that the picture is heading for $10,000 at the Palace, Cleveland, following a $4,200 weekend at the theatre. At the Apollo, Atlantic City, the picture closed with over $9,000 for the last five days of a 12-day run which saw a new record for the first week. A move-over to the Strand takes place there today. In Toronto, at the Tivoli and University theatres, "Sudden Fear" grossed $6,200 in its first two days, to what is considered the best business for both houses, it was said.

The premiere run in New York goes into its third week at Loew's State tomorrow, with the second week's estimate at $48,000, the best gross in three years at the State.

Reviews

"Somebody Loves Me"

(*Paramount*) *Hollywood, Aug.* 19

GIVE BETTY HUTTON 15 of Blossom Seeley's grand old songs, stand her in front of a Technicolor camera with leave to give 'em the full treatment, and what can you come up with but a good picture. That's what's been done here. It figures to do all right.

As produced by William Perlberg and George Seaton, with Irving Brecher doing the writing and directing for them, the story of the life and times of Blossom Seeley and Benny Fields stacks up as something less than their contemporaries might wish it to have been, and yet as a tunefilm the young folk who buy most of today's admission tickets may consider it a money's worth. Certainly Betty gives it her best, which is plenty good, but she gets no help from an actor named Ralph Meeker, in the Fields role, and little from anyone else, on screen or off. Even Jack Benny, who's pitched into the thing late in the proceedings and for an indecisive sequence, isn't equal to salvaging the project in the time at his disposal. Robert Keith, Adele Jergens, Billie Bird, Henry Slate and Sid Tomack are members of the principal cast.

The script picks up Blossom as a cafe singer in 'Frisco when the quake of 1906 strikes (quite convincingly, too) and follows her up the ladder of vaudeville fame, picking up Fields on the way, to the point where, it says, Fields confesses he married her for her money and is determined to cut loose from her and make good on his own. Along about here the picture stops being a musical and turns dramatic, which is quite a trial for all hands, including the star whose bubbling personality and wise way with a song are what the picture's got to carry it. In the finale Meeker, as Fields, tries to make it a musical again, but only Fields himself could have done it by then. In addition to the 15 old songs from the Seeley past there are three new ones by Jay Livingston and Ray Evans.

Running time, 95 minutes. General audience classification. For October release.

WILLIAM R. WEAVER

"The Jungle"

(*Lippert*) *Hollywood, Aug.* 19

EXPLOITATION ACCESSORIES furnished with this feature detail such items as fights between tiger and bear, leopard and wart hog, mongoose and cobra, et al. These fights the picture provides in ample measure. And India, the film's setting, is an eyeful for almost any theatregoer any time.

Rod Cameron, Cesar Romero and Marie Windsor supply substantial marquee material with which to focus attention on this exploitation attraction produced and directed in India by William Berke (with the facilities of Modern Theatres, Ltd., Salem, India). But the star of the picture is India, brilliantly photographed by Clyde DeVinna and processed in dramatic sepia-tone. The story, played out by the three name-players is strictly coincidental to the presentation of Indian scenes, customs, ceremonies, animals and people. Whether an exhibitor should exploit the attraction on the strength of the Cameron-Romero-Windsor trio or the roar of the tiger, the hiss of the serpent and the trumpeting of the elephant—or both—the job of entertaining the customers is India's first, last and always. Audiences made acquainted with that fact in advance are likely to like the picture best.

The original screenplay by Carroll Young concerns an American big-game hunter, in bad with the population of an Indian community for having gotten 10 of the local hunters killed by elephants which he maintains are mammoths, and his undertaking to prove to the princess regent and her chief aide that his story about the mammoths is true. This sets up the reason for the three and some hundreds of natives to set off across the country toward the jungle, and this journey enables the cameraman to pick up fine shots of the countryside, exciting incidents of combat between wild animals, and finally the elephants in question. It's not much of a story, but it needn't be, for the purpose it serves.

Running time, 74 minutes. General audience classification. August release.

L.A. Council

(*Continued from page* 1)

Council on means for opposing the "bureaucratic decree unheard of outside of dictator countries" and one that would "inevitably hurry the day when a hard corps of socialistic planners in Washington will attain their goal of placing radio and television under government ownership and operation".

Select 'River' for Edinburgh Festival

Kenneth McEldowney's, "The River" has been selected as one of five nominees for the 1952 "Silver Laurel Award," which will be presented to the producer of the winning film by the Earl of Rosebery during the Sixth International Edinburgh Film Festival on Aug. 24 at the Caley Picture House, Edinburgh, United Artists, distributor of the film, disclosed.

The other four pictures are "Cry, the Beloved Country," "I Believe in You," "The Lavender Hill Mob" and "The Man in the White Suit." Only British productions shown publicly between May 31, 1951 and May 31, 1952 are eligible for the award. "The River" qualifies as a British quota picture because it was filmed entirely in India.

Schine Meet

(*Continued from page* 1)

keep them coming; reviving the children's film-going habit; community activities for every manager, and sensible economical operations.

Most speakers at the Schine circuit convention expressed confidence that strong product, vigorous showmanship, hard work and unflinching faith will enable motion picture theatres to withstand the competition from television, installment buying, technological changes, high living costs and soaring taxes.

Industry Unity

Si Seadler, M-G-M advertising manager, said that not only are "all companies" releasing better pictures but also that industry "unity" is improving. Seadler declared the industry has no place for the prophets of doom.

G. David Schine stated that he talked recently with David Sarnoff, RCA board chairman. The discussion, held in Europe, Schine said, convinced him that the television industry is not trying to put motion picture theatres out of business. He pointed to RCA's large stake in film houses, via the development, manufacture and sale of theatre equipment.

Theatres can "harness" television to their operation, declared Schine, as he discussed large screen TV. He likewise spoke of third dimension processes and Arch Oboler's coming production. Schine hit at the 20 per cent admission tax, calling it the theatres' main operational problem.

Circuit publicity director Morris in a survey of releases said they seemed to be "unsurpassed." Commenting on Universal-International releases, Morris remarked that "we owe that company a debt of gratitude for the consistant flow of bread-and-butter pictures."

Opening the meeting, Louis W. Schine expressed the belief that "people are becoming tired of television," although he warned they "are not going to stop looking at it." He called for alerter showmanship and harder work.

Myer Schine observed that Hollywood had awakened last year, after business hit a very low in 1950, to the fact that the lush days were over, that waste had to be eliminated and that hard work was essential. Hollywood promised better pictures and it has "made good the promise," he continued. Theatres have the responsibility of selling these fine pictures, he added.

Schine underlined that "bad as business was in 1951, people of the nation spent on films one billion, three hundred million dollars, which constituted several times more than the total for all other types of entertainment.

French Pact

(*Continued from page* 1)

decree, some 90 film import permits would be granted to U. S. companies, both majors and independents, against the 121 of last year. Additionally, the U. S. companies are intent on getting remittances of over $1,000,000 a year at the legal rate of exchange while the remainder of their earnings would come through at a somewhat less favorable rate, according to reports.

The French are due to put forth new pact proposals when negotiations resume in Paris tomorrow. It is unknown whether these new proposals contain subsidy provisions.

National Pre-Selling

McCALL'S for September features M-G-M's strong, colorful, *actionable*, "Movie-of-the-Month" calendar well up front in preferred position, with want-to-see copy for "The Merry Widow," "Because You're Mine" and "Plymouth Adventure" for the Fall. *McCall's* front-of-the-book selection, "McCall's Goes to the Movies" names M-G-M's "Ivanhoe" as the top choice of the month, with reference to "Son of Paleface," "Sudden Fear" and "Affair in Trinidad" as runners-up. A feature article is "Gordon McCrea Gives a Party." And isn't it obvious that just any model (anonymous)) is less interesting on an advertising page than a Hollywood star whom millions of people will recognize and feel they know because they've seen her in pictures? . . . Ray Bolger dances off with new honors as "Where's Charley" is named picture-of-the-month in the September *Redbook*.

•

***Look* magazine and *Parade* plan to use major picture layouts based on material which their correspondents obtained on a 12,000-mile junket to attend the world premiere of "The World in His Arms" at the Fourth Avenue Theatre, Anchorage, Alaska, a month ago. In addition to these pulicity payoffs, *Collier's* and *Family Circle* are planning features, and *Seventeen, Cosmopolitan, Woman's Home Companion, American* magazine, *Quick* and *Redbook* are among those who have named the picture as their choice of the month's film product. The fan magazines are generally devoting large blocks of editorial and picture space to Ann Blyth and Gregory Peck, including covers in August and September issues.**

•

The September Cosmopolitan, *under Ruth Herbert's "Assignment in Hollywood," recommends "Sudden Fear" and "We're Not Married" for adults, in the departments of drama and comedy, while "High Noon," "Lure of the Wilderness," "Son of Paleface," "Washington Story" and "The Big Sky" are recommended for the whole family. Walt Disney's "Water Birds" is cited for children. This monthly list is coming in for some special handling in advertising to the trade and directly to the public in the immediate future. The issue also contains "Cosmopolitan Movie Citations," by Louella O. Parsons, under the topline, "New Young Blood in Hollywood," and "Mister Box-Office"—a special story on Henry Fonda, by Evan M. Wylie.*

•

Ernie Emerling and Carl Fishman, of Loew's Theatres, put their promotional efforts to good advantage in the production of a full-page New Movie Season story which Frank Quinn by-lined in Sunday's *New York Mirror*, under the title "Films Very Much Alive Despite Its Mourners." Piece will go through Hearst syndicate outlets, elsewhere. . . . Starting with the September issue, *Coronet* inaugurates a new and novel method of recommending the best films. Instead of relying on the makazine's own critics, a guest editor selected from motion picture industry will give his choice for the month.

—WALTER BROOKS

Review

"The Stranger in Between"

(J. Arthur Rank—Universal-International)

A FIRST-RATE suspense drama done in the British "tradition," this J. Arthur Rank production is equally admirable for its imaginative use of authentic locales and brilliant character acting by a large cast. The story is direct, believable and always compelling, although a little long in its unfolding.

Its star is Dirk Bogarde, a young man who should be building quite a following here in the 'teen-age set. Sharing top honors is newcomer Jon Whiteley, a six-year-old who gives one of the finest performances by a child to be seen hereabouts in many months. The former, an escaping murderer, and the latter, his more than willing hostage, carry the entire film which is simply the account of their flight overland from London to Scotland.

Things get underway when the little boy, running away from the wrath of his foster father, inadvertently stumbles upon Bogarde, a merchant sailor, in a ruined warehouse where a murder has just taken place. Further along in the film it is learned that the victim was the lover of the sailor's faithless wife. Although no blanket justification of the deed is attempted, one's sympathies are with Bogarde almost from the outset.

Fearing the little boy will tell on him, the hunted man takes him along on his escape to Scotland. The adventures that befall them make up the bulk of the story and reach their climax in a small fishing village after Bogarde's brother has refused them shelter. Bogarde steals a herring boat for the final dash to freedom but has to turn back to shore—and the police—when the little boy falls ill.

The variety of views of English and Scottish countrysides, beautifully photographed by Eric Cross, do much to sustain the mood of the piece. Whiteley's performance—natural, wistful and occasionally hilarious—gives the film real distinction, without being either "arty" or sentimentally pathetic. Julian Wintle produced and Charles Crichton directed the screenplay by Jack Whittingham.

Among a host of supporting players are Elizabeth Sellers, Kay Walsh, Frederick Piper, Julian Somers, Jane Aird, Jack Stewart, Geoffrey Keen and Leonard White.

Running time, 84 minutes. General audience classification. Release date, Aug. 19.

Mono.-AA to Hit Production Peak

HOLLYWOOD, Aug. 19.—Monogram-Allied Artists will hit an all-time production peak for a four-month period beginning Sept. 2, executive producer Walter Mirisch announced today.

Fifteen pictures will go before cameras during that time, the production chief said, with five starting in September, five in October, three in November and two in December. In line with recently instituted company policies, Mirisch said emphasis will be on name-player power, color and sepia tone throughout the list. With "Royal Mounted Police" now in its shooting stage and 23 features completed heretofore, the companies will wind up with a total of 39 productions during 1952.

Arbitration Draft

(Continued from page 1)

only what had been taken up by the Continuations Committee of 10 which met recently. It is understood that film rentals was not a subject on which agreement was reached by the Continuations Committee.

Committeemen who did the drafting yesterday at the Hotel Astor and will convene there again this morning are Herman M. Levy, of TOA; Abram F. Myers, Allied; Robert Perkins, Warner, and Adolph Schimel, Universal. Present also were Ralph Hetzel, Jr., Motion Picture Association of America vice-president; Henderson M. Richey, Arbitration Conference secretary, and William F. Rodgers, Loew's.

It was regarded as possible that the drafting would be completed today. If not, it is likely that no more than one more day will be needed for the work, it was said.

Grant Permits for 2 New TV Stations

WASHINGTON, Aug. 19.—The Federal Communications Commission has granted construction permits for two new television stations and advised six other applicants that their applications would be designated for hearing.

The two grants were to Pursely Broadcasting Service, Mobile, Ala., and Hawaiian Broadcasting System, Ltd., Honolulu. Those designated for hearing were the Mount Hood Radio and Television Broadcasting Corp., Portland, Ore.; Smith Radio Co., Port Arthur, Tex.; Tom Potter, Chattanooga; Television Broadcasters, Beaumont, Tex., and KTBS, Inc., and the Southland Television Co., both of Shreveport, La.

Mindlin to Manage Theatre for Lopert

CHICAGO, Aug. 19.—Fred Mindlin, veteran member of the Chicago motion picture industry, and for many years associated with National Screen Service here, has been appointed manager of Lopert's Ziegfeld Theatre, succeeding Art Steagall who resigned to manage a guest ranch for Beatrice Kay. The Ziegfeld, which has been closed for the summer, will reopen on Friday, Aug. 29 with its third showing of "Tales of Hoffman," this time at popular prices.

Sunday Films Ban Stays

CEDARTOWN, Ga., Aug. 19.—By a unanimous vote the Cedartown City Commission rejected the Lam Amusement Co. petition to show Sunday films here. Under the law Sunday films are legal in Georgia, but the operator must secure a permit from the city governing body. The petitioner can by getting at least 25 per cent of the registered voters to sign a petition, bring this case up again, it was explained by officials.

Advance Sale for 'Fatima' Sets Record

To date, 67 theatre parties have been subscribed for at the Bijou Theatre here where Warner's "The Miracle of Our Lady of Fatima" will begin a reserved seat long-run engagement tomorrow. The picture also will open at the Astor on a continuous performance policy tomorrow, following its invitational premiere there tonight.

In addition to the theatre party subscriptions, some 800 individual requests for reserved seats for performances at the Bijou have been received through coupons carried in opening advertising, Warner reported. The advance sale, the company said, represents a record for a motion picture.

'Fatima' Premiere

(Continued from page 1)

Nervo of Mexico, Brig. Gen. Carlos P. Romulo of the Philippines, Dr. Farid Zeineddine of Syria, Ambassador L. N. Palar of Indonesia, Ambassador Mahmoud Fawzi Bey of Egypt, Ambassador Emilio Nunez-Portuondo of Cuba, Ambassador Joao Carlos Muniz of Brazil and Ambassador Hernan Santa Cruz of Chile.

Others Attending

Also, James A. Farley, Joseph Kennedy, Grover Whalen, Mrs. Douglas MacArthur, Herman Sartorius, Michael Grace, Col. Serge Obolensky, Morton Downey, Lady Armstrong, Mrs. George Washington Kavanaugh, Mrs. Lenore Warner, Ceil Chapman, Maggi McNellis, Fanny Hurst, Madame Jolie Gabor, James Barton, Bert Lytell, Count Adelberg, Mrs. C. Ruxton Lord, Mr. and Mrs. E. Douglas Madden, Mr. and Mrs. Jack Barry, Bert Parks and Mrs. Rhinelander Thomas.

Also, Arlene Francis, Una O'Connor, Hattie Carnegie, Eloise McElhone, Mr. and Mrs. Blaine Faber, Mr. and Mrs. William Carter, General John M. Franklin, Henry Buhl, George LeBranch, Mr. and Mrs. E. H. Simmons, Edward Perona, Madame Louis Arpels and Mr. and Mrs. Earl T. Smith, and Lt. Gen. Willis D. Crittenberger, commanding general of the First Army, will be the ranking military officer at the premiere.

Kalmine Reports Progress on Drive

With three major companies—Universal, United Artists and RKO Pictures—in the home office division of the industry's Joint Defense Appeal drive already having held meetings, and others reporting extensive activity, the industry's 1952 JDA-campaign is meeting with increasing success, it was disclosed here by Harry Kalmine of Warner Brothers, chairman of the division. Kalmine is being assisted by Harry Goldberg, also of Warner Brothers. Co-chairmen of the industry effort are Leon Goldberg, of Universal Pictures, and Edward L. Fabian of Fabian Theatres.

Gang Sues Hughes

HOLLYWOOD, Aug. 19.—Los Angeles attorney Martin Gang filed a suit asking damages aggregating $800,000 from Howard Hughes, RKO pictures and Carl Byoir & Associates, alleging that they issued statements derogatory to Gang's professional reputation during the recent Jean Simmons-Stewart Granger litigation.

Geneva Meet Gets Started

WASHINGTON, Aug. 19.—Another international copyright conference has opened in Geneva, with hopes of reaching final agreement on a new universal copyright convention. Film industry officials have long been watching the progress toward such a convention, hoping that it might solve many of their present copyright difficulties overseas.

The State Department, in announcing the conference, said it represents "the culmination of five years of work on an international copyright arrangement," under the guidance of UNESCO. It pointed out that UNESCO copyright experts met in Paris in June 1951 and worked out a proposed convention, and that this was subsequently gone over by the individual governments. This draft, with proposed revisions submitted by the individual governments, will serve as the basis for the work of the conference in Geneva.

Chairman of the U. S. delegation is Luther Evans, Librarian of Congress. Congressional advisers are Reps. Bryson of South Carolina and Crumpacker of Indiana. Other members of the U.S. delegation are Herman Finkelstein, general counsel of ASCAP; Sydney Kaye, general counsel of Broadcast Music, Inc.; John Schulman, attorney for the Author's League; Arthur Fisher, registrar of copyrights at the Library of Congress; Arthur Farmer, general counsel of the American Book Publishers' Council, and Roger C. Dixon of the State Department.

New RCA Screen for Third RKO House

The RKO Trent Theatre, Trenton, N. J., will be the third theatre in the RKO circuit to install one of the new third dimensional RCA Synchro Screens, it was announced.

Installation will be completed by next Wednesday when the Trent will begin the premiere Trenton showing of the "Son of Paleface." The screen is now being used at the RKO 81st Street Theatre, Manhattan, and the RKO Albee Theatre, Brooklyn.

Reopen Old Howard

BOSTON, Aug. 19.—The Howard Theatre here will be reopened Saturday with a film and burlesque policy by Frank Bryant and Frank Ingalls, who acquired it recently from Al Somerby.

Drive-in for Walk-ins

OMAHA, Aug. 19.—Omaha area's fifth drive-in, tentatively named the Lake, also will accommodate walk-in patrons, owner Oscar Johnson of Falls City, Neb., reports. Capacity of the drive-in will be 550 automobiles. The Ballantyne Co. of Omaha designed the theatre.

Christmas Seal Trailer

HOLLYWOOD, Aug. 19.—Abbott and Costello and Charles Laughton star in the 1952 "Christmas Seal" trailer, which has been completed at Warner Brothers. All three are soon to be seen in "Abbott and Costello Meet Captain Kidd," a Woodley production for Warner.

'Featherbedding' Case Goes To U.S. Supreme Court

WASHINGTON, Aug. 19.—The National Labor Relations Board has asked the U. S. Supreme Court to uphold its finding that the American Federation of Musicians did not engage in illegal "featherbedding" against a Gamble Enterprises theatre in Akron.

The Sixth Circuit Court of Appeals overruled the Board and upheld unfair labor practice charges brought against the AFM by the Gamble circuit.

The high court is expected to rule on the appeal soon after it starts its new session in October.

For several years before the passage of the Taft-Hartley Law in 1947, the Palace Theatre in Akron paid minimum fees to local musicians each time an out-of-town name band appeared on the stage, even though the local men did not actually work. The Taft-Hartley law made such featherbedding illegal, and after its passage, the union tried to negotiate an agreement with the circuit to have local bands actually play before and after out-of-town name bands. The chain, however, said it did not want the extra music and refused to agree to any such practice.

Some time later, when Gamble made arrangements for a name band to play the Palace, AFM boss James C. Petrillo ordered the band not to go there unless the circuit used local musicians before and after. Gamble then brought the unfair labor practice charges, claiming the union violated the featherbedding ban of the Taft-Hartley law.

The NLRB threw out the complaint, saying that featherbedding meant being paid without working, and that the local musicians were perfectly willing to work for their money. The Appeals Court, however, disagreed with the Board.

Set 'Loves' Premiere

CHICAGO, Aug. 19.—Paramount Pictures is planning to bring Blossom Seeley and her husband, Benny Fields, as well as Betty Hutton, to Chicago for the world premiere of "Some-Loves Me," based on the life of Miss Seeley. The picture opens at the Chicago Theatre Sept. 5.

1 Reopens, 2 Close

CHICAGO, Aug. 19.—The Prospect Theatre, Mt. Prospect, Ill., will be reopened soon. The Lux, East Peoria, Ill., and the Skokie Hi-Way Drive-in near here have been closed. The latter was operated by Smith & Glenn, who acquired it last spring.

Archibald Has Own Firm

SAN FRANCISCO, Aug. 19.—George Archibald, recently resigned from Ed Rowden Theatre Service, San Francisco, has opened his own booking and buying service here.

Panaria Names Salemson

Harold J. Salemson has been named public relations representative in the United States by Panaria Film of Rome, the company reports. Panaria is currently completing "The Golden Coach," said to be the first color film to be made in Italy.

Exhibition Changes In San Francisco

SAN FRANCISCO, Aug. 19.—The picture of theatres changing hands or policies during the last few days in Northern California shows the 450-seat Peralta, Oakland, closed by William Garren on June 21, reopened by Robert Wells. A. W. Southwick sold his 270-seat Ione in that town to V. A. Sebastion. The 2,135-seat State (United Paramount), San Francisco, will revert to a first-run policy on Thursday with the first picture under the new setup to be "Miss Julie."

N. P. (Red) Jacobs, president of Favorite Films of California, closed a deal for a precedental run in this city in that it marks the first time manager Jack Allen's swank Stage Door Theatre has day-and-dated with two other houses. It will show Joseph Burstyn's "Tomorrow Is Too Late," together with the Clay and the Larkin around Sept. 1. Henry Pincus will handle publicity on the film for the three theatres.

The Golden State circuit has put the 1,179-seat Gateway, at Oakland, and the 1,402-seat Rivoli at Berkeley on a weekend only policy and has closed the 956-seat Capital, Oakland and the 850-seat Rio at San Leandro.

Many New Drive-ins In Minnesota Area

MINNEAPOLIS, Aug. 19.—The continued growth of drive-ins in this area is evidenced by the numerous outdoor theatres now being planned or under construction.

Sites for new outdoor theatres include the following: Paul Perrizo, Twin-City four-walled operator, plans a drive-in between Winnebago and Blue Earth, Minn.; the Welworth circuit plans one at Montevideo and at New Ulm, Minn., and Devils Lake and Langdon, N. D., to mention a few.

Among situations reportedly lined up for new outdoor theatres are the Shakopee-Chaska area, Annandale-Lake district, Northfield-Faribault zone, Litchfield-Hutchinson-Winsted area, all in Minnesota, and the Hudson district in Wisconsin.

Forms 'A Men' Firm

HOLLYWOOD, Aug. 19. — Richard Carlson, Ivan Tours and Curt Siodmak have announced the formation of "A Men Productions" to produce films primarily for theatres, dealing with science-adventure subjects. The announcement said that United Artists will release and is participating in the financing.

Conn. Tourney Winners

HARTFORD, Aug. 19.—Winners in the Motion Picture Theatre Owners of Connecticut golf tournament were announced by executive secretary Herman M. Levy, as follows: First low gross, R. Trento, Marcel Fasano, Tiny Rogovin; first low net, Jack Post, Bill Sonka, Al Pickus.

Ohio Censor Fight Brews

COLUMBUS, O., Aug. 19.—Dr. Clyde Hissong, chief state film censor, was given until Sept. 13 by Judge Edward S. Matthias of the Ohio Supreme Court to file an answer to the mandamus action brought in the court by Superior Films, Inc., Hollywood, which would force the Ohio censor board to view the film, "M" again. The board originally rejected the film for showing in Ohio on April 23, 1951 when it was submitted by Columbia Pictures.

Hissong said he had advised Superior Films that the board did not plan to see the film again because it had been rejected and that "merely because another firm had acquired distribution rights" was no reason for a second viewing. Superior's counsel said that the request was based on the fact that the film has been cut to conform with censorship requirements wherever it had been submitted. These "material changes" warrant a second viewing in Ohio, the distributor claims.

Hissong said "M" was banned because "it is permeated with crime, evinced lack of confidence in law enforcement agencies and portrayed a child killer in complete perversion."

Miss Quirk, Miller, Win MGM Prizes

Miss May F. Quirk, manager of the Victoria Theatre at Mt. Carmel, Pa., has been declared winner of the first prize of $500 in M-G-M's second "Promotion Prize of the Month" contest picture, "Just This Once."

Curtis H. Miller, general manager of the Claughton Theatres operating the State Theatre at Tampa, Fla., has been selected winner of the second prize amounting to $250.

Five other awards of $50 each were given to Ralph L. Puckhaber, Jr., manager, Palms Theatre, W. Palm Beach, Fla.; H. F. Borresen, manager of the State Theatre, Winona, Minn.; Ike Hoig, city manager of the Stuart Theatre, Lincoln, Nebr.; Lou Cohen and Norn Levinson, Poli Theatre, Hartford, Conn.; and John M. Langford, Strand Theatre, Ogdensburg, N. Y.

Judges in the contest were Chester Friedman, of *Boxoffice*; Tom Kennedy, of *Showmen's Trade Review*, and Walter Brooks, editor of the Round Table Section of *Motion Picture Herald*.

N.E. Theatre Books 'Finian's Rainbow'

HARTFORD, Aug. 19.—The 2,000-seat first-run Allyn Theatre, part of the New England Theatres Circuit, has booked the stage musical, "Finian's Rainbow," as first of a proposed series of one-day stage engagements, for Thursday, Sept. 18.

Ray McNamara, theatre manager, announced: "If successful, the September boking will be followed by an unlimited number of one-night performances featuring top Broadway productions. We will interrupt our film policy occasionally for only the better shows. On Sept. 18, we plan to show our regular film attraction during the day, ending the performances at about 6 P.M. and present 'Finian's Rainbow' at one show about 8:30."

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 36 NEW YORK, U. S. A., WEDNESDAY, AUGUST 20, 1952 TEN CENTS

L. A. Council Joins Fight Vs. U.S. Suit

Warns Against Threat Of 'Socialized' Radio-TV

HOLLYWOOD, Aug. 19.—The Los Angeles City Council yesterday unanimously adopted a resolution, proposed by Councilman Ed J. Davenport, branding the government's 16 mm. suit a threat to "our American way of life and individual freedom, which we are confident no good American wants to trade for a free pass to a movie over his television set at the expense of destroying a great industry."

This was the first legislative body to so act since the suit was filed here on July 22. The anti-trust action was designed to force the sale of 16mm. films to TV and other outlets competing with regular theatres.

The resolution, copies of which were sent to Eric Johnston and presidents of all producing companies, suggested that the industry confer with the

(*Continued on page* 4)

Arbitration Draft Work Resumes

The Industry Arbitration Conference's drafting committee of four attorneys from distribution and exhibition today will put in its second successive day of work here on drawing up the document containing the provisions for a projected industry system of arbitration-conciliation.

Asked if provision was being made in the draft for handling film rental disputes under an arbitration plan, a spokesman for the committee replied that the group yesterday put on paper

(*Continued on page* 5)

'Ivanhoe' Tops Hall Three-week Record

"Ivanhoe," now completing its third week at Radio City Music Hall, has racked up the top three-week gross in the history of the Hall. With at least $170,000 forecast for the third week, which ends tonight, the gross tally for the three weeks will total a terrific $520,300.

A Record $100,000,000 Box-Office Year Indicated for Canadian Houses

Washington, Aug. 19.—Gross box-office receipts of Canadian motion picture theatres are expected to hit a record $100,000,000 (Canadian dollars) this year, according to Nathan D. Golden, U.S. Commerce Department film chief.

Golden said receipts, which have been increasing steadily since 1945, were reported at $86,700,000 for 1950, and that the upward trend has continued since.

It is estimated, Golden said, that about 90 per cent of Canadian screen time is devoted to U.S. films, and that about 90 per cent of the box-office receipts are derived from U.S. films.

Eighteen standard theatres and 11 drive-ins were opened during the first half of this year, bringing the total number of theatres in operation to 1,867 standard theatres and 89 drive-ins. It was also reported that 41 theatres, including 18 drive-ins, are now under construction, Golden stated.

Harper Leaves MGM For New Shea Post

Richard A. Harper has resigned his sales executive duties at M-G-M to become executive assistant to Gerald Shea, president of Shea Enterprises, it was announced here yesterday.



Richard A. Harper

For the past several years Harper has been circuit sales representative for M-G-M and an assistant to W. F. Rodgers and Charles M. Reagan. He joined M-G-M here in 1946 after World War II service with the Navy. After serving in several M-G-M exchanges he was made a special sales representative, later becoming circuit sales representative.

Success Seen for COMPO Dues Drive

Incomplete reports thus far received at the Council of Motion Picture Organizations' headquarters here indicate that the campaign for collection of COMPO dues from exhibitors, which was conducted throughout the country last week by film salesmen, will prove successful.

In many areas salesmen making the collections, which will be matched by distributors when complete, have not yet handed in their reports. Final results will not be available for several days. In addition to meeting normal costs of COMPO operations, the collections also will help finance the industry effort for repeal of the Federal admission tax.

Confidence Keynote Of Schine Meeting

ALBANY, N. Y., Aug. 19.—History proves that the industry always has weathered its crises, J. Meyer Schine, keynote speaker at the first Schine showmanship meeting to be convened in 11 years, told 150 of the circuit's executives, managers and department heads at the first business session at the Ten Eyck Hotel here today.

Schine said that "those of little faith" had long ago sold out their interest in our business. He was introduced by Louis W. Schine, who presided at the session.

Seymour Morris described future product available to the circuit and presented a six-point merchandising program based on attractions that can be merchandised; campaigns that "tell and sell"; service and comfort that

(*Continued on page* 4)

Notables to Attend 'Fatima' Premiere

Numerous diplomatic representatives and social, civic and entertainment leaders will comprise the audience for the invitational world premiere of Warner's "The Miracle of Our Lady of Fatima" at the Astor here tonight. The picture will begin its premiere engagement tomorrow at the Astor on a continuous policy and at the Bijou on a reserved seat policy.

Sherry Jackson, 10-year-old actress who plays a leading role in the film, will attend tonight's premiere, as will Ambassador Luis Esteves Fernandes of Portugal and Portuguese Consul General Jose Manuel da Silva Bettencourt Ferreira.

Other members of the diplomatic corps who will attend the premiere include Ambassador Ali Gholi Ardalan of Iran, Ambassador Luis Padilla

(*Continued on page* 5)

MPAA Rejects French Pact Subsidy Setup

Adopts View of SIMPP On Eve of French Offer

Motion Pictures Association of America member companies have decided against accepting a Franco-American film deal that would call for subsidization of French production by the U. S. companies, it was learned yesterday from film export sources here.

This finally puts the MPAA companies, which have vacillated on the subsidy question during the negotiations which have been going on in Paris, squarely alongside the Society of Independent Motion Picture Producers in opposition to such assistance for French production.

It was indicated that the MPAA now feels that a Franco-American film pact providing for reduced exports to France and no subsidy is preferable to a pact with no reduction in exports and a subsidy, or "discount" as the French have termed it.

Thus, in line with the recent French

(*Continued on page* 4)

Leff Meyers Files $2,250,000 Suit

A $2,250,000 anti-trust suit was filed in Federal Court here yesterday against eight distributors, Skouras Theatres Corp., Metropolitan Playhouses, Inc., and their subsidiaries, by the Leff Meyers Corp., which operates the De Luxe Theatre, in the Bronx.

The complaint charges that the defendants conspired and discriminated against the plaintiff's theatre. Since Nov., 1951, the complaint alleged, the defendants have forced the plaintiff to bid against the Loew's Elsmere.

Eastman Six Months Net, $18,178,388

Rochester, N. Y., Aug. 19.—Eastman Kodak today reported gross sales of $249,924,131 during the first half of the year, about two per cent less than the $254,623,707 for the same time last year. Net earnings of $18,178,388 were off 21 per cent from the $23,111,078 net for the first half of last year.

Personal Mention

SPYROS P. SKOURAS, president of 20th Century-Fox, is due back here today from the Coast.

•

AMERICO ABOAF, vice-president and general sales manager of Universal-International, will leave here Friday on an eight-week tour of U-I branches in the Far East and will hold conferences with U-I European executives in Paris before returning to New York.

•

COL. WILLIAM C. MCCRAW, Variety Club International's executive director, will be a guest speaker at the Massachusetts Chiefs of Police annual dinner in Cohasset, Mass., on Aug. 27.

•

MOE KERMAN, president of Mutual Productions, and JOE FELDER, vice-president, have left here for Chicago, and are slated to return in about 10 days.

•

NAT WEISS, 20th Century-Fox press book editor, sails from here for Europe on Friday aboard the *S.S. United States* on business.

•

FAYETTE W. ALLPORT, Motion Picture Association of America London representative, left here yesterday for Paris by plane.

•

ERIC A. JOHNSTON, Motion Picture Association of America president, will leave here today for Spokane and will return on Sept. 2.

•

JOSEPH KAUFMAN, producer, left here yesterday for Detroit, Chicago and Hollywood.

2 Became 'Reds' on Roosevelt's Death

WASHINGTON, Aug. 19.—Hollywood screen writer Bernard C. Schoenfeld today told the House Un-American Activities committee that the "shock" of President Roosevelt's death impelled him into joining the Communist Party in 1945.

Testifying at his own request, he added that another screen writer, Stanley Roberts, joined along with him for the same reason. Schoenfeld said that he and Roberts became disillusioned and quit the party in 1947.

Committee counsel Frank Tavenner told reporters that he expected no other Hollywood witnesses to appear before the committee until it opened hearings in Hollywood on Sept. 29.

O'Hara and McLaglen Promote 'Quiet Man'

Maureen O'Hara and Victor McLaglen, starring in Republic's "The Quiet Man," will each make two personal appearances at the Capitol Theatre here tomorrow, the opening day. Miss O'Hara will be in the theatre at 9:00 A.M. and at 6:00 P.M. McLaglen will appear at 1:00 P.M. and at 8:30 P.M. Both stars will present autographed photographs.

New 'Red' Unit to Control East German Industry

Sweeping supervision of every facet of motion picture industry activity in Eastern Germany will be vested in a central film committee to be set up under the Soviet-controlled political administration, it was announced this week in East German newspapers, according to the Motion Picture Association of America.

Primary reason for the creation of the committee, it was stated, is "to increase the utilization of films for propaganda purposes."

Specific functions of the committee, the announcement said, will be to "guide the production, sale and distribution of films, issue film licenses, draft film laws and control the administration of motion picture theatres."

The committee will also "provide for the production of films which mobilize the mass of population in the fight for national liberalization, and for the construction and defense of the German Democratic Republic."

To insure compliance with the new regulations, artists in Eastern Germany will be required to belong to councils organized under DEFA, the Soviet-supervised film company.

The rigid controls over the motion picture industry in Eastern Germany, following the pattern of the film monopolies in all of the Soviet satellite countries, will also extend apparently to the content of film reviews, the MPAA reported. Newspapers were "instructed" to overcome the tendency to write reviews "in the style of bourgeois journalism."

Youngstein Touring For Sales Drive

Max E. Youngstein, vice-president of United Artists, is on a week's tour of the company's Omaha, Minneapolis and Milwaukee exchanges to meet with branch personnel in connection with the "Bill Heineman Sales Drive," of which Youngstein is captain. He is accompanied by James Velde, UA Western division manager.

The drive, named for William J. Heineman, vice-president in charge of distribution, will wind up its ninth week tonight.

Tribute Dinner to Mayer Is Set Back

HOLLYWOOD, Aug. 19.—Plans for the annual Screen Producers Guild "Milestone Dinner," which this year will honor Louis B. Mayer, has been switched to Nov. 12 and will be held at the Biltmore Bowl, it was announced by Buddy Adler, chairman of the committee.

Originally set for Oct. 22 at the new Statler Hotel, the SPG board felt that due to the Presidential campaign, November would be a more desirable time for the function. George Jessel will be master-of-ceremonies.

Lesser-RKO Deal

HOLLYWOOD, Aug. 19.—Sol Lesser has announced the formation of Jungle Adventure Pictures, Inc., to produce one "Sheena, Queen of the Jungle" feature annually for RKO Pictures.

F. Hugh Herbert's Tax Claim Upheld

HOLLYWOOD, Aug. 19.—The Internal Revenue Department's failure to oppose a motion for dismissal of the government's appeal from Judge Leon Yankwich's decision upholding the legality of one-picture corporations is being interpreted here as an indication that collapsible corporations are to have smooth sailing hereafter.

The government's appeal from the Yankwich decision, which held F. Hugh Herbert and his wife were entitled to recover $198,515 paid as personal income tax after the government had denied the right to file proceeds from their production, "Kiss and Tell" on a capital gains basis, came up for trial in the Ninth U. S. Court of Appeals in San Francisco, yesterday, and was dismissed when the government failed to oppose the dismissal motion.

16mm. Suit on MPIC Meeting Agenda

HOLLYWOOD, Aug. 19.—The Government's 16mm. suit will be a topmost matter on the agenda of the Motion Picture Industry Council which meets tomorrow night. Also on the agenda is a discussion of the possibility of using $40,000 left over from the exhibition of the "Movies and You" short subjects as starting capital for the production of a new series of the same type.

Johnston Sees Truman

WASHINGTON, Aug. 19.—Eric Johnston, president of the Motion Picture Association of America, visited President Truman today, but they did not discuss motion pictures. As chairman of the International Development Advisory Board, Johnston went over the Point 4 program with the President.

Schlaifer to Preside

Charles Schlaifer, advertising agency and chairman of the National Mental Health Committee, will leave here today for Lake Tarleton, N. H., where he will be chairman of the final week of the "Festival of the Seven Arts." He will also speak on mental health.

Lunch for Iannuzzi

BOSTON, Aug. 19.—Ralph Iannuzzi, newly appointed Boston branch manager for Warner, who was transferred here from Atlanta, was introduced to local theatre men at a luncheon at the Statler Hotel here today. Jules Lapidus, Eastern and Canadian division manager for Warner, and Norman Ayers, Eastern district manager, attended.

Newsreel Parade

AS EXPECTED, Eisenhower and Stevenson and their Presidential campaigns will grow in importance and in footage length in all of the newsreels from now on in to the November elections. Other current subjects feature Anthony Eden and his bride, Madam Chiang Kai Shek, the Archbishop of Canterbury, Aly Khan, Rita Hayworth, and others.

MOVIETONE NEWS, No. 68—Eisenhower sees Warren. Stevenson on "captives". Frank Costello goes to jail. Czech refugees arrive. Madam Chiang. Anthony Eden weds. Football.

NEWS OF THE DAY, No. 302—Report from Korea. "Iron Curtain" crashers. Aly Khan visits Rita Hayworth. Iraq's king. Welcome Archbishop of Canterbury. Anthony Eden weds. Progressive hopeful freed. Eisenhower. Democratic parley. Football.

PARAMOUNT NEWS, No. 1—Eisenhower and Stevenson. Archbishop of Canterbury. Madam Chiang Kai Shek back in U. S. Bob Hope. Anthony Eden marries. Aly Khan and Rita Hayworth. Football.

TELENEWS DIGEST, No. 34A—Eden-Churchill wedding. Czech refugees here. Aly Khan. Madame Chiang. Iraq's king. Football.

UNIVERSAL NEWS, No. 588—Eden weds. Koreans freed. Madame Chiang. Danish royalty in Greenland. Baby parade. Football.

WARNER PATHE NEWS, No. 3—Anthony Eden weds. Italian troops conquer Italian peak. Airlifft saves sheep. Archbishop of Canterbury arrives. Madame Chiang. Mrs. Mark Clark visits U. N. wounded. Will Rogers Skyway. Football. "Mr. Football" is 90.

SPG Sets College Film-Making Award

HOLLYWOOD, Aug. 19.—Establishment of an annual intercollegiate film award to be presented to the best student-produced film turned out by 69 colleges and universities which include film and drama classes in their curricula, was announced here by Sol C. Siegel, Screen Producers Guild president.

Each school will be asked to select its own best film, and a viewing committee composed of SPG members will sift these selections to a final number which will be screened for the entire SPG membership for a vote on the winner.

The student considered most instrumental in the production of the winning film will be an SPG guest here for a week.

Siegel said the purpose is both to recognize student interest in film study and to encourage a broader participation in the picture industry's future.

Zanuck to Europe On 'Tightrope'

HOLLYWOOD, Aug. 19.—Darryl F. Zanuck, 20th Century-Fox production head, will leave Friday night by plane for New York and Europe. After a week-end of conferences with home office executives, he will leave by plane on Monday for Munich to go over final plans with Elia Kazan for the filming of "Man on a Tightrope."

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

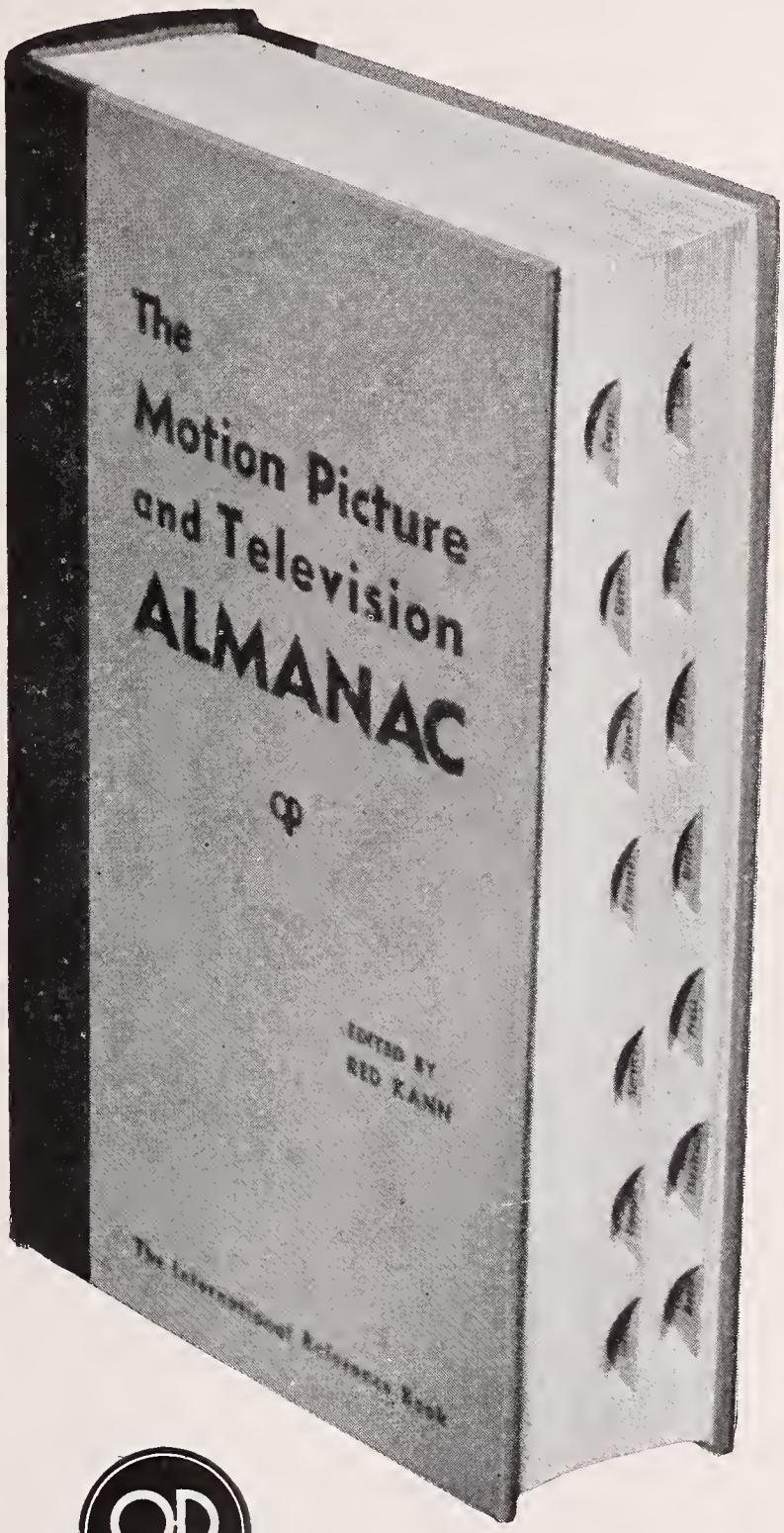
The Industry's Most-Wanted, Most-Often-Used Reference Book

No other publication contains this valuable information*

* The WHO'S WHO section alone—which is but one of the 15 thumb-indexed sections of the ALMANAC—is worth several times the price of the complete volume of highly useful information. The WHO'S WHO section contains over 12,000 concise biographies of executives, producers, performers and other personalities, covering the fields of *both* motion pictures and television.

* It is the *ONLY* WHO'S WHO in these fields, and it is being considerably enlarged for the 1952-53 edition of the ALMANAC, to include hundreds of additional names, with up-to-date biographies and career credits.

Also, the separately thumb-indexed TV data section has been expanded to include a wealth of additional information for many purposes, in—



Thumb Indexed . . .

- Who's Who
- Corps.
- Codes
- Circuits
- Gov. Case
- Drive-Ins
- Television and Radio
- Pictures
- Great Britain
- Services
- Press
- Equipment
- Organizations
- World Market

The 1952-53 Motion Picture and Television ALMANAC

QP

A QUIGLEY PUBLICATION

The previous edition was a sell-out!
To make sure of your copy, order NOW.

Revised E-x-p-a-n-d-e-d 1952-53 Edition Now on the Presses

QUIGLEY PUBLISHING CO.
Rockefeller Center, 1270 Sixth Ave.
New York 20, N. Y.

Please reserve a copy of the 1952-53

Motion Picture and Television **ALMANAC**

Enclosed please find check for $5.00 in full payment, including shipping charges.
Mail to—

Name_____

Address_____

'American Weekly' Critics Select 'Greatest Show'

Cecil B. DeMille's "The Greatest Show on Earth," has been voted the most enjoyable motion picture of the 1951-1952 season in the *American Weekly's* first annual motion picture awards.

The poll, conducted among the film critics of the twenty-three metropolitan newspapers distributing the *American Weekly* was to determine the ten most enjoyable pictures, and the five most enjoyable performances turned in by actresses and actors during the period from September, 1951 to August 1952.

Other award winning films in the *American Weekly* poll are "An American In Paris," "A Place in the Sun," "A Streetcar Named Desire," "African Queen," "Detective Story," "Death of a Salesman," "The River," "Singing in the Rain," and "Five Fingers."

Vivien Leigh for her performance in "A Streetcar Named Desire," was accorded top honors among the actresses. Frederick March for his performance in "Death of a Salesman" was the critics' first choice for male acting honors.

Ernest V. Heyn, editor of the *American Weekly* is now in Hollywood where he will make several award presentations. The awards are part of an all-film issue the *American Weekly* is releasing Aug. 31.

5 Weeks for Para's 'Jumping Jacks'

Hal Wallis' "Jumping Jacks," Paramount release, today became the first film in more than three years to play five weeks at the Paramount Theatre here. Paramount's "Sorrowful Jones," in June, 1949, was the last picture to play five weeks.

"Jumping Jacks" finished its four weeks at the Paramount with a total gross of $379,000, the top gross for a four week period since "Samson and Delilah" in 1949.

$22,000 for 'Trinidad'; Cincinnati Grosses Up

CINCINNATI, Aug. 19.—Theatre patrons here are fully conscious of the fact that "Rita is back," and are welcoming Miss Hayworth to the tune of an estimated $22,000 for "Affair in Trinidad," at the 2,700-seat RKO Palace, exactly double the average and the best week's gross at this house in many months. It will hold for a second week.

Other grosses are registering considerably above average for the current week, reflecting the general improvement in theatre business which became manifest here some time ago.

High Grosses Are Reported For Kaufman's 'Sudden Fear'

The second week's grosses for Joseph Kaufman's "Sudden Fear" are proving excellent, RKO Radio executives report, disclosing that the picture is heading for $10,000 at the Palace, Cleveland, following a $4,200 weekend at the theatre. At the Apollo, Atlantic City, the picture closed with over $9,000 for the last five days of a 12-day run which saw a new record for the first week. A move-over to the Strand takes place there today. In Toronto, at the Tivoli and University theatres, "Sudden Fear" grossed $6,200 in its first two days, to what is considered the best business for both houses, it was said.

The premiere run in New York goes into its third week at Loew's State tomorrow, with the second week's estimate at $48,000, the best gross in three years at the State.

Reviews

"Somebody Loves Me"

(Paramount) *Hollywood, Aug. 19*

GIVE BETTY HUTTON 15 of Blossom Seeley's grand old songs, stand her in front of a Technicolor camera with leave to give 'em the full treatment, and what can you come up with but a good picture. That's what's been done here. It figures to do all right.

As produced by William Perlberg and George Seaton, with Irving Brecher doing the writing and directing for them, the story of the life and times of Blossom Seeley and Benny Fields stacks up as something less than their contemporaries might wish it to have been, and yet as a tunefilm the young folk who buy most of today's admission tickets may consider it a money's worth. Certainly Betty gives it her best, which is plenty good, but she gets no help from an actor named Ralph Meeker, in the Fields role, and little from anyone else, on screen or off. Even Jack Benny, who's pitched into the thing late in the proceedings and for an indecisive sequence, isn't equal to salvaging the project in the time at his disposal. Robert Keith, Adele Jergens, Billie Bird, Henry Slate and Sid Tomack are members of the principal cast.

The script picks up Blossom as a cafe singer in 'Frisco when the quake of 1906 strikes (quite convincingly, too) and follows her up the ladder of vaudeville fame, picking up Fields on the way, to the point where, it says, Fields confesses he married her for her money and is determined to cut loose from her and make good on his own. Along about here the picture stops being a musical and turns dramatic, which is quite a trial for all hands, including the star whose bubbling personality and wise way with a song are what the picture's got to carry it. In the finale Meeker, as Fields, tries to make it a musical again, but only Fields himself could have done it by then. In addition to the 15 old songs from the Seeley past there are three new ones by Jay Livingston and Ray Evans.

Running time, 95 minutes. General audience classification. For October release.

WILLIAM R. WEAVER

"The Jungle"

(Lippert) *Hollywood, Aug. 19*

EXPLOITATION ACCESSORIES furnished with this feature detail such items as fights between tiger and bear, leopard and wart hog, mongoose and cobra, et al. These fights the picture provides in ample measure. And India, the film's setting, is an eyeful for almost any theatregoer any time.

Rod Cameron, Cesar Romero and Marie Windsor supply substantial marquee material with which to focus attention on this exploitation attraction produced and directed in India by William Berke (with the facilities of Modern Theatres, Ltd., Salem, India). But the star of the picture is India, brilliantly photographed by Clyde DeVinna and processed in dramatic sepia-tone. The story, played out by the three name-players is strictly coincidental to the presentation of Indian scenes, customs, ceremonies, animals and people. Whether an exhibitor should exploit the attraction on the strength of the Cameron-Romero-Windsor trio or the roar of the tiger, the hiss of the serpent and the trumpeting of the elephant—or both—the job of entertaining the customers is India's first, last and always. Audiences made acquainted with that fact in advance are likely to like the picture best.

The original screenplay by Carroll Young concerns an American big-game hunter, in bad with the population of an Indian community for having gotten 10 of the local hunters killed by elephants which he maintains are mammoths, and his undertaking to prove to the princess regent and her chief aide that his story about the mammoths is true. This sets up the reason for the three and some hundreds of natives to set off across the country toward the jungle, and this journey enables the cameraman to pick up fine shots of the countryside, exciting incidents of combat between wild animals, and finally the elephants in question. It's not much of a story, but it needn't be, for the purpose it serves.

Running time, 74 minutes. General audience classification. August release.

L.A. Council

(*Continued from page* 1)

Council on means for opposing the "bureaucratic decree unheard of outside of dictator countries" and one that would "inevitably hurry the day when a hard corps of socialistic planners in Washington will attain their goal of placing radio and television under government ownership and operation".

Select 'River' for Edinburgh Festival

Kenneth McEldowney's, "The River" has been selected as one of five nominees for the 1952 "Silver Laurel Award," which will be presented to the producer of the winning film by the Earl of Rosebery during the Sixth International Edinburgh Film Festival on Aug. 24 at the Caley Picture House, Edinburgh, United Artists, distributor of the film, disclosed.

The other four pictures are "Cry, the Beloved Country," "I Believe in You," "The Lavender Hill Mob" and "The Man in the White Suit." Only British productions shown publicly between May 31, 1951 and May 31, 1952 are eligible for the award. "The River" qualifies as a British quota picture because it was filmed entirely in India.

Schine Meet

(*Continued from page* 1)

keep them coming; reviving the children's film-going habit; community activities for every manager, and sensible economical operations.

Most speakers at the Schine circuit convention expressed confidence that strong product, vigorous showmanship, hard work and unflinching faith will enable motion picture theatres to withstand the competition from television, installment buying, technological changes, high living costs and soaring taxes.

Industry Unity

Si Seadler, M-G-M advertising manager, said that not only are "all companies" releasing better pictures but also that industry "unity" is improving. Seadler declared the industry has no place for the prophets of doom.

G. David Schine stated that he talked recently with David Sarnoff, RCA board chairman. The discussion, held in Europe, Schine said, convinced him that the television industry is not trying to put motion picture theatres out of business. He pointed to RCA's large stake in film houses, via the development, manufacture and sale of theatre equipment.

Theatres can "harness" television to their operation, declared Schine, as he discussed large screen TV. He likewise spoke of third dimension processes and Arch Oboler's coming production. Schine hit at the 20 per cent admission tax, calling it the theatres' main operational problem.

Circuit publicity director Morris in a survey of releases said they seemed to be "unsurpassed." Commenting on Universal-International releases, Morris remarked that "we owe that company a debt of gratitude for the consistant flow of bread-and-butter pictures."

Opening the meeting, Louis W. Schine expressed the belief that "people are becoming tired of television," although he warned they "are not going to stop looking at it." He called for alerter showmanship and harder work.

Myer Schine observed that Hollywood had awakened last year, after business hit a very low in 1950, to the fact that the lush days were over, that waste had to be eliminated and that hard work was essential. Hollywood promised better pictures and it has "made good the promise," he continued. Theatres have the responsibility of selling these fine pictures, he added.

Schine underlined that "bad as business was in 1951, people of the nation spent on films one billion, three hundred million dollars, which constituted several times more than the total for all other types of entertainment.

French Pact

(*Continued from page* 1)

decree, some 90 film import permits would be granted to U. S. companies, both majors and independents, against the 121 of last year. Additionally, the U. S. companies are intent on getting remittances of over $1,000,000 a year at the legal rate of exchange while the remainder of their earnings would come through at a somewhat less favorable rate, according to reports.

The French are due to put forth new pact proposals when negotiations resume in Paris tomorrow. It is unknown whether these new proposals contain subsidy provisions.

National Pre-Selling

McCALL'S for September features M-G-M's strong, colorful, *actionable*, "Movie-of-the-Month" calendar well up front in preferred position, with want-to-see copy for "The Merry Widow," "Because You're Mine" and "Plymouth Adventure" for the Fall. *McCall's* front-of-the-book selection, "McCall's Goes to the Movies" names M-G-M's "Ivanhoe" as the top choice of the month, with reference to "Son of Paleface," "Sudden Fear" and "Affair in Trinidad" as runners-up. A feature article is "Gordon McCrea Gives a Party." And isn't it obvious that just any model (anonymous)) is less interesting on an advertising page than a Hollywood star whom millions of people will recognize and feel they know because they've seen her in pictures? . . . Ray Bolger dances off with new honors as "Where's Charley" is named picture-of-the-month in the September *Redbook*.

•

***Look* magazine and *Parade* plan to use major picture layouts based on material which their correspondents obtained on a 12,000-mile junket to attend the world premiere of "The World in His Arms" at the Fourth Avenue Theatre, Anchorage, Alaska, a month ago. In addition to these pulicity payoffs, *Collier's* and *Family Circle* are planning features, and *Seventeen, Cosmopolitan, Woman's Home Companion, American* magazine, *Quick* and *Redbook* are among those who have named the picture as their choice of the month's film product. The fan magazines are generally devoting large blocks of editorial and picture space to Ann Blyth and Gregory Peck, including covers in August and September issues.**

•

The September Cosmopolitan, *under Ruth Herbert's "Assignment in Hollywood," recommends "Sudden Fear" and "We're Not Married" for adults, in the departments of drama and comedy, while "High Noon," "Lure of the Wilderness," "Son of Paleface," "Washington Story" and "The Big Sky" are recommended for the whole family. Walt Disney's "Water Birds" is cited for children. This monthly list is coming in for some special handling in advertising to the trade and directly to the public in the immediate future. The issue also contains "Cosmopolitan Movie Citations," by Louella O. Parsons, under the topline, "New Young Blood in Hollywood," and "Mister Box-Office"—a special story on Henry Fonda, by Evan M. Wylie.*

•

Ernie Emerling and Carl Fishman, of Loew's Theatres, put their promotional efforts to good advantage in the production of a full-page New Movie Season story which Frank Quinn by-lined in Sunday's *New York Mirror*, under the title "Films Very Much Alive Despite Its Mourners." Piece will go through Hearst syndicate outlets, elsewhere. . . . Starting with the September issue, *Coronet* inaugurates a new and novel method of recommending the best films. Instead of relying on the makazine's own critics, a guest editor selected from motion picture industry will give his choice for the month.

—WALTER BROOKS

Review

"The Stranger in Between"

(J. Arthur Rank—Universal-Internotional)

A FIRST-RATE suspense drama done in the British "tradition," this J. Arthur Rank production is equally admirable for its imaginative use of authentic locales and brilliant character acting by a large cast. The story is direct, believable and always compelling, although a little long in its unfolding.

Its star is Dirk Bogarde, a young man who should be building quite a following here in the 'teen-age set. Sharing top honors is newcomer Jon Whiteley, a six-year-old who gives one of the finest performances by a child to be seen hereabouts in many months. The former, an escaping murderer, and the latter, his more than willing hostage, carry the entire film which is simply the account of their flight overland from London to Scotland.

Things get underway when the little boy, running away from the wrath of his foster father, inadvertently stumbles upon Bogarde, a merchant sailor, in a ruined warehouse where a murder has just taken place. Further along in the film it is learned that the victim was the lover of the sailor's faithless wife. Although no blanket justification of the deed is attempted, one's sympathies are with Bogarde almost from the outset.

Fearing the little boy will tell on him, the hunted man takes him along on his escape to Scotland. The adventures that befall them make up the bulk of the story and reach their climax in a small fishing village after Bogarde's brother has refused them shelter. Bogarde steals a herring boat for the final dash to freedom but has to turn back to shore—and the police—when the little boy falls ill.

The variety of views of English and Scottish countrysides, beautifully photographed by Eric Cross, do much to sustain the mood of the piece. Whiteley's performance—natural, wistful and occasionally hilarious—gives the film real distinction, without being either "arty" or sentimentally pathetic. Julian Wintle produced and Charles Crichton directed the screenplay by Jack Whittingham.

Among a host of supporting players are Elizabeth Sellers, Kay Walsh, Frederick Piper, Julian Somers, Jane Aird, Jack Stewart, Geoffrey Keen and Leonard White.

Running time, 84 minutes. General audience classification. Release date, Aug. 19.

Mono.-AA to Hit Production Peak

HOLLYWOOD, Aug. 19.—Monogram-Allied Artists will hit an all-time production peak for a four-month period beginning Sept. 2, executive producer Walter Mirisch announced today.

Fifteen pictures will go before cameras during that time, the production chief said, with five starting in September, five in October, three in November and two in December. In line with recently instituted company policies, Mirisch said emphasis will be on name-player power, color and sepia tone throughout the list. With "Royal Mounted Police" now in its shooting stage and 23 features completed heretofore, the companies will wind up with a total of 39 productions during 1952.

Arbitration Draft

(Continued from page 1)

only what had been taken up by the Continuations Committee of 10 which met recently. It is understood that film rentals was not a subject on which agreement was reached by the Continuations Committee.

Committeemen who did the drafting yesterday at the Hotel Astor and will convene there again this morning are Herman M. Levy, of TOA; Abram F. Myers, Allied; Robert Perkins, Warner, and Adolph Schimel, Universal. Present also were Ralph Hetzel, Jr., Motion Picture Association of America vice-president; Henderson M. Richey, Arbitration Conference secretary, and William F. Rodgers, Loew's.

It was regarded as possible that the drafting would be completed today. If not, it is likely that no more than one more day will be needed for the work, it was said.

Grant Permits for 2 New TV Stations

WASHINGTON, Aug. 19.—The Federal Communications Commission has granted construction permits for two new television stations and advised six other applicants that their applications would be designated for hearing.

The two grants were to Pursely Broadcasting Service, Mobile, Ala., and Hawaiian Broadcasting System, Ltd., Honolulu. Those designated for hearing were the Mount Hood Radio and Television Broadcasting Corp., Portland, Ore.; Smith Radio Co., Port Arthur, Tex.; Tom Potter, Chattanooga; Television Broadcasters, Beaumont, Tex., and KTBS, Inc., and the Southland Television Co., both of Shreveport, La.

Mindlin to Manage Theatre for Lopert

CHICAGO, Aug. 19.—Fred Mindlin, veteran member of the Chicago motion picture industry, and for many years associated with National Screen Service here, has been appointed manager of Lopert's Ziegfeld Theatre, succeeding Art Steagall who resigned to manage a guest ranch for Beatrice Kay. The Ziegfeld, which has been closed for the summer, will reopen on Friday, Aug. 29 with its third showing of "Tales of Hoffman," this time at popular prices.

Sunday Films Ban Stays

CEDARTOWN, Ga., Aug. 19.—By a unanimous vote the Cedartown City Commission rejected the Lam Amusement Co. petition to show Sunday films here. Under the law Sunday films are legal in Georgia, but the operator must secure a permit from the city governing body. The petitioner can by getting at least 25 per cent of the registered voters to sign a petition, bring this case up again, it was explained by officials.

Advance Sale for 'Fatima' Sets Record

To date, 67 theatre parties have been subscribed for at the Bijou Theatre here where Warner's "The Miracle of Our Lady of Fatima" will begin a reserved seat long-run engagement tomorrow. The picture also will open at the Astor on a continuous performance policy tomorrow, following its invitational premiere there tonight.

In addition to the theatre party subscriptions, some 800 individual requests for reserved seats for performances at the Bijou have been received through coupons carried in opening advertising, Warner reported. The advance sale, the company said, represents a record for a motion picture.

'Fatima' Premiere

(Continued from page 1)

Nervo of Mexico, Brig. Gen. Carlos P. Romulo of the Philippines, Dr. Farid Zeineddine of Syria, Ambassador L. N. Palar of Indonesia, Ambassador Mahmoud Fawzi Bey of Egypt, Ambassador Emilio Nunez-Portuondo of Cuba, Ambassador Joao Carlos Muniz of Brazil and Ambassador Hernan Santa Cruz of Chile.

Others Attending

Also, James A. Farley, Joseph Kennedy, Grover Whalen, Mrs. Douglas MacArthur, Herman Sartorius, Michael Grace, Col. Serge Obolensky, Morton Downey, Lady Armstrong, Mrs. George Washington Kavanaugh, Mrs. Lenore Warner, Ceil Chapman, Maggi McNellis, Fanny Hurst, Madame Jolie Gabor, James Barton, Bert Lytell, Count Adelberg, Mrs. C. Ruxton Lord, Mr. and Mrs. E. Douglas Madden, Mr. and Mrs. Jack Barry, Bert Parks and Mrs. Rhinelander Thomas.

Also, Arlene Francis, Una O'Connor, Hattie Carnegie, Eloise McElhone, Mr. and Mrs. Blaine Faber, Mr. and Mrs. William Carter, General John M. Franklin, Henry Buhl, George LeBranch, Mr. and Mrs. E. H. Simmons, Edward Perona, Madame Louis Arpels and Mr. and Mrs. Earl T. Smith, and Lt. Gen. Willis D. Crittenberger, commanding general of the First Army, will be the ranking military officer at the premiere.

Kalmine Reports Progress on Drive

With three major companies—Universal, United Artists and RKO Pictures—in the home office division of the industry's Joint Defense Appeal drive already having held meetings, and others reporting extensive activity, the industry's 1952 JDA-campaign is meeting with increasing success, it was disclosed here by Harry Kalmine of Warner Brothers, chairman of the division. Kalmine is being assisted by Harry Goldberg, also of Warner Brothers. Co-chairmen of the industry effort are Leon Goldberg, of Universal Pictures, and Edward L. Fabian of Fabian Theatres.

Gang Sues Hughes

HOLLYWOOD, Aug. 19.—Los Angeles attorney Martin Gang filed a suit asking damages aggregating $800,000 from Howard Hughes, RKO pictures and Carl Byoir & Associates, alleging that they issued statements derogatory to Gang's professional reputation during the recent Jean Simmons-Stewart Granger litigation.

Geneva Meet Gets Started

WASHINGTON, Aug. 19.—Another international copyright conference has opened in Geneva, with hopes of reaching final agreement on a new universal copyright convention. Film industry officials have long been watching the progress toward such a convention, hoping that it might solve many of their present copyright difficulties overseas.

The State Department, in announcing the conference, said it represents "the culmination of five years of work on an international copyright arrangement," under the guidance of UNESCO. It pointed out that UNESCO copyright experts met in Paris in June 1951 and worked out a proposed convention, and that this was subsequently gone over by the individual governments. This draft, with proposed revisions submitted by the individual governments, will serve as the basis for the work of the conference in Geneva.

Chairman of the U. S. delegation is Luther Evans, Librarian of Congress. Congressional advisers are Reps. Bryson of South Carolina and Crumpacker of Indiana. Other members of the U.S. delegation are Herman Finkelstein, general counsel of ASCAP; Sydney Kaye, general counsel of Broadcast Music, Inc.; John Schulman, attorney for the Author's League; Arthur Fisher, registrar of copyrights at the Library of Congress; Arthur Farmer, general counsel of the American Book Publishers' Council, and Roger C. Dixon of the State Department.

New RCA Screen for Third RKO House

The RKO Trent Theatre, Trenton, N. J., will be the third theatre in the RKO circuit to install one of the new third dimensional RCA Synchro Screens, it was announced.

Installation will be completed by next Wednesday when the Trent will begin the premiere Trenton showing of the "Son of Paleface." The screen is now being used at the RKO 81st Street Theatre, Manhattan, and the RKO Albee Theatre, Brooklyn.

Reopen Old Howard

BOSTON, Aug. 19.—The Howard Theatre here will be reopened Saturday with a film and burlesque policy by Frank Bryant and Frank Ingalls, who acquired it recently from Al Somerby.

Drive-in for Walk-ins

OMAHA, Aug. 19. — Omaha area's fifth drive-in, tentatively named the Lake, also will accommodate walk-in patrons, owner Oscar Johnson of Falls City, Neb., reports. Capacity of the drive-in will be 550 automobiles. The Ballantyne Co. of Omaha designed the theatre.

Christmas Seal Trailer

HOLLYWOOD, Aug. 19.—Abbott and Costello and Charles Laughton star in the 1952 "Christmas Seal" trailer, which has been completed at Warner Brothers. All three are soon to be seen in "Abbott and Costello Meet Captain Kidd," a Woodley production for Warner.

'Featherbedding' Case Goes To U.S. Supreme Court

WASHINGTON, Aug. 19.—The National Labor Relations Board has asked the U. S. Supreme Court to uphold its finding that the American Federation of Musicians did not engage in illegal "featherbedding" against a Gamble Enterprises theatre in Akron.

The Sixth Circuit Court of Appeals overruled the Board and upheld unfair labor practice charges brought against the AFM by the Gamble circuit.

The high court is expected to rule on the appeal soon after it starts its new session in October.

For several years before the passage of the Taft-Hartley Law in 1947, the Palace Theatre in Akron paid minimum fees to local musicians each time an out-of-town name band appeared on the stage, even though the local men did not actually work. The Taft-Hartley law made such featherbedding illegal, and after its passage, the union tried to negotiate an agreement with the circuit to have local bands actually play before and after out-of-town name bands. The chain, however, said it did not want the extra music and refused to agree to any such practice.

Some time later, when Gamble made arrangements for a name band to play the Palace, AFM boss James C. Petrillo ordered the band not to go there unless the circuit used local musicians before and after. Gamble then brought the unfair labor practice charges, claiming the union violated the featherbedding ban of the Taft-Hartley law.

The NLRB threw out the complaint, saying that featherbedding meant being paid without working, and that the local musicians were perfectly willing to work for their money. The Appeals Court, however, disagreed with the Board.

Set 'Loves' Premiere

CHICAGO, Aug. 19.—Paramount Pictures is planning to bring Blossom Seeley and her husband, Benny Fields, as well as Betty Hutton, to Chicago for the world premiere of "Some-Loves Me," based on the life of Miss Seeley. The picture opens at the Chicago Theatre Sept. 5.

1 Reopens, 2 Close

CHICAGO, Aug. 19.—The Prospect Theatre, Mt. Prospect, Ill., will be reopened soon. The Lux, East Peoria, Ill., and the Skokie Hi-Way Drive-in near here have been closed. The latter was operated by Smith & Glenn, who acquired it last spring.

Archibald Has Own Firm

SAN FRANCISCO, Aug. 19.—George Archibald, recently resigned from Ed Rowden Theatre Service, San Francisco, has opened his own booking and buying service here.

Panaria Names Salemson

Harold J. Salemson has been named public relations representative in the United States by Panaria Film of Rome, the company reports. Panaria is currently completing "The Golden Coach," said to be the first color film to be made in Italy.

Exhibition Changes In San Francisco

SAN FRANCISCO, Aug. 19.—The picture of theatres changing hands or policies during the last few days in Northern California shows the 450-seat Peralta, Oakland, closed by William Garren on June 21, reopened by Robert Wells. A. W. Southwick sold his 270-seat Ione in that town to V. A. Sebastion. The 2,135-seat State (United Paramount), San Francisco, will revert to a first-run policy on Thursday with the first picture under the new setup to be "Miss Julie."

N. P. (Red) Jacobs, president of Favorite Films of California, closed a deal for a precedental run in this city in that it marks the first time manager Jack Allen's swank Stage Door Theatre has day-and-dated with two other houses. It will show Joseph Burstyn's "Tomorrow Is Too Late," together with the Clay and the Larkin around Sept. 1. Henry Pincus will handle publicity on the film for the three theatres.

The Golden State circuit has put the 1,179-seat Gateway, at Oakland, and the 1,402-seat Rivoli at Berkeley on a weekend only policy and has closed the 956-seat Capital, Oakland and the 850-seat Rio at San Leandro.

Many New Drive-ins In Minnesota Area

MINNEAPOLIS, Aug. 19.—The continued growth of drive-ins in this area is evidenced by the numerous outdoor theatres now being planned or under construction.

Sites for new outdoor theatres include the following: Paul Perrizo, Twin-City four-walled operator, plans a drive-in between Winnebago and Blue Earth, Minn.; the Welworth circuit plans one at Montevideo and at New Ulm, Minn., and Devils Lake and Langdon, N. D., to mention a few.

Among situations reportedly lined up for new outdoor theatres are the Shakopee-Chaska area, Annandale-Lake district, Northfield-Faribault zone, Litchfield-Hutchinson-Winsted area, all in Minnesota, and the Hudson district in Wisconsin.

Forms 'A Men' Firm

HOLLYWOOD, Aug. 19. — Richard Carlson, Ivan Tours and Curt Siodmak have announced the formation of "A Men Productions" to produce films primarily for theatres, dealing with science-adventure subjects. The announcement said that United Artists will release and is participating in the financing.

Conn. Tourney Winners

HARTFORD, Aug. 19.—Winners in the Motion Picture Theatre Owners of Connecticut golf tournament were announced by executive secretary Herman M. Levy, as follows: First low gross, R. Trento, Marcel Fasano, Tiny Rogovin; first low net, Jack Post, Bill Sonka, Al Pickus.

Ohio Censor Fight Brews

COLUMBUS, O., Aug. 19.—Dr. Clyde Hissong, chief state film censor, was given until Sept. 13 by Judge Edward S. Matthias of the Ohio Supreme Court to file an answer to the mandamus action brought in the court by Superior Films, Inc., Hollywood, which would force the Ohio censor board to view the film, "M" again. The board originally rejected the film for showing in Ohio on April 23, 1951 when it was submitted by Columbia Pictures.

Hissong said he had advised Superior Films that the board did not plan to see the film again because it had been rejected and that "merely because another firm had acquired distribution rights" was no reason for a second viewing. Superior's counsel said that the request was based on the fact that the film has been cut to conform with censorship requirements wherever it had been submitted. These "material changes" warrant a second viewing in Ohio, the distributor claims.

Hissong said "M" was banned because "it is permeated with crime, evinced lack of confidence in law enforcement agencies and portrayed a child killer in complete perversion."

Miss Quirk, Miller, Win MGM Prizes

Miss May F. Quirk, manager of the Victoria Theatre at Mt. Carmel, Pa., has been declared winner of the first prize of $500 in M-G-M's second "Promotion Prize of the Month" contest picture, "Just This Once."

Curtis H. Miller, general manager of the Claughton Theatres operating the State Theatre at Tampa, Fla., has been selected winner of the second prize amounting to $250.

Five other awards of $50 each were given to Ralph L. Puckhaber, Jr., manager, Palms Theatre, W. Palm Beach, Fla.; H. F. Borresen, manager of the State Theatre, Winona, Minn.; Ike Hoig, city manager of the Stuart Theatre, Lincoln, Nebr.; Lou Cohen and Norn Levinson, Poli Theatre, Hartford, Conn.; and John M. Langford, Strand Theatre, Ogdensburg, N. Y.

Judges in the contest were Chester Friedman, of *Boxoffice*; Tom Kennedy, of *Showmen's Trade Review*, and Walter Brooks, editor of the Round Table Section of *Motion Picture Herald*.

N.E. Theatre Books 'Finian's Rainbow'

HARTFORD, Aug. 19.—The 2,000-seat first-run Allyn Theatre, part of the New England Theatres Circuit, has booked the stage musical, "Finian's Rainbow," as first of a proposed series of one-day stage engagements, for Thursday, Sept. 18.

Ray McNamara, theatre manager, announced: "If successful, the September boking will be followed by an unlimited number of one-night performances featuring top Broadway productions. We will interrupt our film policy occasionally for only the better shows. On Sept. 18, we plan to show our regular film attraction during the day, ending the performances at about 6 P.M. and present 'Finian's Rainbow' at one show about 8:30."

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 37 NEW YORK, U.S.A., THURSDAY, AUGUST 21, 1952 TEN CENTS

FCC Hearings On ABC-UPT Merger Ended

Makes Decision Possible Some Time in November

WASHINGTON, Aug. 20. — The American Broadcasting Co.-United Paramount Theatres merger hearing before the Federal Communications Commission closed finally today after seven months of almost continuous hearing.

The way was thus paved for a speedy commission decision, which attorneys in the case expect will come sometime in November.

At the final meeting this morning hearing examiner Leo Resnick ruled against introducing as evidence alleged anti-trust activity on the part of UPT or Paramount Pictures Corp. Since Aug. 7, 1948. This was the only question remaining as to the close of the hearing, since the commission, in an Aug. 1 order and a subsequent clarification outlawed from the hearing pre-1948 anti-trust evi-

(*Continued on page 3*)

Seek Cut in NY Assessment Tax

New York independent theatre owners, encouraged by prospects for reduced theatre tax assessments in Cincinnati, Omaha, Nashville and Chicago, yesterday took steps toward achieving similar realty tax gains here.

A special real estate committee of the Independent Theatre Owners Association of New York was appointed by board chairman David Weinstock

(*Continued on page 3*)

'Fatima' Premiere Was A Gala Event

Few world premieres in New York in the past decade so resembled a big gala Hollywood opening as the glittering event at the Astor Theatre here last night which heralded the double-barrelled engagement of Warner Brothers' WarnerColor production of "The Miracle of Our Lady of Fatima," which begins today at both the Astor and Bijou theatres on Broadway.

The crowds assembled early and

(*Continued on page 3*)

Sen. Nixon, Church For U.S. Tax Repeal

Boston, Aug. 20.—Sen. William Nixon (R., Cal.), Republican Vice-Presidential nominee, interviewed here today stated: "I am in favor of the repeal of the 20 per cent Federal admission tax. Its elimination definitely will increase consumer buying power and it will be a definite help to the public."

Chicago, Aug. 20. — Rep. Margaret Stitt Church (R., Ill.) has informed Sam Meyers, owner of Teatro del Lago in suburban Wilmette, part of her district, that she will support efforts to repeal the 20 per cent Federal admission tax, Jack Kirsch, co-chairman with David Wallerstein of the local COMPO tax repeal campaign committee, has been advised.

Skiatron Stock Issue Said to Be Assured

Approval of Skiatron's new stock issue to finance its projected subscription-television test in New York City appears assured, Arthur Levey, Skiatron president, disclosed here yesterday on the eve of today's special stockholders meeting called to authorize the issuance of some 100,000 common stock shares for about $270,000.

Levey based his assurance on the

(*Continued on page 3*)

Two 'Streamlined' Distribution Years Pay Off for U. A.

United Artists' two-year experience with centralized or "streamlined" physical distribution has demonstrated that "appreciable savings" are possible, William J. Heineman, vice-president in charge of distribution, said yesterday.

While the rest of the industry has been mulling the pros and cons of distribution "streamlining," U. A. has been observing its workings day by day—and, Heineman reported, is thoroughly satisfied with the results. U. A.'s physical distribution is handled by Clark Film Service of Philadelphia, which provides all of the "back room" functions, such as inspection, shipping, storage, etc.

Preparations for a test of the centralized system for the rest of the industry are being advanced by the distribution committee of the Motion Picture Association of America, under

(*Continued on page 6*)

Report RKO May Do Title Fight Film

Trade reports that RKO Radio is considering handling a film of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout at Philadelphia's Municipal Stadium on Sept. 23 could not be confirmed here yesterday in the absence from the city of Robert Mochrie, RKO Radio distribution vice-president.

Mochrie made the arrangements by

(*Continued on page 2*)

"The Miracle of Our Lady of Fatima"

[*Warner Brothers*]

AN HISTORICAL religious event that took place on the outskirts of the little Portuguese village of Fatima in the year of 1917 has been transferred to the screen with great warmth and appeal. The film will have a simultaneous world premiere here today at the Astor and the Bijou, running on a continuous performance policy at the former house and a reserved seat policy at the latter.

As the story of a child, who with two of her playmates beholds a vision of "The Lady" on a little country hilltop, and then goes through an ordeal of travail and scorn, "The Miracle of Our Lady of Fatima" is suffused with a luminous spiritual quality that will send many patrons out of the theatre with a glow of inspiration and emotion.

The picture, which follows in the footsteps of the commercially successful predecessor, "Song of Bernadette," has been put together with technical proficiency. Color by WarnerColor is on a high order and frames some of the scenic effects beautifully.

Underlying the story of a little girl fired with religious dedication is a lesson of burning contemporary application. In symbols for all to behold

(*Continued on page 3*)

Finish Draft Of Rules for Arbitration

Conciliation Set Also at Day-and-Night Meet

The drafters of a document setting forth the principles of a projected industry arbitration system met at the Hotel Astor here all day yesterday and until a late hour last night to complete their work.

It was the second successive day of drafting and admittedly a grueling one. Had the committee of four exhibition and distribution attorneys not encountered a stumbling block in the form of a disagreement over phrasing during mid-afternoon the draft would have been completed around 5:00 P.M. As it turned out it was long after nightfall when the group adjourned.

By late afternoon the final task, drafting of a plan of conciliation, had not been commenced. However, the committee expressed determination to

(*Continued on page 6*)

Film Selling Will Keynote K-M Meet

KANSAS CITY, Mo., Aug. 20.—The board of directors of the Kansas-Missouri Theatre Association decided that the selling of motion pictures will be the keynote topic of the annual convention slated for Sept. 30-Oct. 1 at Kansas City.

The main event will be dramatic demonstrations of promotions of new products. The convention will also take action to cooperate with the Council of Motion Picture Organizations and the area COMPO committee in the campaign for repeal of admission tax.

Memphis 1st to Top Compo Dues Quota

Memphis was the first exchange area to surpass its quota in the Council of Motion Picture Organizations dues collection drive, it was reported yesterday at COMPO headquarters here. Indianapolis was second.

While no figures were announced, it was revealed that each of the two exchanges exceeded its quota by several hundred dollars.

Personal Mention

EDWIN W. AARON, Western sales manager for 20th Century-Fox, is currently on a business trip to Chicago, Omaha, Des Moines, Minneapolis and St. Louis. He will return to his headquarters in New York on Monday.

•

EDWARD SELZER, head of Warner Brothers cartoon production, and his wife have left on an Alaskan cruise. The couple will celebrate their 25th wedding anniversary aboard ship on Monday.

•

ROBERT GRAHAM, Paramount's managing director for Argentina, will sail for Buenos Aires today aboard the *S.S. Argentine* following a 10-day visit in New York.

•

H. DONALD HUNTER, Paramount's Trinidad manager, arrived here yesterday for meetings with home executives.

•

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., will return here today from Albany.

Ginsberg Expanding In Films-TV Fields

HOLLYWOOD, Aug. 20.—Henry Ginsberg, NBC television film consultant and former Paramount production chief, will open offices in Beverly Hills Sept. 2, preliminary to engaging in the creation and development of motion picture and television projects.

The whole field of film and television entertainment is encompassed by Ginsberg's new plans for financing, managing and heading up production in both fields. Ginsberg said, "I feel that ultimate development of closer coordination and cooperation between these two important entertainment media can achieve benefits of great value to both."

RKO Fight Film

(*Continued from page* 1)

which RKO Radio handled the films of the Sadler-Pep and Robinson-Turpin fights last year, both of which aided materially in keeping the fights from home TV and clearing them for theatre television. Should an RKO Radio deal for the Walcott-Marciano fight film materialize, observers feel it would clinch the deal for theatre TV of the fight, now being contested by Gillette Safety Razor for free home telecast.

Contracts for the bout were signed in Philadelphia yesterday by the champion and the challenger. Whether the telecast rights will go to home TV or Theatre Network Television is expected to be determined here today or tomorrow. TNT's bid for the telecast reportedly ranges from $1.15 to $1.35 per seat, sold or unsold, for houses of 1,000 to 2,000 seats and over. To this theatres must add telephone line charges, TNT's fee, taxes and other costs, indicating minimum ticket prices of around $5, tax included.

Report $149,040,000 Candy Sales in Theatres in '51

Theatres and amusement places constitute the fifth largest dispenser of candy and confectionery products in the country, selling $149,040,000 of the sweet stuff last year, it is disclosed in a new survey charting the candy and confectionery buying habits of the American consumer, made by the National Association of Tobacco (and candy) Distributors.

Harden E. Goldstein, director of market research of the association reported that theatres and amusement places accounted for 9.2 per cent of candy and confectionery sales last year, running fifth to independent food stores, ($335,340,000 gross sales, representing 20.7 per cent); drug stores, including chains, ($262,440,000 16.2 per cent); chain supermarket food stores, ($231,660,000, 14.3 per cent); cigar stores, stands, stationery stores, ($157,140,000, 9.7 per cent).

The selling groups below theatres are: Vending machines, ($77,760,000, 4.8 per cent); military installations, ($55,080,000, 3.4 per cent); department and variety stores, ($53,460,000, 3.3 per cent); restaurants, eating places, ($43,740,000, 2.7 per cent); gasoline service stations, including roadstands, ($19,440,000, 1.2 per cent); all other outlets, including manufacturers selling through their own retail outlets, ($234,900,000, 14.5 per cent).

The dollar candy and confection sales volume last year totaled $1,620,000,000. Per capita consumption of candy during the year touched a high of $10.72.

In nearly all instances, the report continued, motion picture theatres throughout the country dispensed candy in one form or another. Not included in the figure cited for this group, however, was candy dispensed through automatic vending machines.

Crosby, Hope Film to Compete on B'way

For the first time in their long film careers, Bing Crosby and Bob Hope shortly will be starring in pictures on Broadway in direct competition to each other, Paramount, the distributor of both pictures, pointed out yesterday.

Crosby's "Just for You" has been booked by the Capitol, and Hope's "Son of Paleface" is scheduled for the Paramount Theatre, in October.

Stars Aid Premiere Of 'Caribbean' Today

A contingent of stars will be on hand for today's two-theatre premiere in Kingston, N. Y. of Paramount's "Caribbean." The premiere is being held in conjunction with that city's 300th anniversary celebration.

Flying in from the Coast to attend the openings at the Kingston and Broadway theatres will be William Bendix, Wanda Hendrix, Lon McAllister, Lydia Clarke and William Thomas, co-producer of the film.

11 from M-G-M in Next Four Months

Of 11 productions set for release during the last four months of the year, M-G-M has included six Technicolor productions. These are "The Merry Widow", (Sept. 5); "Because You're Mine", (Oct. 3); "Everything I Have Is Yours", (Oct. 31); "The Prisoner of Zenda", (Nov. 14); "Plymouth Adventure", (Nov. 28), and "Million Dollar Mermaid", (Dec. 26).

The balance of the scheduled releases include the following: "The Devil Makes Three", (Sept. 12); "My Man and I", (Sept. 26); "Apache War Smoke", (Oct. 17); "The Hour of 13", (Nov. 21), and "Sky Full of Moon", (Dec. 12).

Heavy Grosses for 'Sky' and 'Zero'

Howard Hawks' Winchester Production, "The Big Sky," an RKO Radio release, brought business back to a 1949 peak level at the Criterion here Tuesday when it grossed $7,874 on its opening day. Theatre executives reporting this to be the biggest mid-week opening in the last three years. RKO Radio said the opening gross was the biggest mid-week figure reached by any RKO release at the house.

"One Minute to Zero," produced by Edmund Grainger, grossed $21,000 in its first week at the Orpheum, Denver, for the best business any RKO Radio picture has done there in over two years, officials report.

'Dreamboat' Sets 3-Year Roxy Record

A three-year record of $380,000 for a four-week engagement can be set today with the close of the run of 20th Century-Fox's "Dreamboat" at the Roxy here, David T. Katz, executive director, said yesterday. It scored $102,000, $102,000 and $98,000, respectively, in the first three weeks of its run, with $78,000 expected for its fourth.

'Hunter' Grosses High

"Ivory Hunter," Universal-International's American release of the J. Arthur Rank Organization Royal Command Performance picture, is said to have set a new opening day house record at the Trans-Lux 52nd Street Theatre here, grossing $1,970 on Monday, and bettering that figure on Tuesday with a gross of $2,270.

Zanuck at 'Snows' Bow

Darryl F. Zanuck, vice-president in charge of production for 20th Century-Fox, will attend the world premiere of his only personal production of the year, Ernest Hemingway's "The Snows of Kilimanjaro" on the night of Sept. 17 at the Rivoli.

Importance of Candy Sales Is Cited

A survey of candy sales conducted by the National Association of Tobacco (and candy) Distributors stated, "as a fixture in the modern movie theatre, has in some instances provided sufficient revenue to offset a portion of the operating losses incurred by the primary business interest. The boost given candy sales by this particular type of retail outlet is as important as it is unique to the previous retail sales pattern enjoyed by the industry."

11 from 20th-Fox In Final Quarter

Eleven productions, five of which will have color by Technicolor, will be released by 20th Century-Fox during the final quarter of 1952, it was reported here yesterday by director of distribution Al Lichtman, following a revision of the schedule for October, November and December.

Included in the line-up is Darryl F. Zanuck's Technicolor production, "The Snows of Kilimanjaro," starring Gregory Peck, Susan Hayward and Ava Gardner, which will have pre-release showings starting in October.

The October line-up continues with "My Wife's Best Friend," starring Anne Baxter and Macdonald Carey, produced by Robert Bassler and directed by Richard Sale; "Way of A Gaucho," Technicolor, starring Rory Calhoun and Gene Tierney, produced by Philip Dunne and directed by Jacques Tourneur, and "Something for the Birds," starring Victor Mature, Patricia Neal and Edmund Gwenn, produced by Samuel G. Engel and directed by Robert Wise.

November Releases

November releases are "Night Without Sleep," starring Linda Darnell, Gary Merrill and Hildegarde Neff, produced by Robert Bassler and directed by Roy Baker; "Steel Trap," a Bert Friedlob production starring Joseph Cotten and Teresa Wright, directed by Andrew Stone; Damon Runyon's "Bloodhounds of Broadway," Technicolor, starring Mitzi Gaynor and Scott Brady, produced by George Jessel and directed by Harmon Jones, and "Pony Soldier," Technicolor, starring Tyrone Power, produced by Samuel G. Engel and directed by Joseph M. Newman.

December releases are "Thief of Venice," a R. Haggiag production starring Maria Montez, Paul Christian and Faye Marlowe, directed by J. Brahm; "Top Man," starring Richard Widmark, Joanne Dru, and Audrey Totter, produced by Stanley Rubin and directed by Robert Parrish, and John Philip Sousa's "Stars and Stripes Forever," Technicolor, starring Clifton Webb and co-starring Debra Paget, Robert Wagner and Ruth Hussey, produced by Lamar Trotti and directed by Henry Koster.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

J. M. Schine Cites Circuit's Employees At Albany Meeting

ALBANY, N. Y., Aug. 20.—Veteran employes of the circuit were cited by J. Meyer Schine, president of Schine Chain Theatres, for their "unsurpassed loyalty and untiring efforts", at a dinner honoring them in the Ten Eyck Hotel here tonight. Eighty-seven, including 21 with 25 or more years of service were presented with pins by Donald Schine, son of Louis W. Schine. Home office executives John May, George Lynch, William Kraemer, Seymour Morris and Bernard Diamond were in the group.

Meyer Schine emphasized that group insurance, hospitalization service and pensions had been a part of the Schine circuit operation for years.

Promotion of children's patronage, motion picture advertising in newspapers, radio, TV and other media, merchandising candy and popcorn, and screen advertising were among the subjects discussed in the morning and afternoon meetings at the Schine circuit convention.

A. W. Schwalberg, president of Paramount Film Distributing Corp., spoke at the evening dinner session.

A suggestion that theatres approach newspapers for a reduction in the amusement rate—held to be too high—was favorably received. President Schine said that a survey of motion picture advertising is needed to make it more effective and economical.

Circuit publicity director Morris commented that "perhaps our advertising has become too routinized". One thing, he thought, should be considered was a reappraisal of Saturday newspaper advertising. Several speakers, including general manager Gus Lampe, strongly urged "spot saturation" in radio advertising. Lampe also recommended the selection of choice "adjacencies" for such announcements, pointing out that time near the Arthur Godfrey morning show had proved one of the best. Si Seadler, M-G-M advertising manager, advanced the same point yesterday.

Meyer Schine stressed that "strong interest" should be attached to the concession phase of the chain's operations. Candy and popcorn executives discussed merchandising, location display and sales techniques.

Skiatron

(*Continued from page* 1)

majority of proxies already received in favor of the issue.

The Skiatron president acknowledged that the majority of film companies are still adverse to giving Skiatron product for the test, now postponed until January.

Since his last canvass of major companies, which indicated that only RKO Radio Pictures and Paramount would consider lending product for the test, one other company has informed Levey that it may offer its product, it was disclosed. The Skiatron president refused to name the company and added that the additional offer was hedged with a request for film rental payments and with a stipulation that the films be about three years old.

Levey, who described his efforts to procure films for programming as "delicate," said his Washington attorney was keeping the Department of Justice informed of Skiatron's negotiations with the film companies.

"The Miracle of Our Lady of Fatima"

(*Continued from page* 1)

the picture projects the timeless struggle between Christ and Caesar. It also effects a current-event timeliness in background references to the Communist infiltration that was plaguing Portugal at the time.

Eleven-year-old Susan Whitney gives unassailable authenticity to her characterization of the little girl who moves from trial and anguish to vindication and is aided ably by her mates Sherry Jackson and Sammy Ogg.

Gilbert Roland turns in a portrait of rare quality in a role that is filled with sly humor and probably was designed to give the picture an added measure of popular appeal. He plays a roving, genial village vagabond who gleefully boasts his cynicism and lack of faith till the final sight of the miracle changes his ways.

THE picture's background concerns itself with the grinding tactics of self-consolidation of an anti-religious group of Red revolutionists who have put the province in the grip of dictatorship.

When the three children announce they have seen the vision, fear spreads that the news will give the authorities further excuse to throttle the church. It does. In the meantime the news of the vision reaches out and people descend upon the town in locust hordes, causing complications and exigencies. Frank Silvera, as the cruelty-loving Communist administrator, resorts to a thousand devices to extirpate religious feeling in the people, including the closing of the church, arresting of Fatima's priest, Richard Hale, and the jailing of the children in an effort to wrench a false confession from them.

Little Miss Whitney surmounts a thousand obstacles till finally the miracle promised by the "vision" takes place in the form of a plunging spin of the sun earthward, and its last-minute recession. All doubters are now convinced.

The film closes with scenes of the gathering of a million people at Fatima on Oct. 13, 1951, the 35th anniversary of the miracle.

The screenplay by Crane Wilbur and James O'Hanlon follows closely the known and recorded facts of the extraordinary incident.

John Brahm has directed reliably for producer Bryan Foy. Running time, 102 minutes. General audience classification. Release date, Oct. 11.

MANDEL HERBSTMAN

ABC-UPT

(*Continued from page* 1)

dence and testimony relating to Scophony Corp. of America. All other testimony had been finished by the end of June.

Resnick made his ruling over the arguments of commission attorneys, who estimated they would need another two months of hearings to develop several anti-trust cases involving the Paramount companies brought after the cut-off date.

In addition, Resnick ordered the record closed over the objections of attorneys for Allen B. Du Mont, who claimed that closing the record now would nullify a Du Mont petition filed last week and on which the commission has not yet acted. Du Mont had asked the FCC to rescind the Aug. 1 order or to apply the three-year cut-off date to the question of Du Mont's control by Paramount.

Resnick set at 20 days from today the final date for filing proposed findings on the Du Mont control issue and at 30 days the time for filing proposed findings on the merger and other issues involved in the case.

Resnick himself will probably take about a month after that to write his initial decision. Following this the parties then have 20 days to file exceptions to the examiner's decision, but it is expected that in this case the commission will shorten the period. Next step is the commission's final decision, and although there's no telling how long the commission will take to get out of its final order, its recent actions in the case indicate strongly that it will whip out a decision in record time.

Besides the decision on the merger and on the Paramount-Du Mont control question, there are several other issues involved in the case, it was pointed out.

Atlanta Exchange Damaged By Fire

ATLANTA, Aug. 20.—A three-alarm fire following an explosion caused extensive damage to the Kay Exchange on Film Row here today. Other film offices in the same building suffered considerable water damage. Katz Brothers, owners of the Kay Exchange, said that many records were destroyed and that the loss would be heavy, although an accurate estimate could not be made in advance of inspection of the premises.

N. Y. Tax

(*Continued from page* 1)

to make a survey of theatre realty conditions in the Metropolitan area. The ITOA indicated it was confident the survey would result in data supporting claims that assessments on New York theatre properties are considerably higher than they should be.

Two factors, namely, prevailing industry economic conditions and the motion picture theatre's value to community business in general, were viewed as likely to bring about sharp reductions in New York theatre tax assessments.

Heading the realty committee is J. J. Goldberg, Raybond Theatres' executive. Other members are Ben Knobel, Sam Freedman, Julius Sanders, Martin Levine, Murray Schoen and Edith Marshall.

Weinstock and Morton Sunshine, ITOA executive director, will attend the meeting today of the Combined Public Utilities Committee at the Biltmore Hotel. They will be "observers."

The provisional public utilities committee was formed by real estate and commercial interests to oppose increased electric rates granted to the Consolidated Edison Co. The meeting will present a picture of the situation and the effect of the rate increase on substantial users of electricity.

To Film 'Life and Times' of Edison

Milton J. Salzburg, president of Pictorial Films, has signed a contract with the Thomas Alva Edison Foundation, Inc., for the production of a motion picture based on the life and times of Edison. The picture will be the first in a series by Pictorial Films, Inc., on "Men of Science" and will be available for general release before the end of 1952.

Special permission is being given Pictorial to photograph the replica of the original Black Maria that Edison used in the production of his first motion pictures.

'Fatima'

(*Continued from page* 1)

jam-packed the sidewalk in front of the Astor a full hour before the announced 8:30 P.M. premiere time, to secure vantage points to glimpse the arrival of notables. Special application was made for bleachers in nearby Duffy Square but they could not be erected in time. The event was one of the plushiest seen on Broadway in years, with a huge turnout of guests, including leading members of international diplomatic corps, society, civic and entertainment notables and leaders in the world of fashion.

"Fatima" will begin its regular engagement today with a continuous run policy at the Astor and reserved seat performances evenings daily and matinees on Wednesday, Saturady and Sunday at the Bijou.

The advance ticket sale at the Bijou is said to have established a record for a motion picture with 73 theatre parties already subscribed to, in addition to over 800 requests for individual seats. Requests for reservations have been pouring in by way of clipped coupons carried in initial newspaper advertising on the engagement.

Warner's Television Promotion Of 'Fatima' in N. Y. Is Underway

Warner Brothers' campaign for "The Miracle of Our Lady of Fatima," opening at the Astor and Bijou theatres here today, include, in addition to extensive normal expenditures, inaugural plans to promote the film through the medium of television, in a full saturation promotion on station WNBT, which is now under way. These promotional efforts on TV, the first in New York for Warner, are said to be in the nature of a test of the medium and supplement the large expenditure allocated to other advertising media. Warner has concentrated its TV advertising efforts on Channel 4, allowing to this station approximately 75 per cent of the total airtime allotment planned for the campaign. The remainder of the budget will be spread around to other television stations in the New York area in an all-out endeavor to prove the success of television promotion for motion pictures.

Bash to Italy to Produce

John M. Bash of Constellation Pictures will leave here for Italy Sept. 3, where he will produce "The Ninth Man", starring Errol Flynn. The picture, in Eastman-Color, is slated to go into production about Oct. 18 and will be written by Milton Krims.

Today

...the day the sun plunged toward the earth...



MILLIONS HAVE AGREED THAT THIS STORY OF THE YOUNG GIRL OF FAT

THE Miracle OF OUR LA

All its Spectacle and Magnificenc

STARRING
GILBERT ROLAND · ANGELA CLARK and The Children SUSAN WHITNEY · SHERRY JACKSON · SAMMY OGG

WRITTEN FOR THE SCRE
CRANE WILBUR A

THE NEW YORK SKY IS BRIGHT



A IS THE GREAT STORY OF THIS CENTURY!

OY OF Fatima

color by WARNERCOLOR

PRODUCED BY · DIRECTED BY

ES O'HANLON · BRYAN FOY · JOHN BRAHM Music by MAX STEINER

WITH WARNER BROS. WONDROUS WORLD PREMIERE AT TWO THEATRES!

CONTINUOUS AT THE

ASTOR

RESERVED SEATS AT THE

BIJOU

BEN KALMENSON DRIVE

Unique Theatre Aid From Capital 'Star'

Washington, Aug. 20.—The Washington *Star* has started the practice of carrying at the top of the columns of paid neighborhood theatre advertisements a box listing films of note.

Running it as a public service, the *Star* calls the list "Films of More Than Routine Merit." Some six or seven pictures are generally listed each day, with a one-line description of each. The *Star*, an evening paper, selects and describes the films.

L. M. Giannini Dies On Coast At 57

San Francisco, Aug. 20.—Lawrence Mario Giannini, 57, president of the Bank of America, died of a heart attack following a lengthy illness at Franklin Hospital here last night.

Giannini, well known to leaders of the motion picture industry in Hollywood and New York, had been president of the world's largest private banking concern, founded by his father, the late Amadeo P. Giannini, since 1936. Prior to that he had been chairman of the board of the Bank of America and president of Transamerica Corp. The Giannini bank for years was one of the chief sources of film production financing.

Industry Payrolls Were Up in 1951, U.S. Reports

Washington, Aug. 20.—Motion picture industry payrolls in 1951 for employes covered by unemployment insurance rose about $25,000,000 over the 1950 figure, the Department of Labor reported today.

The 1951 figure for total payrolls in all branches of the industry was $651,792,000. The figure for 1950 was $635,721,000.

The break-down figure for payrolls in the production-distribution field for 1951 showed a rise for the first time since 1946. The payroll figure for 1951 was $299,762,000. The 1950 figure was $281,133,000. In 1946 the production-distribution figure was $361,668,000, with a steady drop since then.

Service Payroll

The 1951 figure for service was $35,681,000, with the 1950 figure at $33,676,000. For theatres, including vaudeville, the figure was $316,349,000 in 1951 and $320,912,000 in 1950. Total figures in these fields have been up and down since 1946.

The figures include all employes covered by state unemployment insurance. Labor defines the service category as including such miscellaneous items as processing, renting and repair of equipment and casting bureau expenses. The theatres category covers all motion picture houses, including their expenses for vaudeville. It does not include legitimate theatres or those with vaudeville only, the Department of Labor explained.

UA 'Streamlining'

(*Continued from page* 1)

the chairmanship of A. W. Schwalberg of Paramount Pictures. The committee is scheduled to meet again today and reportedly may consider setting a place and date for the start of a test of the centralized handling of film for all distributors. It would also designate an agency to conduct the test. National Screen Service, as well as Clark Film Service, is understood to have expressed interest in providing facilities.

Front office functions, such as sales, booking and billing will not be affected, it is understood. Also, the bulk of "back room" employes would be absorbed in the new system, it was said. Principal economies to be realized would be in shipping costs, vault maintenance and ultimately in rents and overhead on exchange buildings as the single-purpose units are replaced by ordinary office space.

Darnell to Work Abroad

Latest to join the growing list of American film stars making pictures in Italy is Linda Darnell, it was announced here by Italian Films Export. Flying from Hollywood, Miss Darnell will arrive in New York today for a week's stay before flying to Rome for pre-production discussions. The star is under contract for a picture to be produced later this year by Giuseppe Amato.

Arbitration

(*Continued from page* 1)

continue at work until the conciliation plan was entirely put on paper rather than meet again today for only a few hours for that purpose.

Conciliation Plan

The conciliation plan is being set up to accommodate disputes over film rentals and other non-arbitrable subjects. Disputes in connection with other trade practices, such as competitive bidding and clearances and runs, will go directly to arbitration under the plan which must be approved by (1) constituent members of the Industry Arbitration Conference (2) the conference as a whole, (3) the Department of Justice, and (4) the New York Statutory Court. Upon completing these four hurdles, the arbitration-conciliation plan would be incorporated in the consent decrees in the industry anti-trust suit for a minimum 18 months period.

Drafting Group

The drafting committee included Herman M. Levy and Abram F. Myers, for exhibition, and Robert W. Perkins and Adolph Schimel, for distribution. Others attending the drafting sessions were Ralph D. Hetzel, Jr., Motion Picture Association of America vice-president; William F. Rodgers, chairman of the distributors' negotiating committee, and Henderson M. Richey, secretary of the arbitration Conference.

If the group meets again today it will be only for the purpose of gathering together a "few loose ends" to finish the arbitration-conciliation draft.

PARAMOUNT TRADE SHOWS

August 25th and 26th, 1952

• • •

BETTY HUTTON · RALPH MEEKER

in

A PERLBERG-SEATON Production

"SOMEBODY LOVES ME"

with

Robert Keith • Adele Jergens and the Chez Paree Adorables

Color by TECHNICOLOR

Produced by WILLIAM PERLBERG and GEORGE SEATON

Written and Directed by IRVING BRECHER

Suggested by the careers of BLOSSOM SEELEY and BENNY FIELDS

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broodwoy	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N. W.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2.30 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Fronklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 South Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 South Michigon Avenue	1:30 P.M.
* CINCINNATI	FOX SCREENING ROOM, 1638 Central Parkwoy	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expresswoy	2 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyord Avenue	2:30 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigon Street	1 P.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Florido Thea. Bldg.	2:30 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyondotte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Second Street	12:15 P.M.
* MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	8 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 Stote Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	2 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broodwoy (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	FOX SCREENING ROOM, 1502 Dovenport Street	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevord of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	1:30 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st South Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	8:30 P.M.

* *Screening to be held Tuesday, August 26th, 1952*

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 37 NEW YORK, U. S. A., THURSDAY, AUGUST 21, 1952 TEN CENTS

FCC Hearings On ABC-UPT Merger Ended

Makes Decision Possible Some Time in November

WASHINGTON, Aug. 20. — The American Broadcasting Co.-United Paramount Theatres merger hearing before the Federal Communications Commission closed finally today after seven months of almost continuous hearing.

The way was thus paved for a speedy commission decision, which attorneys in the case expect will come sometime in November.

At the final meeting this morning hearing examiner Leo Resnick ruled against introducing as evidence alleged anti-trust activity on the part of UPT or Paramount Pictures Corp. Since Aug. 7, 1948. This was the only question remaining as to the close of the hearing, since the commission, in an Aug. 1 order and a subsequent clarification outlawed from the hearing pre-1948 anti-trust evi-

(*Continued on page 3*)

Seek Cut in NY Assessment Tax

New York independent theatre owners, encouraged by prospects for reduced theatre tax assessments in Cincinnati, Omaha, Nashville and Chicago, yesterday took steps toward achieving similar realty tax gains here.

A special real estate committee of the Independent Theatre Owners Association of New York was appointed by board chairman David Weinstock

(*Continued on page 3*)

'Fatima' Premiere Was A Gala Event

Few world premieres in New York in the past decade so resembled a big gala Hollywood opening as the glittering event at the Astor Theatre here last night which heralded the double-barrelled engagement of Warner Brothers' WarnerColor production of "The Miracle of Our Lady of Fatima," which begins today at both the Astor and Bijou theatres on Broadway.

The crowds assembled early and

(*Continued on page 3*)

Sen. Nixon, Church For U.S. Tax Repeal

Boston, Aug. 20.—Sen. William Nixon (R., Cal.), Republican Vice-Presidential nominee, interviewed here today stated: "I am in favor of the repeal of the 20 per cent Federal admission tax. Its elimination definitely will increase consumer buying power and it will be a definite help to the public."

Chicago, Aug. 20. — Rep. Margaret Stitt Church (R., Ill.) has informed Sam Meyers, owner of Teatro del Lago in suburban Wilmette, part of her district, that she will support efforts to repeal the 20 per cent Federal admission tax, Jack Kirsch, co-chairman with David Wallerstein of the local COMPO tax repeal campaign committee, has been advised.

Skiatron Stock Issue Said to Be Assured

Approval of Skiatron's new stock issue to finance its projected subscription-television test in New York City appears assured, Arthur Levey, Skiatron president, disclosed here yesterday on the eve of today's special stockholders meeting called to authorize the issuance of some 100,000 common stock shares for about $270,000.

Levey based his assurance on the

(*Continued on page 3*)

Two 'Streamlined' Distribution Years Pay Off for U. A.

United Artists' two-year experience with centralized or "streamlined" physical distribution has demonstrated that "appreciable savings" are possible, William J. Heineman, vice-president in charge of distribution, said yesterday.

While the rest of the industry has been mulling the pros and cons of distribution "streamlining," U. A. has been observing its workings day by day—and, Heineman reported, is thoroughly satisfied with the results. U. A.'s physical distribution is handled by Clark Film Service of Philadelphia, which provides all of the "back room" functions, such as inspection, shipping, storage, etc.

Preparations for a test of the centralized system for the rest of the industry are being advanced by the distribution committee of the Motion Picture Association of America, under

(*Continued on page 6*)

Report RKO May Do Title Fight Film

Trade reports that RKO Radio is considering handling a film of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout at Philadelphia's Municipal Stadium on Sept. 23 could not be confirmed here yesterday in the absence from the city of Robert Mochrie, RKO Radio distribution vice-president.

Mochrie made the arrangements by

(*Continued on page 2*)

"The Miracle of Our Lady of Fatima"

[*Warner Brothers*]

AN HISTORICAL religious event that took place on the outskirts of the little Portuguese village of Fatima in the year of 1917 has been transferred to the screen with great warmth and appeal. The film will have a simultaneous world premiere here today at the Astor and the Bijou, running on a continuous performance policy at the former house and a reserved seat policy at the latter.

As the story of a child, who with two of her playmates beholds a vision of "The Lady" on a little country hilltop, and then goes through an ordeal of travail and scorn, "The Miracle of Our Lady of Fatima" is suffused with a luminous spiritual quality that will send many patrons out of the theatre with a glow of inspiration and emotion.

The picture, which follows in the footsteps of the commercially successful predecessor, "Song of Bernadette," has been put together with technical proficiency. Color by WarnerColor is on a high order and frames some of the scenic effects beautifully.

Underlying the story of a little girl fired with religious dedication is a lesson of burning contemporary application. In symbols for all to behold

(*Continued on page 3*)

Finish Draft Of Rules for Arbitration

Conciliation Set Also at Day-and-Night Meet

The drafters of a document setting forth the principles of a projected industry arbitration system met at the Hotel Astor here all day yesterday and until a late hour last night to complete their work.

It was the second successive day of drafting and admittedly a grueling one. Had the committee of four exhibition and distribution attorneys not encountered a stumbling block in the form of a disagreement over phrasing during mid-afternoon the draft would have been completed around 5:00 P.M. As it turned out it was long after nightfall when the group adjourned.

By late afternoon the final task, drafting of a plan of conciliation, had not been commenced. However, the committee expressed determination to

(*Continued on page 6*)

NEWS FLASHES

KANSAS CITY, Mo., Aug. 20--Meeting at the Phillips Hotel, the board of directors of The Kansas-Missouri Theatre Association today decided that the selling of motion pictures will be the keynote of the annual convention, Sept. 30-Oct. 1, at Kansas City. The convention will also take action to cooperate with COMPO and the area COMPO anti-tax committee. C. E. Cook, president, presided.

•

Memphis and Indianapolis were first and second, respectively, of the exchange areas to surpass their quotas in the Council of Motion Picture Organizations' dues collection drive, it was reported here yesterday.

Personal Mention

EDWIN W. AARON, Western sales manager for 20th Century-Fox, is currently on a business trip to Chicago, Omaha, Des Moines, Minneapolis and St. Louis. He will return to his headquarters in New York on Monday.

•

EDWARD SELZER, head of Warner Brothers cartoon production, and his wife have left on an Alaskan cruise. The couple will celebrate their 25th wedding anniversary aboard ship on Monday.

•

ROBERT GRAHAM, Paramount's managing director for Argentina, will sail for Buenos Aires today aboard the *S.S. Argentine* following a 10-day visit in New York.

•

H. DONALD HUNTER, Paramount's Trinidad manager, arrived here yesterday for meetings with home executives.

•

A. W. SCHWALBERG, president of Paramount Film Distributing Corp., will return here today from Albany.

Ginsberg Expanding In Films-TV Fields

HOLLYWOOD, Aug. 20.—Henry Ginsberg, NBC television film consultant and former Paramount production chief, will open offices in Beverly Hills Sept. 2, preliminary to engaging in the creation and development of motion picture and television projects.

The whole field of film and television entertainment is encompassed by Ginsberg's new plans for financing, managing and heading up production in both fields. Ginsberg said, "I feel that ultimate development of closer coordination and cooperation between these two important entertainment media can achieve benefits of great value to both."

RKO Fight Film

(*Continued from page* 1)

which RKO Radio handled the films of the Sadler-Pep and Robinson-Turpin fights last year, both of which aided materially in keeping the fights from home TV and clearing them for theatre television. Should an RKO Radio deal for the Walcott-Marciano fight film materialize, observers feel it would clinch the deal for theatre TV of the fight, now being contested by Gillette Safety Razor for free home telecast.

Contracts for the bout were signed in Philadelphia yesterday by the champion and the challenger. Whether the telecast rights will go to home TV or Theatre Network Television is expected to be determined here today or tomorrow. TNT's bid for the telecast reportedly ranges from $1.15 to $1.35 per seat, sold or unsold, for houses of 1,000 to 2,000 seats and over. To this theatres must add telephone line charges, TNT's fee, taxes and other costs, indicating minimum ticket prices of around $5, tax included.

Report $149,040,000 Candy Sales in Theatres in '51

Theatres and amusement places constitute the fifth largest dispenser of candy and confectionery products in the country, selling $149,040,000 of the sweet stuff last year, it is disclosed in a new survey charting the candy and confectionery buying habits of the American consumer, made by the National Association of Tobacco (and candy) Distributors.

Harden E. Goldstein, director of market research of the association reported that theatres and amusement places accounted for 9.2 per cent of candy and confectionery sales last year, running fifth to independent food stores, ($335,340,000 gross sales, representing 20.7 per cent); drug stores, including chains, ($262,440,000 16.2 per cent); chain supermarket food stores, ($231,660,000, 14.3 per cent); cigar stores, stands, stationery stores, ($157,140,000, 9.7 per cent).

The selling groups below theatres are: Vending machines, ($77,760,000, 4.8 per cent); military installations, ($55,080,000, 3.4 per cent); department and variety stores, ($53,460,000, 3.3 per cent); restaurants, eating places, ($43,740,000, 2.7 per cent); gasoline service stations, including roadstands, ($19,440,000, 1.2 per cent); all other outlets, including manufacturers selling through their own retail outlets, ($234,900,000, 14.5 per cent).

The dollar candy and confection sales volume last year totaled $1,620,000,000. Per capita consumption of candy during the year touched a high of $10.72.

In nearly all instances, the report continued, motion picture theatres throughout the country dispensed candy in one form or another. Not included in the figure cited for this group, however, was candy dispensed through automatic vending machines.

Crosby, Hope Film to Compete on B'way

For the first time in their long film careers, Bing Crosby and Bob Hope shortly will be starring in pictures on Broadway in direct competition to each other, Paramount, the distributor of both pictures, pointed out yesterday.

Crosby's "Just for You" has been booked by the Capitol, and Hope's "Son of Paleface" is scheduled for the Paramount Theatre, in October.

Stars Aid Premiere Of 'Caribbean' Today

A contingent of stars will be on hand for today's two-theatre premiere in Kingston, N. Y. of Paramount's "Caribbean." The premiere is being held in conjunction with that city's 300th anniversary celebration.

Flying in from the Coast to attend the openings at the Kingston and Broadway theatres will be William Bendix, Wanda Hendrix, Lon McAllister, Lydia Clarke and William Thomas, co-producer of the film.

11 from M-G-M in Next Four Months

Of 11 productions set for release during the last four months of the year, M-G-M has included six Technicolor productions. These are "The Merry Widow", (Sept. 5); "Because You're Mine", (Oct. 3); "Everything I Have Is Yours", (Oct. 31); "The Prisoner of Zenda", (Nov. 14); "Plymouth Adventure", (Nov. 28), and "Million Dollar Mermaid", (Dec. 26).

The balance of the scheduled releases include the following: "The Devil Makes Three", (Sept. 12); "My Man and I", (Sept. 26); "Apache War Smoke", (Oct. 17); "The Hour of 13", (Nov. 21), and "Sky Full of Moon", (Dec. 12).

Heavy Grosses for 'Sky' and 'Zero'

Howard Hawks' Winchester Production, "The Big Sky," an RKO Radio release, brought business back to a 1949 peak level at the Criterion here Tuesday when it grossed $7,874 on its opening day. Theatre executives reporting this to be the biggest mid-week opening in the last three years. RKO Radio said the opening gross was the biggest mid-week figure reached by any RKO release at the house.

"One Minute to Zero," produced by Edmund Grainger, grossed $21,000 in its first week at the Orpheum, Denver, for the best business any RKO Radio picture has done there in over two years, officials report.

'Dreamboat' Sets 3-Year Roxy Record

A three-year record of $380,000 for a four-week engagement can be set today with the close of the run of 20th Century-Fox's "Dreamboat" at the Roxy here, David T. Katz, executive director, said yesterday. It scored $102,000, $102,000 and $98,000, respectively, in the first three weeks of its run, with $78,000 expected for its fourth.

'Hunter' Grosses High

"Ivory Hunter," Universal-International's American release of the J. Arthur Rank Organization Royal Command Performance picture, is said to have set a new opening day house record at the Trans-Lux 52nd Street Theatre here, grossing $1,970 on Monday, and bettering that figure on Tuesday with a gross of $2,270.

Zanuck at 'Snows' Bow

Darryl F. Zanuck, vice-president in charge of production for 20th Century-Fox, will attend the world premiere of his only personal production of the year, Ernest Hemingway's "The Snows of Kilimanjaro" on the night of Sept. 17 at the Rivoli.

Importance of Candy Sales Is Cited

A survey of candy sales conducted by the National Association of Tobacco (and candy) Distributors stated, "as a fixture in the modern movie theatre, has in some instances provided sufficient revenue to offset a portion of the operating losses incurred by the primary business interest. The boost given candy sales by this particular type of retail outlet is as important as it is unique to the previous retail sales pattern enjoyed by the industry."

11 from 20th-Fox In Final Quarter

Eleven productions, five of which will have color by Technicolor, will be released by 20th Century-Fox during the final quarter of 1952, it was reported here yesterday by director of distribution Al Lichtman, following a revision of the schedule for October, November and December.

Included in the line-up is Darryl F. Zanuck's Technicolor production, "The Snows of Kilimanjaro," starring Gregory Peck, Susan Hayward and Ava Gardner, which will have pre-release showings starting in October.

The October line-up continues with "My Wife's Best Friend," starring Anne Baxter and Macdonald Carey, produced by Robert Bassler and directed by Richard Sale; "Way of A Gaucho," Technicolor, starring Rory Calhoun and Gene Tierney, produced by Philip Dunne and directed by Jacques Tourneur, and "Something for the Birds," starring Victor Mature, Patricia Neal and Edmund Gwenn, produced by Samuel G. Engel and directed by Robert Wise.

November Releases

November releases are "Night Without Sleep," starring Linda Darnell, Gary Merrill and Hildegarde Neff, produced by Robert Bassler and directed by Roy Baker; "Steel Trap," a Bert Friedlob production starring Joseph Cotten and Teresa Wright, directed by Andrew Stone; Damon Runyon's "Bloodhounds of Broadway," Technicolor, starring Mitzi Gaynor and Scott Brady, produced by George Jessel and directed by Harmon Jones, and "Pony Soldier," Technicolor, starring Tyrone Power, produced by Samuel G. Engel and directed by Joseph M. Newman.

December releases are "Thief of Venice," a R. Haggiag production starring Maria Montez, Paul Christian and Faye Marlowe, directed by J. Brahm; "Top Man," starring Richard Widmark, Joanne Dru, and Audrey Totter, produced by Stanley Rubin and directed by Robert Parrish, and John Philip Sousa's "Stars and Stripes Forever," Technicolor, starring Clifton Webb and co-starring Debra Paget, Robert Wagner and Ruth Hussey, produced by Lamar Trotti and directed by Henry Koster.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager: Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

J. M. Schine Cites Circuit's Employees At Albany Meeting

ALBANY, N. Y., Aug. 20.—Veteran employes of the circuit were cited by J. Meyer Schine, president of Schine Chain Theatres, for their "unsurpassed loyalty and untiring efforts", at a dinner honoring them in the Ten Eyck Hotel here tonight. Eighty-seven, including 21 with 25 or more years of service were presented with pins by Donald Schine, son of Louis W. Schine. Home office executives John May, George Lynch, William Kraemer, Seymour Morris and Bernard Diamond were in the group.

Meyer Schine emphasized that group insurance, hospitalization service and pensions had been a part of the Schine circuit operation for years.

Promotion of children's patronage, motion picture advertising in newspapers, radio, TV and other media, merchandising candy and popcorn, and screen advertising were among the subjects discussed in the morning and afternoon meetings at the Schine circuit convention.

A. W. Schwalberg, president of Paramount Film Distributing Corp., spoke at the evening dinner session.

A suggestion that theatres approach newspapers for a reduction in the amusement rate—held to be too high—was favorably received. President Schine said that a survey of motion picture advertising is needed to make it more effective and economical.

Circuit publicity director Morris commented that "perhaps our advertising has become too routinized". One thing, he thought, should be considered was a reappraisal of Saturday newspaper advertising. Several speakers, including general manager Gus Lampe, strongly urged "spot saturation" in radio advertising. Lampe also recommended the selection of choice "adjacencies" for such announcements, pointing out that time near the Arthur Godfrey morning show had proved one of the best. Si Seadler, M-G-M advertising manager, advanced the same point yesterday.

Meyer Schine stressed that "strong interest" should be attached to the concession phase of the chain's operations. Candy and popcorn executives discussed merchandising, location display and sales techniques.

Skiatron

(Continued from page 1)

majority of proxies already received in favor of the issue.

The Skiatron president acknowledged that the majority of film companies are still adverse to giving Skiatron product for the test, now postponed until January.

Since his last canvass of major companies, which indicated that only RKO Radio Pictures and Paramount would consider lending product for the test, one other company has informed Levey that it may offer its product, it was disclosed. The Skiatron president refused to name the company and added that the additional offer was hedged with a request for film rental payments and with a stipulation that the films be about three years old.

Levey, who described his efforts to procure films for programming as "delicate," said his Washington attorney was keeping the Department of Justice informed of Skiatron's negotiations with the film companies.

"The Miracle of Our Lady of Fatima"

(Continued from page 1)

the picture projects the timeless struggle between Christ and Caesar. It also effects a current-event timeliness in background references to the Communist infiltration that was plaguing Portugal at the time.

Eleven-year-old Susan Whitney gives unassailable authenticity to her characterization of the little girl who moves from trial and anguish to vindication and is aided ably by her mates Sherry Jackson and Sammy Ogg.

Gilbert Roland turns in a portrait of rare quality in a role that is filled with sly humor and probably was designed to give the picture an added measure of popular appeal. He plays a roving, genial village vagabond who gleefully boasts his cynicism and lack of faith till the final sight of the miracle changes his ways.

THE picture's background concerns itself with the grinding tactics of self-consolidation of an anti-religious group of Red revolutionists who have put the province in the grip of dictatorship.

When the three children announce they have seen the vision, fear spreads that the news will give the authorities further excuse to throttle the church. It does. In the meantime the news of the vision reaches out and people descend upon the town in locust hordes, causing complications and exigencies. Frank Silvera, as the cruelty-loving Communist administrator, resorts to a thousand devices to extirpate religious feeling in the people, including the closing of the church, arresting of Fatima's priest, Richard Hale, and the jailing of the children in an effort to wrench a false confession from them.

Little Miss Whitney surmounts a thousand obstacles till finally the miracle promised by the "vision" takes place in the form of a plunging spin of the sun earthward, and its last-minute recession. All doubters are now convinced.

The film closes with scenes of the gathering of a million people at Fatima on Oct. 13, 1951, the 35th anniversary of the miracle.

The screenplay by Crane Wilbur and James O'Hanlon follows closely the known and recorded facts of the extraordinary incident.

John Brahm has directed reliably for producer Bryan Foy. Running time, 102 minutes. General audience classification. Release date, Oct. 11.

MANDEL HERBSTMAN

ABC-UPT

(Continued from page 1)

dence and testimony relating to Scophony Corp. of America. All other testimony had been finished by the end of June.

Resnick made his ruling over the arguments of commission attorneys, who estimated they would need another two months of hearings to develop several anti-trust cases involving the Paramount companies brought after the cut-off date.

In addition, Resnick ordered the record closed over the objections of attorneys for Allen B. Du Mont, who claimed that closing the record now would nullify a Du Mont petition filed last week and on which the commission has not yet acted. Du Mont had asked the FCC to rescind the Aug. 1 order or to apply the three-year cut-off date to the question of Du Mont's control by Paramount.

Resnick set at 20 days from today the final date for filing proposed findings on the Du Mont control issue and at 30 days the time for filing proposed findings on the merger and other issues involved in the case.

Resnick himself will probably take about a month after that to write his initial decision. Following this the parties then have 20 days to file exceptions to the examiner's decision, but it is expected that in this case the commission will shorten the period. Next step is the commission's final decision, and although there's no telling how long the commission will take to get out of its final order, its recent actions in the case indicate strongly that it will whip out a decision in record time.

Besides the decision on the merger and on the Paramount-Du Mont control question, there are several other issues involved in the case, it was pointed out.

Atlanta Exchange Damaged By Fire

ATLANTA, Aug. 20.—A three-alarm fire following an explosion caused extensive damage to the Kay Exchange on Film Row here today. Other film offices in the same building suffered considerable water damage. Katz Brothers, owners of the Kay Exchange, said that many records were destroyed and that the loss would be heavy, although an accurate estimate could not be made in advance of inspection of the premises.

N. Y. Tax

(Continued from page 1)

to make a survey of theatre realty conditions in the Metropolitan area. The ITOA indicated it was confident the survey would result in data supporting claims that assessments on New York theatre properties are considerably higher than they should be.

Two factors, namely, prevailing industry economic conditions and the motion picture theatre's value to community business in general, were viewed as likely to bring about sharp reductions in New York theatre tax assessments.

Heading the realty committee is J. J. Goldberg, Raybond Theatres' executive. Other members are Ben Knobel, Sam Freedman, Julius Sanders, Martin Levine, Murray Schoen and Edith Marshall.

Weinstock and Morton Sunshine, ITOA executive director, will attend the meeting today of the Combined Public Utilities Committee at the Biltmore Hotel. They will be "observers."

The provisional public utilities committee was formed by real estate and commercial interests to oppose increased electric rates granted to the Consolidated Edison Co. The meeting will present a picture of the situation and the effect of the rate increase on substantial users of electrictity.

To Film 'Life and Times' of Edison

Milton J. Salzburg, president of Pictorial Films, has signed a contract with the Thomas Alva Edison Foundation, Inc., for the production of a motion picture based on the life and times of Edison. The picture will be the first in a series by Pictorial Films, Inc., on "Men of Science" and will be available for general release before the end of 1952.

Special permission is being given Pictorial to photograph the replica of the original Black Maria that Edison used in the production of his first motion pictures.

'Fatima'

(Continued from page 1)

jam-packed the sidewalk in front of the Astor a full hour before the announced 8:30 P.M. premiere time, to secure vantage points to glimpse the arrival of notables. Special application was made for bleachers in nearby Duffy Square but they could not be erected in time. The event was one of the plushiest seen on Broadway in years, with a huge turnout of guests, including leading members of international diplomatic corps, society, civic and entertainment notables and leaders in the world of fashion.

"Fatima" will begin its regular engagement today with a continuous run policy at the Astor and reserved seat performances evenings daily and matinees on Wednesday, Saturady and Sunday at the Bijou.

The advance ticket sale at the Bijou is said to have established a record for a motion picture with 73 theatre parties already subscribed to, in addition to over 800 requests for individual seats. Requests for reservations have been pouring in by way of clipped coupons carried in initial newspaper advertising on the engagement.

Warner's Television Promotion Of 'Fatima' in N. Y. Is Underway

Warner Brothers' campaign for "The Miracle of Our Lady of Fatima," opening at the Astor and Bijou theatres here today, include, in addition to extensive normal expenditures, inaugural plans to promote the film through the medium of television, in a full saturation promotion on station WNBT, which is now under way. These promotional efforts on TV, the first in New York for Warner, are said to be in the nature of a test of the medium and supplement the large expenditure allocated to other advertising media. Warner has concentrated its TV advertising efforts on Channel 4, allowing to this station approximately 75 per cent of the total air-time allotment planned for the campaign. The remainder of the budget will be spread around to other television stations in the New York area in an all-out endeavor to prove the success of television promotion for motion pictures.

Bash to Italy to Produce

John M. Bash of Constellation Pictures will leave here for Italy Sept. 3, where he will produce "The Ninth Man", starring Errol Flynn. The picture, in Eastman-Color, is slated to go into production about Oct. 18 and will be written by Milton Krims.

Today

...the day the sun plunged toward the earth...



MILLIONS HAVE AGREED THAT THIS STORY OF THE YOUNG GIRL OF FA

THE Miracle OF OUR LA

All its Spectacle and Magnificenc

STARRING
GILBERT ROLAND · ANGELA CLARK and The Children SUSAN WHITNEY · SHERRY JACKSON · SAMMY OGG

WRITTEN FOR THE SCRE
CRANE · WILBUR

THE NEW YORK SKY IS BRIGHT



A IS THE GREAT STORY OF THIS CENTURY!

OY OF Fatima

color by WARNERCOLOR

ES O'HANLON · PRODUCED BY BRYAN FOY · DIRECTED BY JOHN BRAHM Music by MAX STEINER

WITH WARNER BROS. WONDROUS WORLD PREMIERE AT TWO THEATRES!

CONTINUOUS AT THE

ASTOR

RESERVED SEATS AT THE

BIJOU

BEN KALMENSON DRIVE

Unique Theatre Aid From Capital 'Star'

Washington, Aug. 20.—The Washington *Star* has started the practice of carrying at the top of the columns of paid neighborhood theatre advertisements a box listing films of note.

Running it as a public service, the *Star* calls the list "Films of More Than Routine Merit." Some six or seven pictures are generally listed each day, with a one-line description of each. The *Star*, an evening paper, selects and describes the films.

L. M. Giannini Dies On Coast At 57

San Francisco, Aug. 20.—Lawrence Mario Giannini, 57, president of the Bank of America, died of a heart attack following a lengthy illness at Franklin Hospital here last night.

Giannini, well known to leaders of the motion picture industry in Hollywood and New York, had been president of the world's largest private banking concern, founded by his father, the late Amadeo P. Giannini, since 1936. Prior to that he had been chairman of the board of the Bank of America and president of Transamerica Corp. The Giannini bank for years was one of the chief sources of film production financing.

Industry Payrolls Were Up in 1951, U.S. Reports

Washington, Aug. 20.—Motion picture industry payrolls in 1951 for employes covered by unemployment insurance rose about $25,000,000 over the 1950 figure, the Department of Labor reported today.

The 1951 figure for total payrolls in all branches of the industry was $651,792,000. The figure for 1950 was $635,721,000.

The break-down figure for payrolls in the production-distribution field for 1951 showed a rise for the first time since 1946. The payroll figure for 1951 was $299,762,000. The 1950 figure was $281,133,000. In 1946 the production-distribution figure was $361,668,000, with a steady drop since then.

Service Payroll

The 1951 figure for service was $35,681,000, with the 1950 figure at $33,676,000. For theatres, including vaudeville, the figure was $316,349,000 in 1951 and $320,912,000 in 1950. Total figures in these fields have been up and down since 1946.

The figures include all employes covered by state unemployment insurance. Labor defines the service category as including such miscellaneous items as processing, renting and repair of equipment and casting bureau expenses. The theatres category covers all motion picture houses, including their expenses for vaudeville. It does not include legitimate theatres or those with vaudeville only, the Department of Labor explained.

UA 'Streamlining'

(*Continued from page* 1)

the chairmanship of A. W. Schwalberg of Paramount Pictures. The committee is scheduled to meet again today and reportedly may consider setting a place and date for the start of a test of the centralized handling of film for all distributors. It would also designate an agency to conduct the test. National Screen Service, as well as Clark Film Service, is understood to have expressed interest in providing facilities.

Front office functions, such as sales, booking and billing will not be affected, it is understood. Also, the bulk of "back room" employes would be absorbed in the new system, it was said. Principal economies to be realized would be in shipping costs, vault maintenance and ultimately in rents and overhead on exchange buildings as the single-purpose units are replaced by ordinary office space.

Darnell to Work Abroad

Latest to join the growing list of American film stars making pictures in Italy is Linda Darnell, it was announced here by Italian Films Export. Flying from Hollywood, Miss Darnell will arrive in New York today for a week's stay before flying to Rome for pre-production discussions. The star is under contract for a picture to be produced later this year by Giuseppe Amato.

Arbitration

(*Continued from page* 1)

continue at work until the conciliation plan was entirely put on paper rather than meet again today for only a few hours for that purpose.

Conciliation Plan

The conciliation plan is being set up to accommodate disputes over film rentals and other non-arbitrable subjects. Disputes in connection with other trade practices, such as competitive bidding and clearances and runs, will go directly to arbitration under the plan which must be approved by (1) constituent members of the Industry Arbitration Conference (2) the conference as a whole, (3) the Department of Justice, and (4) the New York Statutory Court. Upon completing these four hurdles, the arbitration-conciliation plan would be incorporated in the consent decrees in the industry anti-trust suit for a minimum 18 months period.

Drafting Group

The drafting committee included Herman M. Levy and Abram F. Myers, for exhibition, and Robert W. Perkins and Adolph Schimel, for distribution. Others attending the drafting sessions were Ralph D. Hetzel, Jr., Motion Picture Association of America vice-president; William F. Rodgers, chairman of the distributors' negotiating committee, and Henderson M. Richey, secretary of the arbitration Conference.

If the group meets again today it will be only for the purpose of gathering together a "few loose ends" to finish the arbitration-conciliation draft.

PARAMOUNT TRADE SHOWS

August 25th and 26th, 1952

• • •

BETTY HUTTON · RALPH MEEKER

in

A PERLBERG-SEATON Production

"SOMEBODY LOVES ME"

with

Robert Keith • Adele Jergens

and the Chez Paree Adorables

Color by TECHNICOLOR

Produced by

WILLIAM PERLBERG and GEORGE SEATON

Written and Directed by IRVING BRECHER

Suggested by the careers of

BLOSSOM SEELEY and BENNY FIELDS

CITY	PLACE OF SCREENING	TIME
ALBANY	FOX SCREENING ROOM, 1052 Broadway	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N. W.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley Street	2:30 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin Street	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 Sauth Church Street	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 Sauth Michigan Avenue	1:30 P.M.
* CINCINNATI	FOX SCREENING ROOM, 1638 Central Parkway	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 East 23rd Street	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	2 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Stout Street	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Avenue	2:30 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Street	1 P.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg.	2:30 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandatte Street	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 West 20th Street	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 South Secand Street	12:15 P.M.
* MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 North Eighth Street	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	8 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 South Liberty Street	2 P.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Avenue	10:30 A.M.
OMAHA	FOX SCREENING ROOM, 1502 Davenport Street	1 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 North 12th Street	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Baulevard of Allies	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	1:30 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive Street	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 East 1st Sauth Street	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gate Ave.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N.W.	8:30 P.M.

* *Screening to be held Tuesday, August 26th, 1952*

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 38 NEW YORK, U. S. A., FRIDAY, AUGUST 22, 1952 TEN CENTS

Labor Viewed As Advocating 'Streamlining'

Distribution Cost-Saving Seen Benefiting Workers

Management and labor apparently see eye to eye on the need for and desirability of "streamlined" physical distribution throughout the industry, according to the comments yesterday of both distribution and union representatives.

An IATSE executive who is familiar with labor-management relations regarding front-office and back-room exchange workers said he foresaw greater advantages, in terms of both wages and working conditions, for such workers under a "streamlined" setup.

Distributors acknowledge and union representatives say it is their understanding that savings are envisaged in terms of real estate and shipping costs. This means that while the distributors would share storage and shipping fa-

(Continued on page 2)

Forecasts Industry Boom in Europe

A definite boom in motion picture production and exhibition aboard was forecast yesterday by I. E. Lopert, president of Lopert Films Distributing Corp., who returned this week from a European business tour.

Lopert said that producers in France, Italy and Germany are organizing for future distribution of their films in Europe. He expressed the belief that the film business in Europe would be good for another couple of years, until television makes its inroads. Germany, he added, is becoming a big market for films.

(Continued on page 2)

MPAA Waiting Word From Paris on Talks

Contrary to expectations, the Motion Picture Association of America did not receive from Paris yesterday word as to the nature of the new proposals for a Franco-American film agreement which French government negotiators were scheduled to present to U. S. State Department representatives.

MPAA executives said they hoped they would have cabled information today.

'Will Films Sell Tickets?' Now Hollywood Yardstick

ALBANY, N. Y., Aug. 21.—Hollywood today, thanks to the "influence of exhibitors of the country and their box-offices, recognizes only one yardstick by which pictures should be measured: will they 'sell tickets?'" So declared A. W. Schwalberg, president of Paramount Film Distributing Corp., at a banquet of Schine Chain Theatres last night in the Ten Eyck Hotel. Closed division managers meetings with managers today ended a three-day Schine convention.

"The day of making pictures to gratify personal likes, personal ambitions, is gone," said Schwalberg.

"So are the premieres that I attended in California years ago when the great god genius who made a picture received all the applause and the backslapping of his assistants and associates. I think that today Hollywood knows a picture has to be viewed in the light of whether a patron does or does not buy a ticket. Hollywood today is listening and thirsting for knowledge.

"Never in the history of motion pictures, in my opinion," continued Schwalberg, "have East and West been closer together than they are today. Speaking for Paramount, I can tell you that no project will be under-

(Continued on page 4)

Cinecolor Control Acquired By Donner

LOS ANGELES, Aug. 21.—The Donner Corp. of Philadelphia has acquired legal control of Cinecolor Corp. through exercise of its undertaking to purchase new five per cent sinking fund debentures with common stock purchase warrants attached which were not subscribed for by Cinecolor stockholders.

Under the current financing plan offered to Cinecolor stockholders on July 22, the latter subscribed for ap-

(Continued on page 4)

20th-Fox Net for First Six Months Put at $962,493

Consolidated net earnings after all charges for the six months ended June 28 were reported by 20th Century-Fox yesterday at $962,493. The result compares with a consolidated net of $1,071,113 for the corresponding period a year ago.

Second quarter earnings this year amounted to $928,492, compared with $34,001 for the first quarter of the year and $196,337 for the second quarter of 1951.

Because of the divorcement of 20th-

(Continued on page 2)

Col. Sets Biggest Program of Shorts

Highlighted by a new one-reel series devoted to talented animals, the 1952-53 short subject program being prepared by Columbia is the largest in the company's history, totaling 26 two-reelers, 27 one-reel cartoons, 54 other one-reelers and four serials. The total is 26 shorts more than the company had this year.

The new series, entitled "Animal Cavalcade," will present outstanding

(Continued on page 4)

11 Coast Groups, Largest Block to Date, Enlist in Drive to Fight Suit

Hollywood, Aug. 21.—All 11 organizations comprising the membership of the Motion Picture Industry Council will oppose with their full membership and full resources the government's attempt to force the industry to sell 16mm. prints of its features to television and other competitors, it was voted at last night's regular monthly MPIC meeting.

Enlistment of the 11 organizations in the battle against the government suit is the largest block to act in that direction.

The membership agreed that a more incisive effect can be achieved by allowing each constituent organization to adopt the means most appropriate to it in campaigning against the suit.

Under MPIC's semi-annual rotating presidency system, Steve Broidy last night succeeded Gunther Lessing in that office.

Senate Prober Of Complaints To Coast Soon

Amis in Capitol Tells Of Exhibitor Visit

WASHINGTON, Aug. 21.—William D. Amis, investigator for the Senate Small Business Committee, will return to the West Coast shortly to continue his investigation of independent exhibitor complaints.

Amis, who just returned from Los Angeles, said today he would leave as soon as possible for San Francisco. His return was sparked, he explained, by a visit today from Palo Alto exhibitor Guy W. Meek, who brought with him "considerable evidence of possible violations of the consent decree and the anti-trust laws" on the part of some of the major companies. Among the majors Amis mentioned were Fox West Coast, Paramount and RKO.

Meek operates the four-house Meek

(Continued on page 4)

Arbitration Copies Ready Next Week

Following the completion Wednesday night at the Hotel Astor here of the draft of rules for an industry system of arbitration, Ralph D. Hetzel, Jr., Motion Picture Association of America vice president, assumed responsibility for having the draft mimeographed so that each delegate to the Industry Arbitration Conference could be supplied with a copy.

Indications yesterday were that the mimeographing work would be completed early next week. A decision will be made at that time whether to mail copies to the delegates forthwith or distribute the document to them when the Conference reconvenes, perhaps in a month.

(Continued on page 4)

Senate Group Plans 16mm. Suit Probe

WASHINGTON, Aug. 21.—The Senate Small Business Committee expects to check into exhibitor complaints on the 16mm. anti-trust suit, a committee investigator said today.

The committee is currently investigating complaints about possible discrimination against small independent exhibitors.

Personal Mention

ROY DISNEY, president of Walt Disney Productions, has arrived here from the Coast.

•

OSCAR MORGAN, general sales manager of short subjects and Paramount News, will leave here Sunday for Des Moines on the first of a scheduled series of branch city tours.

•

ABE BERENSON, president of Allied T. O. of the Gulf States will be confined to Touro Hospital, New Orleans, for another month. He suffered a heart attack three weeks ago.

•

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., will leave here today for Buffalo for meetings with branch managers. He expects to return Monday.

•

HILLER INNES, executive assistant to Paramount's Eastern production manager, RUSSEL HOLMAN, has returned here following a 10-day visit to the Coast studio.

•

ROBERT H. O'BRIEN, United Paramount Theatres secretary-treasurer, is vacationing in Butte, Mont., and will return here after Labor Day.

•

DICK PITTS, Theatre Owners of America's assistant executive director, is in Washington from New York.

•

CHARLES LEVY, Disney Eastern publicity representative, has returned here from Canada.

•

HAROLD MIRISCH, Monogram-Allied Artists vice-president, has returned to Hollywood from Chicago.

•

CARL PEPPERCORN, RKO Radio Pictures Canadian district manager, is visiting in New York.

Richey to Coast for Talks with Showmen

Henderson M. Richey, M-G-M's exhibitor relations head, will leave here Monday for a series of informal meetings with Western Theatre Owners members in Seattle, Portland and San Francisco. Richey, who is also secretary of the Industry Arbitration Conference, will discuss business problems in general with the theatremen and inform them of late developments in the industry's efforts to establish a system of arbitration.

The M-G-M executive will spend two days in each city. He will be accompanied on the trip by Sam Gardner, assistant sales manager for the Los Angeles territory. Richey is scheduled to return here Sept. 4.

Skiatron 'Holders Okay Stock Issue

Approximately 80 per cent of Skiatron stockholders voted in favor of the new stock issue to raise $270,000 for the company's projected subscription television test, Skiatron president Arthur Levey disclosed here yesterday.

20th-Fox 1st Half Net

(*Continued from page* 1)

Fox production-distribution from exhibition operations, scheduled for Sept. 27, the company's board of directors yesterday announced that dividend action will be taken by the new 20th-Fox corporation at a special meeting to be held Sept. 29. Management will recommend to the board a dividend payment of 25 cents per share for the third quarter, with payment to be made in the latter part of October. The dividend will be half that formerly payable prior to the divorcement of the exhibition operations.

New NT Board

It was stated that the new board of directors of National Theatres also is expected to meet Sept. 29 to consider dividend action. Funded debt agreements restrict dividend payments to a maximum of 50 per cent of the consolidated net earnings of the previous year when such earnings are below $3,000,000. Accordingly, the new theatre company is restricted during this year to maximum dividend payments of approximately $1,150,000, of which $500,000 has already been declared and paid during the year to the parent company, 20th-Fox.

During the first half of 1952, consolidated income amounted to $78,044,664, of which $43,988,793 was in film rentals, and $27,614,580 was in theatre receipts. For the corresponding period last year, film rentals aggregated $42,566,350, and theatre receipts $28,741,913. All consolidated income for the first half of last year amounted to $77,466,470.

Net for the six months this year is equivalent to 35 cents per share on the 2,769,485 shares of common outstanding, compared with 30 cents per share on the 2,769,320 shares outstanding at the end of the first half last year.

20th-Fox Short Wins Venice Award

"Light in the Window," Art Films Production dealing with the life and paintings of Vermeer, was awarded first prize in the art shorts division of the current Venice Film Festival, it was announced here yesterday. It was photographed in Technicolor in Holland, and is a 20th Century-Fox release. It is one of a series of seven shorts in color dealing with the lives of renowned artists, photographed abroad under supervision of associate producer Marilyn Silverstone, who also did the research for the scripts, written by Mildred Barish Vermont. The series was produced by Boris Vermont and directed by Jean Oser.

O'Hara, McLaglen Aid 'Quiet' Bow

The Donegal Pipers' Band was on hand yesterday at the Capitol here to greet the personal appearance of Maureen O'Hara, who flew in from the Coast for the opening of "The Quiet Man." Miss O'Hara made another appearance at 6:00 P.M. Victor McLaglen, also starred in the John Ford production, appeared at 1:00 P.M. and also at 8:30 P.M.

Requests Opening of 'Fatima' in Fatima

Officials of Portugal have requested Warner Brothers to set a foreign premiere of "The Miracle of Our Lady of Fatima" on Oct. 13 at Fatima, Portugal, a village about 100 miles from Lisbon, WB disclosed here yesterday.

The date specified is Fatima's annual festival and draws hundreds of thousands of spectators from all over Europe. Last year's, which attracted 1,300,000 persons, was photographed by Warner's for the picture, thus giving it the largest cast ever seen on the screen, said WB.

Capacity Business

Meanwhile, the film opened here yesterday to capacity business at the Astor and Bijou theatres, according to WB officials. Crowds began lining up at the Astor at 9:00 A. M., with the doors opening at 9:45 A. M. Over 800 admissions were sold during the first hour after the box-office opened. Initial reserved seat performance last night at the Bijou Theatre was also completely sold out, said Warner.

'Streamlining'

(*Continued from page* 1)

cilities they would continue to maintain their own private billing, booking and sales structures.

The IATSE executive described exchange wages as "unfavorable" and blamed this for what he described as the "huge turnover" each year in exchange labor across the country. Once savings are effected in real estate and shipping costs, he reasoned, the companies might be in a position to increase wages to the extent that turnovers can be eliminated and work can be performed more efficiently as a result.

MPAA Committee

The Motion Picture Association of America's distribution committee, under the chairmanship of Alfred W. Schwalberg, met again yesterday to discuss plans for "streamlining" distribution. It was reported following the meeting that a city for testing the workability of "streamlining" has not yet been selected. The companies are not unanimous in advocating "streamlining", some being described as desirous of weighing the proposal further before committing themselves to the project.

Lopert Says

(*Continued from page* 1)

Lopert also disclosed that he has closed deals with the Alexander Korda Organization for releasing rights in the U. S. to "Sound Barrier," a David Lean production, and "Gilbert and Sullivan," a Launder-Gilliat production in color by Technicolor. He also said that negotiations were completed for distribution rights of a new Carol Reed film, as yet untitled, which is expected to be ready for release next fall.

McCall Flies Here On TV Strike Plans

Hollywood, Aug. 21.—Screen Writers Guild president Mary C. McCall, Jr., flies tomorrow to New York to confer with Authors League of America president Rex Stout on means of coordinating efforts in connection with the SWG strike against the Alliance of Television Film Producers, now two weeks old.

Louis Fight Tour Timed with Film

"The Joe Louis Story," Federated Films projected "biopic" of the ex-champion's life-story and boxing career, will be ready for release in July, 1953, and will move into the foreign market directly after its domestic premiere, it was stated here yesterday following a press interview with Louis.

The "Brown Bomber" told of a contemplated foreign boxing exhibition tour, timing his appearances with the release of the picture for exploitation impetus in Europe and South America.

Louis is planning to go into training at a California ranch before the end of 1952 to prepare for the fight sequences in the film.

Stirling Silliphant, who will produce "The Louis Story", told the press conference of his plans to devote full time in the fall of 1953 to traveling with the picture in foreign markets. Production is scheduled to get underway soon after Jan. 1, with an extended ad campaign building toward the July premiere.

Silliphant, Eastern publicity manager for 20th Century-Fox, will leave that position for the Louis assignment next January.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

DEAN MARTIN and JERRY LEWIS in HAL WALLIS' Jumping Jacks
in person DON CORNELL TRUDY RICHARDS MICKEY DEEMS FOUR EVANS ELLIOT LAWRENCE and His Orchestra
PARAMOUNT TIMES SQUARE Midnight Feature Nightly

HOWARD HAWKS'
THE BIG SKY
co-starring
KIRK DOUGLAS - DEWEY MARTIN
ELIZABETH THREATT
ARTHUR HUNNICUTT
CRITERION B'way & 45 St.
Distributed by RKO Radio Pictures

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

THE BLACK KNIGHT!

"IVANHOE" is riding to glory from Coast-to-Coast!



"How BIG is 'IVANHOE'?" In the first 18 days of its extended engagements in Cleveland, Houston, San Francisco and Atlanta, it is 44% bigger than "Show Boat"; 40% bigger than "Battleground"; 48% bigger than "An American In Paris." It is 11% bigger in paid admissions than "Quo Vadis." At the Music Hall, N. Y., its first 18 days set new all-time non-holiday records.

M-G-M presents Sir Walter Scott's "IVANHOE" starring Robert Taylor • Elizabeth Taylor • Joan Fontaine • George Sanders • Emlyn Williams • Color by Technicolor • Screen Play by Noel Langley Adaptation by AEneas MacKenzie • Directed by Richard Thorpe Produced by Pandro S. Berman

THE BLACK NIGHTIE!

"THE MERRY WIDOW" is M-G-M's next box-office bonanza!



How to win friends and influence your box-office? Give them "THE MERRY WIDOW," M-G-M's newest musical, the gayest, the sauciest of them all. The romance between luscious Lana Turner and the new sensation, hot-blooded Latin Fernando Lamas, will have the fans palpitating. Franz Lehar's love songs! Eye-filling Technicolor beauty! A story that's naughty but nice! That's dough!

M-G-M presents Lana Turner as "THE MERRY WIDOW" co-starring Fernando Lamas • with Una Merkel • Richard Haydn Thomas Gomez • Color by Technicolor • Screen Play by Sonya Levien and William Ludwig • Based on the Operetta Written by Composer Franz Lehar and Authors Victor Leon and Leo Stein • Directed by Curtis Bernhardt • Produced by Joe Pasternak

As the fame of "IVANHOE" sweeps the nation— "THE MERRY WIDOW" gayly arrives to date you!

Complaints

(*Continued from page* 1)

theatres, consisting of drive-ins and subsequent-run indoor theatres.

Amis said Meek claimed that the majors were practicing "discrimination" against him and that unless he could obtain product he would be forced out of business.

To Visit Chicago

Amis will stop at Chicago either on his way out to California or on his way back, he said, to investigate complaints from the Chicago area. While out on the West Coast, he said, he intended to look into other situations where exhibitors have made complaints similar to Meek's.

Amis said he would probably take Meek over to talk to Justice Department attorneys about his complaints.

Amis added that complaints from independent exhibitors have come in to the committee from Alabama, New York, Michigan, Louisiana, Baltimore, Omaha and Washington, D. C. He said he would check these complaints but didn't know if he would do it in person.

Arbitration Copies

(*Continued from page* 1)

It was expected that the copies would be mailed to the delegates at once since "further steps must await the reaction of (participating) organizations," according to a formal statement issued yesterday by the drafting committee.

Reactions Needed

The drafting committee emphasized that until the reactions of the individual organizations are ascertained and their suggestions carried into a final draft, "there is and can be no agreement on an arbitration system."

Final touches will be put on a conciliation plan next week. The committee expects that it will be a short, concise document of about three paragraphs.

Members of the drafting committee were Herman M. Levy, Abram F. Myers, Robert W. Perkins and Adolph Schimel. Also attending the drafting sessions were William F. Rodgers, Henderson M. Richey and Ralph D. Hetzel, Jr.

Review

"Hellgate"

(*Commander Films—Lippert*) *Hollywood, Aug.* 21

THE box-office possibilities of "Hellgate" are splendid, and so is the drama which it unfolds, in a starkly realistic, brutish fashion, powerfully depicting the turmoil of life in a prison hellhole—the Hellgate of Civil War days, where army incorrigibles were incarcerated and frequently tortured. There is no fun in this production, but there is plenty to hold high interest.

The story is based on fact, concerning the famous Gil Hanley case of circumstantial evidence, drawing from that circumstance the unmistakable vigor of veracity. Yet, the picture is handled with the freedom of fictional narrative and with the outcome of the forceful plot unrevealed until the final moments.

Sterling Hayden, Joan Leslie and Ward Bond, a trim trio of marquee names, top a strong cast effectively directed by Charles Marquis Warren in their enactment of his own script.

Produced for Commander Films by John C. Champion, the film tells the story of an innocent man's imprisonment in Hellgate, the old desert installation maintained by the U. S. Army. Hayden plays the wrongfully convicted prisoner with becoming restraint, and Ward Bond, the commandant who believes him a guerilla and tries to break him physically, mentally and spiritually, turns in a portrayal of villainy such as hasn't been seen in a long time.

Brutishly persecuted by Bond, Hayden is instrumental, ultimately, in obtaining a supply of water for the prison when typhus threatens its total destruction, and achieves an ending which is not telegraphed by the script and needn't be here.

Others in the cast are Jim Arness, Marshall Bradford, Peter Coe, Richard Paxton, John Pickard, Pat Coleman, Bob Wilke, Richard Emory, Sheb Wooley, Kyle Anderson, Rory Mallinson, Ed Hinton, Timothy Carey, William Hamel, Stanley Price, Rod Redwing.

Running time, 87 minutes. General audience classification. For September release.

N. Gumbiner, Chicago Theatreman, Is Dead

CHICAGO, Aug. 21.—Nate Gumbiner, 54, industry veteran who operated the Commodore Theatre here for 25 years, died suddenly at his home yesterday of a heart attack. Gumbiner, who sold his interest in the Commodore last year, is survived by his widow and one son. Interment will be at Rosemont Cemetery.

Columbia Shorts

(*Continued from page* 1)

animal acts and will show both the training and the work of the animals. It will be produced and directed by Harry Foster, who makes his headquarters in New York.

Comic Shorts

Comedy, as displayed in Columbia's two-reel series, will furnish the same number of subjects as in the 1951-52 program. There will be eight shorts featuring the "Three Stooges," six "All-Star" comedies starring Andy Clyde, Joe Besser, Wally Vernon and Eddie Quillan and 12 reprints issued under the "Assorted Comedies" and "Comedy Favorites" banners.

Cartoons will show an increase of five for a total of 27 on the new program. There will be six each in the "Mr. Magoo" and "Jolly Frolics" series, produced by United Productions of America, an increase of one in each group. Among the highlights in the latter series will be "Madeline," based on the Ludwig Bemelmans children's classic, and "Gerald's Symphony," the sequel to "Gerald McBoing Boing" of two seasons ago. "Color Favorites," reprints of old animated subjects, will be increased by three to a total of 15 on the upcoming schedule.

'Candid Microphone'

Allen Funt will again be represented by six "Candid Microphone" entries and Ralph Staub will be back with the 32nd edition of "Screen Snapshots," said to be the oldest shorts series being produced. "Snapshots" will open its 12-subject season with Dean Martin and Jerry Lewis in "Hollywood Fun Festival."

"World of Sports," with Bill Stern returning as commentator, will be represented 12 times on the program, an increase of three over last year. There will be eight miscellaneous one-reelers grouped under the "Topnotcher" banner, and a like number of musical re-releases issued as "Thrills of Music."

Yardstick

(*Continued from page* 1)

taken unless East and West see eye to eye on its possibilities—possibilities to sell tickets. I don't profess to predict that every motion picture made under these auspices will turn out to be a bonanza. But I believe that we are closer to the public pulse than anybody else.

"David (Schine who introduced Schwalberg) expressed confidence in the future of this industry," stated the speaker. "I liked that spirit because I, too, am not afraid. In fact, with five children, I can't afford to be afraid. Sure, we have competition. We had competition from radio. We have it from television, from baseball and football, from the highways and the beaches. Your competitor is sunshine, too. There is, however, only one thing that I recognize: people like to gather around other people. I dont care what you give them in any other way; the little lady of the house will want to get out after she has been in it day after day, week after week. The motion picture theatre is the place she will go to."

Referring to "dire predictions" that were made when radio blossomed forth, and again when night baseball came on the scene, Schwalberg said "we have had competition before. However, when I see the confident faces in this room I know that no matter what the problem is, it will be solved, as it has been in the past. You cant limit the brains, ingenuity and know-how, the type that is represented in this room. I have never been more optimistic than I am today."

The Paramount official stressed the great contributions that motion pictures have made to education and to a higher standard of living. "The screen," he commented, "has sold more goods than any other instrumentality, more than all of them put together."

The united front that the industry instantly developed in the face of the government's television anti-trust suit was cited by Schwalberg as evidenee of its inherent cohesiveness.

Brooks, A Contest Judge

Walter Brooks, of the Managers Round Table of *Motion Picture Herald,* Charles Alicoate, of *The Film Daily,* and Burton Robbins, of *National Screen Service,* have been named judges for a national exploitation campaign contest for theatre managers playing the Dietz & Horne combination program of "Watusi" and "Cajun".

Cinecolor Control

(*Continued from page* 1)

proximately $175,000 of the $452,350 debenture offering. The balance was purchased by the Donner Corp., completing the financing.

Since the debentures are entitled to elect a majority of the Cinecolor board of directors, legal control passes to Donner Corp., Karl Herzog, Cinecolor president, stated.

BIJOU THEATRE
NOW AVAILABLE FOR PREVIEWS!

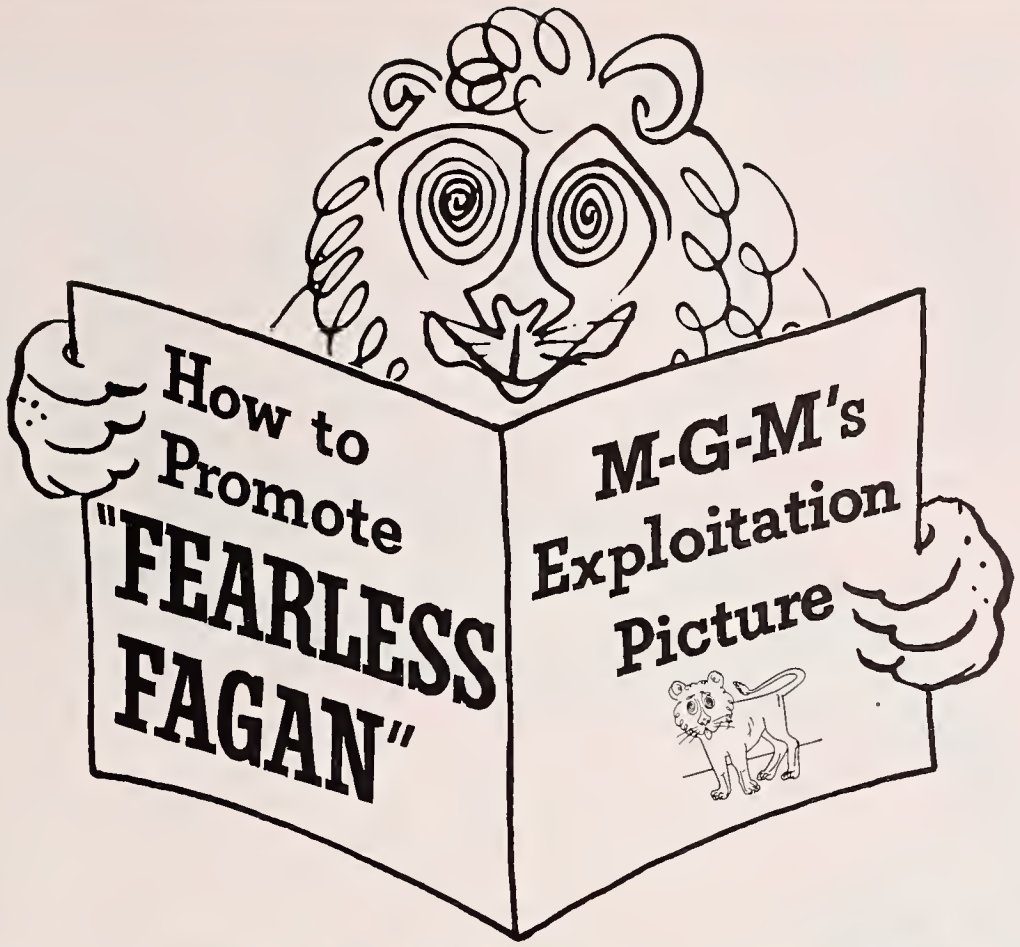
One of New York's finest appointed theatres—
Now available for previews and screenings on
Mondays, Tuesdays, Thursdays & Fridays!

SCREEN YOUR PRODUCT
IN AIR-CONDITIONED COMFORT
AND THE FINEST SURROUNDINGS!

For Information call:

MR. PETER R. FINK - JUdson 6-0540
BIJOU THEATRE, 45th St. & B'way





YOU CAN DO IT TOO!

"Fearless Fagan" in First 20 Dates is Outgrossing "Carbine Williams", "The Wild North" and "Angels In The Outfield" following closely "Pat and Mike" and "Westward The Women"

YOU CAN DUPLICATE TEST-DATE ACTIVITIES:

- Tie up with the LIONS CLUB
  (*Fagan himself is an honorary member in California.*)
- Most Unusual Pets Contest
  (*This is a good newspaper feature, actually a stand-by in promotions. "Fagan" makes it timely again.*)
- Merchants Co-op Ads–
  "I'm Not A 'Lion'– These Prices Are Really LOW!" "A Lion's Share of Bargains"
  (*Good tie-in angle for Supermarket advertising.*)
- Lion Street Ballyhoo
  (*Usher in a lion suit gets plenty of attention.*)
- Cartoon Heralds Sell Comedy Angle
  (*Kids go for these heralds and take them home.*)
- Plastic Stick-Ons Available as Teasers
  (*Another item that gets plenty of attention.*)
- Pet Parade in Public Parks
- Pin-the-Tail-on-the-Lion Stunt for Playgrounds
- Sheet Music Windows on Janet Leigh's Singing of "What Do You Think I Am? ('Just A Baby')"
- Janet Leigh Tie-up with Sunbeam Bread
- Dairy Co-op with Still of Fearless Fagan Drinking Milk
- Newsstand Cards with LIFE Magazine where Story of Fearless Fagan Appeared
- One-Sheet LIFE Blow-up
  (*Photo story of the Lion's career.*)

Every exhibitor who has

"THE WORLD IN HIS ARMS"

is saying "It's just like money in the bank"



THE HOLD-OVER PARADE IS UNDER WAY!

3rd WEEK: Randolph, Philadelphia; Hollywood, Atlantic City; 5 Points, Jacksonville; Adams, Detroit.

2nd WEEK: Memorial, Boston; Omaha, Omaha; Palace, Memphis; Rivoli, Toledo; Center, Charlotte; Lyric, Salt Lake; Midwest, Oklahoma City; Boulevard Drive-In, Allentown; Palace, Washington, D. C.; Loew's State, New Orleans.

GREGORY PECK • ANN BLYTH in Rex Beach's
"The WORLD in HIS ARMS" COLOR BY TECHNICOLOR
with ANTHONY QUINN • JOHN McINTIRE • ANDREA KING
Directed by RAOUL WALSH • Screenplay by BORDEN CHASE • Produced by AARON ROSENBERG

GOOD OLD U-I
... the best friend your box office ever had

Universal International

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 39 NEW YORK, U. S. A., MONDAY, AUGUST 25, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

IT MAY BE assumed that it has escaped the notice of no one in the industry that the continuing improvement at the nation's box-offices is being accompanied by the presence there of a greater number of fine pictures than have been available to the public at one time in many months.

It may be assumed also that the trade is well aware that equally fine pictures and in substantial volume have been completed and are awaiting release. Their number is sufficient to sustain the box-offices well into the fall and, there is good reason to believe, the same type of product in comparable numbers will continue to issue from Hollywood.

Today there must be many willing to go along with the recent statement of H. V. Harvey of San Francisco crediting production with having made the greatest strides of the three branches of industry toward meeting the new economic and competitive orders. Not that all of production's problems have been met and solved, but simply because there is so much evidence of improvement at hand, Hollywood is deserving of industry commendation.

Few of us hesitated to let Hollywood have it, no punches pulled, when the ticket-choppers were light. And perhaps to some purpose, judging by the evidence now current. Today, it would seem, she is beginning to show the rest of the industry the way.

Let's give the little girl a big hand. And listen attentively when she tells us what's wrong with the rest of us.

• •

PRESS material quotes Stanley Kramer as saying of his new production, "The Happy Time",: "It is the coming of age of a teen age boy, his first reaching for maturity on everything from the intellectual plane to the first sex manifestations. Further, we strive to illustrate the frank, above-board viewpoint on things basic, such as sex by the continental mind as contrasted to the hush-hush and guilt school of thought."

Don't let Stanley discourage you. There's nothing clinical about "The Happy Time." It's good, solid entertainment when not being too broad, and impishly amusing even then.

Newsreels, Newspapers Are Different, Ohio Contends

TOLEDO, O., Aug. 24.—Without backing up its contention with "evidence," the City of Toledo, acting in behalf of the Ohio attorney-general, at the weekend asserted in a brief filed in the Ohio newsreel censorship case that newsreels are different from magazines, newspapers and other periodicals and therefore can be made subject to censorship.

The brief was intended to defend the State's censorship laws, labeled "unconstitutional" by exhibitor Martin G. Smith's counsel at a hearing earlier this month in the newsreel test case, brought about with the cooperation of the Independent Theatre Owners of Ohio and the Motion Picture Association of America.

Signed by John J. McCarthy, director of law of the City of Toledo, and Louis R. Young, assistant director, but known to contain the views of the State's attorney-general, the brief also held that the U. S. Supreme Court's decision in the "Miracle" case did not apply in any way to the newsreel case since there is no question as to whether newsreels are "sacriligious."

The defendant now has a week in which to reply to the City's assertions. It is expected that another brief will

(*Continued on page 3*)

White House Visit Set for TOA Wives

Washington, Aug. 24.—President and Mrs. Truman will meet at the White House all of the wives of members attending the Theatre Owners of America convention to be held here the week of Sept. 15, TOA announced over the weekend.

The President and his wife will meet the TOA wives in the Rose Garden on Wednesday morning, Sept. 17 and will conduct them on a tour of the White House.

Equity to Review Theatre TV Test

The council of Actors Equity Association at its meeting here tomorrow may take up the request of Fabian Theatres to reconsider its action of several weeks ago in asking payment of a week's salary to all members of the cast of Mike Todd's Jones Beach marine spectacle, "A Night in Venice," for an experimental telecast of the show to the screen of the Warner Theatre here.

The experiment, planned by Fabian for an invited audience of exhibitors

(*Continued on page 3*)

Grainger to Coast To View Product

James R. Grainger, Republic executive vice-president in charge of sales and distribution left here at the weekend for the Coast on the first stopover on a trip which will take him to San Francisco and Denver prior to his return to New York on Sept. 17.

While on the Coast Grainger will review "Thunderbirds," starring John

(*Continued on page 3*)

FIGHT AGAINST 'REDS' WILL NEVER CEASE, SAYS FREEMAN

"The fight to rid the industry of known Communists or fellow travelers will never cease," declares Y. Frank Freeman, Paramount studio head in Hollywood, in an article by John Gunther which will be featured in an all-film industry issue of *The American Weekly* to be sent next Sunday to 30,000,000 readers through a circulation of 9,500,000.

The article, which deals with various economic, production and policy aspects of the studios, quotes Freeman as observing, "There are some people in our industry who have been labeled fellow travelers because of their membership in certain organizations which, after they joined were subsequently declared subversive by the Attorney General. Where these people are innocent of having any Communist sympathies, we are receiving excellent support from public opinion groups in clearing them completely of any taint because they belonged to such organizations. We will continue this program."

All in all, the industry will get a big boost in the first annual "movie

(*Continued on page 3*)

See Agreement Imminent On A French Pact

U. S. Submits New Offer; Accepts Export Decrease

The Motion Picture Export Association at the weekend expected that a Franco-American film agreement would be signed in Paris "before the end of this month." It based this view on developments which transpired since last Thursday in the Paris negotiations between the French and U. S. governments.

The principal development was this: contrary to expectations, the French did not submit new proposals on Thursday; rather, the U. S. negotiators "beat them to the punch" by submitting their own new proposals.

Subsidy references were conspicuously absent from the American proposals. In brief, the U. S. companies accepted a French decree cutting film exports to France to 92 features from last year's 121, and suggested setting by negotiation the steps to be followed

(*Continued on page 3*)

NEWS FLASHES

Fifty producers of motion pictures in the New York area were notified by the Screen Actors Guild that it will cancel existing contracts as of Oct. 23 if by that date these producers have not signed the Guild's new "Codified Agreement of 1952" and the television supplement thereto. Negotiations have been proceeding for several months between the Guild and the Film Producers' Association of New York.

•

The recently-completed draft of rules for an industry arbitration system will be reviewed here tomorrow at a meeting of the Motion Picture Association of America distributors' committee.

Personal Mention

ALFRED W. DAFF, Universal executive vice-president, will return here from the Coast today and next weekend will leave for a European business trip, visiting London and the Continent.

•

CY EICHMAN, director of advertising and publicity for Astor Pictures, has become a father for the second time. The new baby boy, Scott Fredrick, weighed nine-and-one-half pounds, and was born at Kew Gardens General Hospital last week.

•

DAVID WEINSTOCK, board chairman of the Independent Theatre Owners Association of New York, has been appointed to the Combined Public Utilities Committee of New York, which is investigating commercial electricity rates.

•

JAMES STEWART, president of James A. Stewart Co., advertising agency of Carnegie, Pa., is in New York this week on television and film business.

•

D. JOHN PHILLIPS, executive director of Metropolitan Motion Picture Theatres Association, will spend this week on vacation at Armonk, N. Y.

•

FRANK J. MOONEY, assistant to CHALES BOASBERG, RKO Radio North-South division manager, has left on a vacation in Ireland.

•

LEE KOKEN, RKO Theatres vending department head, left here on Saturday for Cincinnati, Dayton, and Columbus.

•

JOEL PRESTON, industry publicist, has returned to Hollywood from New York.

•

LOU RACHMIL, producer, is due here today from Hollywood.

Stage Shows for Lincoln

The legitimate stage shows "Oklahoma" and "Mr. Roberts" have been set for the RKO Lincoln Theatre in Trenton, N. J. "Oklahoma," now on tour, will play the RKO Lincoln Monday and Tuesday nights, Sept. 8 and 9, with a cast comprised of the Theatre Guild's national company. "Mr. Roberts" will be presented at matinee and evening shows Tuesday, Sept. 30. All seats will be reserved for both shows.

Benny on TV Oct. 5

Comedian Jack Benny will open his third season on the CBS television network on Sunday Oct. 5, with an expanded schedule which will bring him before the TV cameras once a month during 1952-53.

Krims to Direct '9th Man'

"The Ninth Man," starring Errol Flynn, which will be produced by John Bash in Italy in October, will be directed by Milton Krims and will be released through United Artists.

Mexican Production Costs Increase 25 Per Cent

MEXICO CITY, Aug. 24.—Production costs have increased 25 per cent since 1950 "without any logical reason as the studios' tariffs continue about the same", according to the National Cinematographic Board, which functions under the Interior Ministry.

Picture-making cost some $6,930,000 in 1950, but this year indications are that the costs will be close to $8,760,000, the Board said.

In 1949, it cost $5,250,000 to make 109 pictures, of which eight are still unreleased. In 1950, the record-high of 125 films were produced, of which 21 are still unreleased. The cost last year for 106 pictures was $6,112,000, of which all were released.

The 55 pictures made this year up to July 31 cost $3,810,000. The board, more hopeful than the trade, estimates 110 pictures will be produced in 1952, and it reckons this year's costs at the new high of $8,760,000. The trade doesn't expect production this year to exceed 100.

'Finian's Rainbow' to 13 N.E. Film Stands

BOSTON, Aug. 24.—The musical comedy, "Finian's Rainbow," will be presented in 13 theatres of the New England Theatres circuit next month in an experimental policy, largest of its kind for so elaborate a stage production, to be undertaken in New England film houses. If the policy is successful other stage shows will be presented subsequently.

Theatres which will present the production are: Olympia, New Bedford, Sept. 8; Brockton, Brockton, Sept. 9; Capital, Worcester, Sept. 10; Strand, Lowell, Sept. 11; Haines, Waterville, Me., Sept. 12; Opera House, Bangor, Sept. 13; Colonial, Haverhill, Sept. 15; Paramount, Lynn, Sept. 16; Paramount, Springfield, Sept. 17; Allyn, Hartford, Sept. 18; Paramount, Rutland, Vt., Sept. 19; Empress, South Norwalk, Conn., Sept. 20, and Paramount, New Haven, Sept. 22.

Consolidated Names Robeck Gen'l Mgr.

Peter M. Robeck has been appointed general manager of Consolidated Television Sales, it was announced by Norman Chandler, president of the Los Angeles Times-Mirror Co.

Robeck was formerly national sales manager of Consolidated, which earlier this month completed a series of merger agreements with Jerry Fairbanks, Inc., changing its name to the present one. Robeck will have his offices in New York and Hollywood.

Set 'Park Row' Premiere

"Park Row," Samuel Fuller's production of the birth and growth of American journalism, will have its world premiere on Sept. 1 in Los Angeles at the Chinese, Loyola and Globe theatres of Fox West Coast, and the independent Paradise Theatre, it was announced by William J. Heineman, vice-president of United Artists.

Warner Launches Patriotic Series

Hollywood, Aug. 24.—Cedric Francis, new head of Warner Brothers' short subjects department, is preparing a two-reel color by Technicolor film, "Land of the Free," as the first in the Warner series of patriotic shorts conceived by Harry M. Warner and the late Gordon Hollingshead in 1936.

"Land of the Free" will depict the importance of American freedoms, particularly that of freedom of enterprise and will show the development of individual prosperity under this system. The second short in this series, soon to go into production, will be "The Flag Speaks," a historical film of the American heritage.

Chicago Court to Hear Film Cases

CHICAGO, Aug. 24.—In a flurry of activity marking the end of the summer hiatus the Federal courts here have scheduled hearings on a number of industry cases.

Warners' request for extended playing time, beyond the two-week limit imposed on "affiliated" theatres by the Jackson Park decree for "The Miracle of Our Lady of Fatima" has been scheduled for hearing on Sept. 8 by Federal Judge Michael Igoe. The Winston Theatre case, in which the RKO Grand is asking exemption from the limitations of the Jackson Park decree on grounds that RKO Pictures and RKO Theatres have been divorced, will be heard by Judge Igoe Sept. 9. The request for a change of venue to Milwaukee by defendants in the Viking Theatre case will be heard on Sept. 22.

40 Films Entered at Venice Film Fete

VENICE, Aug. 24.—Forty films from 15 nations are to be exhibited in the 15th annual film festival here, which opened with the showing of Italy's "Other Times."

The folowing countries besides Italy are represented at the festival: United States, Argentine, Belgium, India, Philippines, France, Germany, Japan, Great Britain, Mexico, Norway, Spain, and Sweden.

D. W. Chamberlain, 83

MINNEAPOLIS, Aug. 24.—Daniel W. Chamberlain, retired exhibitor and one-time owner of the American Amusement Co., now a part of the Minnesota Amusement Co., died here last week at the age of 83. Funeral services were held in St. Cecilia's Roman Catholic Church, St. Paul, with burial in Lakewood cemetery, Minneapolis.

Newsreel Parade

RECENT pronouncements by Presidential candidates, the carrier U.S.S. Boxer *explosion and flash floods in England make current headlines. Other subjects covered include Baruch's birthday bench, Churchill's new grandchild and a Medal of Honor presentation.*

MOVIETONE NEWS, No. 69—Eisenhower says middle-of-the-road is the best U. S. policy. Margaret Truman on tour in Sweden. New Churchill grandchild. *U.S.S. Boxer* blast. Flash floods in England. Baruch's new park bench. Stevenson takes brief vacation. Walcott-Marciano bout set. Racing cars in England.

NEWS OF THE DAY, No. 303—Fatal carrier explosion. Campaign notes. Tribute to Eva Peron. Rhee's inaugural. Korea. Baruch honored on 82nd birthday. "Winnie" welcomes new grandchild. National water ski classic.

PARAMOUNT NEWS, No. 2—Disasters: *U.S.S. Boxer,* aircraft carrier, and British flash floods. Elder statesmen in the news: Churchill and Baruch. Eva Peron rites. Stevenson in Wisconsin, Eisenhower in Idaho.

TELENEWS DIGEST, No. 34B—Polish youth rally. Stevenson vacations in Wisconsin. New Jordan king in Switzerland. Ethiopia's emperor approves new Constitution. Syngman Rhee inaugural. Off-shore oil search in California. Eva Peron funeral. Italy's Luna Park.

UNIVERSAL NEWS, No. 589—Carrier blast. Floods. Medal of Honor. Carnival in Spain. Korea showers. Sky blazers. National water ski tournament.

WARNER PATHE NEWS, No. 4—Eisenhower wants middle way for America. Cave explorer dies. *U.S.S. Boxer* blast. Eva Peron's remains viewed by crowds. Baruch's bench. Medal of Honor for Major. Churchill at christening. Children at a show.

Golf Tournaments in NY and Minneapolis

The Variety Clubs of New York City and Minneapolis at the weekend set industry golf tournaments for their respective territories.

Ed Fabian, chairman of the committee, announced the inauguration of an annual Variety Club of New York outing, to be held this year on Thursday, Sept. 11th, at Vernon Hills Country Club, Tuckahoe, N. Y. The event, will include golf for "hackers" and "aces" with an equal chance for all to share the prizes and surprises, plus the usual indoor activities.

A large crowd is expected to attend the annual golf tournament of the Variety Club of Minneapolis on Friday afternoon at the Golden Valley Country Club in that city.

Showmen's Contest For 'Caribbean'

Paramount has announced a $1,000 prize contest for theatre managers submitting the best exploitation campaigns for "Caribbean." Prizes of $200 savings bonds will be awarded for best newspaper advertising, lobby displays, theatre fronts, window displays and promotions. Contestants must play the picture before Nov. 30 and the contest will close Dec. 15.

Judges are Walter Brooks, *Motion Picture Herald;* Frank P. McCord, Cecil & Presby Ad Agency, and Chester Friedman, *Boxoffice.*

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative. FI 6-3074; Bruce Trinz, Editorial Representative. 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor: cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

French Pact

(*Continued from page* 1)

for the unfreezing of $6,000,000 in blocked American earnings.

It was said to be likely that the French would refrain from submitting their own new proposals and accept the American's as a starting point in the resumption of negotiations. The American offer is similar, practically identical, to a previous French offer. If the French do decide to submit their proposals, it is expected the Americans would receive them this week.

Two of the 92 features for which licenses would be granted are required to be films shown at the current film festival in Venice.

Equity

(*Continued from page* 1)

in an effort to determine whether or not stage spectacles in black and white constitute adequate large screen theatre TV attractions, or whether they need to be in color, had been scheduled for Aug. 7 and had to be cancelled because of Equity's salary stand, which would have involved a cost of around $30,000 for what might prove to be an inconclusive test.

Asked to reconsider, Equity has placed the matter on the council's agenda and it may be reached tomorrow. An Equity official said the Fabian request is only one of several now before it and that the Council must not only decide whether it should cooperate in theatre TV tests of the kind, but if so, which one it should approve. The identity of the other petitioners for approval of a theatre telecast of a stage attraction was not disclosed.

The Equity official said the proposed tests also will be informative to Equity since it has no regulations at present governing telecasts from stage to screen and ultimately will have to formulate some. Currently, it feels it must devise special terms, fair to performers and experimenters, for such theatre TV tests as those being proposed.

Films Lead Others In Argentine Income

Expenditures for motion pictures led all other revenues for public amusements in Argentina in 1951, according to dispatches from Buenos Aires.

More than 65,000,000 persons paid a total of 140,000,000 pesos ($10,150,000) to see motion pictures during the year, according to Argentine figures.

Grainger

(*Continued from page* 1)

Derek, John Barrymore, Jr., and Mona Freeman; "Ride the Man Down," starring Brian Donlevy, Rod Cameron, Ella Raines and Forrest Tucker; "The Lady Wants Mink," starring Dennis O'Keefe, Ruth Hussey and Eve Arden and "The Wac From Walla Walla," starring Judy Canova, with Stephen Dunne, George Cleveland and June Vincent.

Nat'l 'Fatima' Screening

Warner Brothers' "The Miracle of Our Lady of Fatima" will be nationally trade screened on Sept. 10. The picture, done in WarnerColor, will be nationally distributed on Oct. 11.

Review

"Old Oklahoma Plains"

(Republic)

YEARS AGO the theme of many a Western action production dealt with the debate over the speed of a fast horse versus the automobile. In "old Oklahoma Plains," screenwriter Milton Raison (working from Albert DeMond's story), director William Whitney, associate producer Edward White, and star Rex Allen capably pool their efforts and come up with a new slant: the speed of a fast horse versus an army tank. The new twist adds immeasurably to the otherwise standard Western.

Those claiming superior speed for the tank claim it could easily replace cavalry and set out to prove their theory, shortly after World War I, in an area where ranchers are raising horses and cattle.

One rancher, who is making a fortune selling horses to the army, is interested in seeing the tank discredited and he talks the other ranchers into trying to force the army away from the testing ground. Allen, an ex-army man, is called in.

The story develops at a good pace and is climaxed by a race between the cavalry and a tank. Before this there are plenty of gun fights and fist battles and Allen, and his friend, Slim Pickens, do their best to see that the experiment is a success. Also, Pickens and Allen sing a few numbers.

"Old Oklahoma Plains" is a nicely made Western with an easy-to-follow story. Allen and the rest of the cast do competent jobs. Elaine Edwards is the feminine lead. Others in the cast are Roy Barcroft, John Crawford, Joel Barston, Russell Hicks, Fred Graham, Stephen Chase and the Republic Rythm Riders.

Running time, 60 minutes. General audience classification.

Ohio Contends

(*Continued from page* 1)

be forthcoming from Smith's counsel by Friday. Under Ohio law, the city wherein censorship violations occur is empowered to prosecute in behalf of the State's attorney-general.

There will be no further hearings in the action in Municipal Court. After Smith's additional reply is filed Judge Frank W. Wiley will weigh the evidence presented in the "battle of the briefs" and give his decision.

Refers to Ament

Referring to testimony given earlier by Walton C. Ament, vice-president and general manager of Warner Pathe News, that he knew of only one instance where the State felt compelled to censor newsreels, the City's brief contended that this was proof that "little restraint" is exercised under the Ohio law.

The brief held that the $3 fee for censoring reels could not be termed "confiscatory" because no court has so ruled.

Because the State Legislature did not exempt newsreels from censorship in 1935 when a movement for removal of bans of this kind existed the Legislature thereby gave tacit approval of film censorship, the brief reasoned.

Set Mono.-AA Sales Drive for November

HOLLYWOOD, Aug. 24.—Monogram-Allied Artist president Steve Broidy has announced a "Morey (Razz) Goldstein Drive" to be conducted during November in tribute to the vice-president and general manager.

The drive was suggested by the sales force in the field to honor the 32-year-old veteran executive who joined the company in 1945, Broidy said.

ITO Board to View Fair

COLUMBUS, O., Aug. 24.—Members of the board of directors of the Independent Theatre Owners of Ohio, sponsor of the "Hollywood at the Fair" exhibit at the Ohio State Fair, will inspect the display on Tuesday. A board meeting will also be held here Tuesday.

Freeman Says

(*Continued from page* 1)

issue" of *The American Weekly* on Aug. 31 with its release to 23 distributing newspapers. Editor Ernest V. Heyn reports that this is the first time a publication the size of the weekly has thrown open its entire editorial section to the film industry.

30,000,000 Readers

Through the special issue the 30,000,000 readers will also obtain a preview of the film fare Hollywood is preparing for them for the coming season. Also, critics' choices for the top pictures and best performances of the year are listed, as reported in MOTION PICTURE DAILY on Aug. 20.

Each article in the issue deals in some way with the business itself. The food feature is titled "Five Favorite Hollywood Dishes," and the regular Emily Post feature asks, "How Are Your Movie Manners?"

In addition to the multi-million circulation the issue will receive through its newspapers, several theatre circuits are distributing some half a million copies directly to their patrons.

Ascap Publishes 4th Copyright Law Book

Publication of the "Fourth Copyright Law Symposium," containing four papers submitted in the Nathan Burkan Memorial Competition, was announced here by Herman Finkelstein, ASCAP general attorney.

Inaugurated in 1938 in honor of the late Nathan Burkan, former ASCAP general counsel, the symposium was not published during World War II, but publication is resumed with the current volume.

Register Two Firms

ALBANY, N. Y., Aug. 24. — Long Beach Drive-in Theatre Corp. has registered a certificate to conduct business with offices in Farmingdale, Nassau County. Incorporators are: Kendrick C. Smith, Levittown; Florence Kiendle and attorney Howard Y. Hogan, Farmingdale.

Rockaway Drive-in Theatre Corp. also registered a certificate with the same incorporators.

Oops!

Kingston, N. Y., Aug. 24.—When Arlene Dahl was forced to cancel a pre-advertised personal appearance at the Kingston Theatre here last week, the public was advised of it via ads in the Kingston *Daily Freeman* in this wise:

"Due to unavoidable circumstances, William Bendix, Lydia Clark, William Thomas—Paramount stars and 'Caribbean' producer—will appear in person instead of Miss Dahl."

Form Coast Group To Aid Stevenson

HOLLYWOOD, Aug. 24.—An organization billing itself "Hollywood for Stevenson-Sparkman," with Roy M. Brewer, Will Rogers, Jr., and George Jessel as co-chairmen, and Representative Clyde Doyle as honorary chairman, used advertising space in local trade papers to "ask all of you in radio, television and motion pictures . . . to collaborate in spreading Adlai Stevenson's philosophy and ideals and methods to the end that November may bring victory to the men and ideas that best represent the free spirit and choice of America."

Yates, NSS Join Aid to Blind Drive

SAN FRANCISCO, Aug. 24.—Republic Pictures president Herbert J. Yates has donated 132 prints of an aid to the blind trailer which will be shown in Northern California theatres from Wednesday to Sept. 13.

National Screen Service gave 75 prints and Alexander Film Service gave 50. The campaign is under the auspices of Variety Club, Tent No. 32, which aims to raise $100,000 to finance its Blind Babies Foundation.

Schine Candy Goes To 9 Orphanages

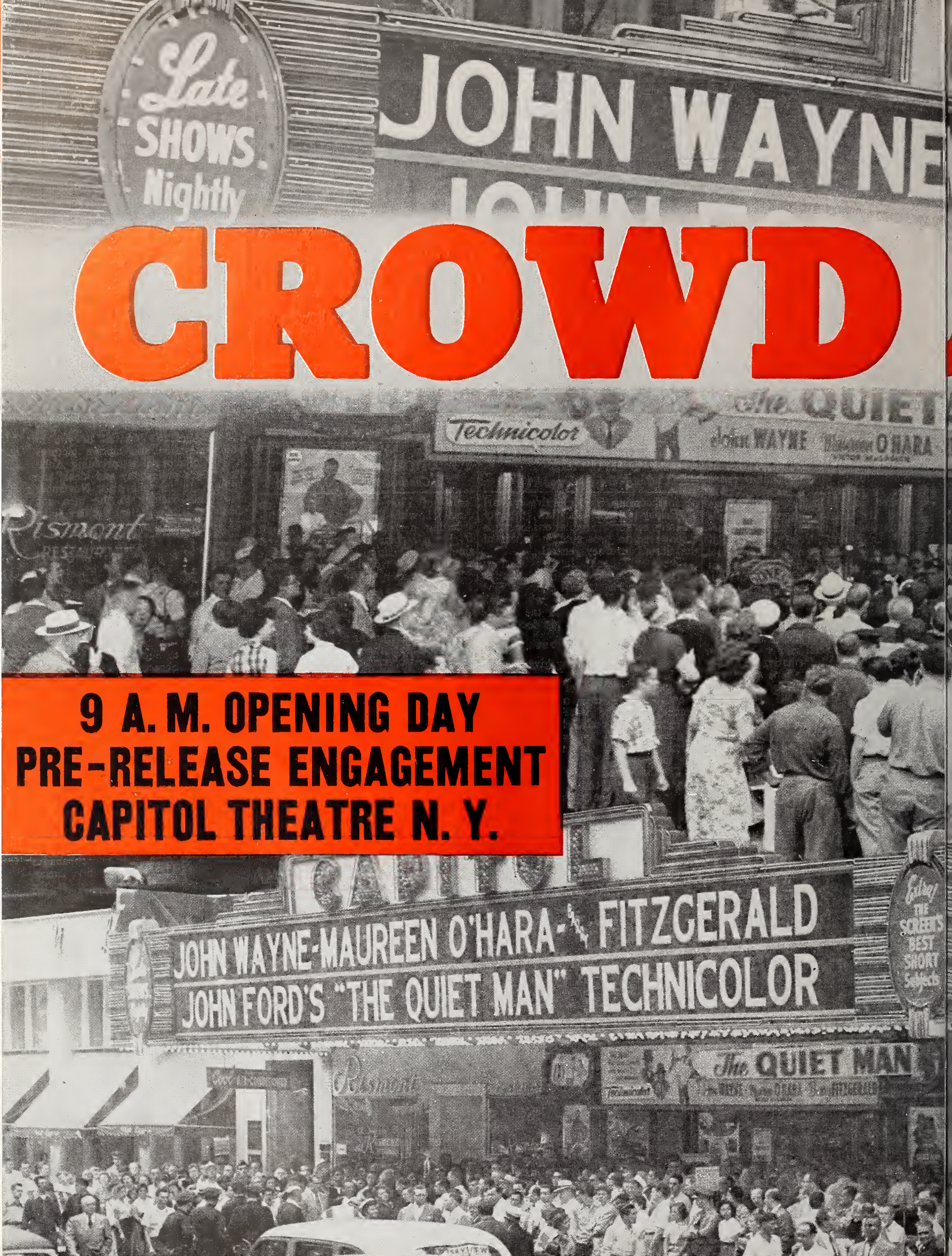
ALBANY, N. Y., Aug. 24.—A surplus of 50,000 candy bars sent here by manufacturers for advertising purposes at the convention of Schine Theatres Inc. will be distributed to children in nine Albany orphanages and hospitals, G. David Schine, executive vice-president, disclosed at the weekend.

Sugrances and Geri Promoted by W.B.

Jose Sugrances, Warner manager in Ecuador, has been named Southern district manager in Brazil, with headquarters in Sao Paulo, and Hugo Geri, Warner booker and assistant manager in Panama, has been named manager for Ecuador, with headquarters in Guyaquil, it was announced here by Wolfe Cohen, president of Warner International.

Crosby to France

Bing Crosby is scheduled to sail for France on Sept. 12 to start work on his new Paramount film, "Little Boy Lost," a William Perlberg-George Seaton production, which goes before the cameras in Paris on Sept. 20. Thus far only Crosby and Claude Dauphin have been cast for the top roles.


Late
SHOWS
Nightly
JOHN WAYNE
CROWD
Technicolor
the QUIET
John WAYNE
O'HARA
Rismont
9 A. M. OPENING DAY
PRE-RELEASE ENGAGEMENT
CAPITOL THEATRE N. Y.
JOHN WAYNE-MAUREEN O'HARA-FITZGERALD
JOHN FORD'S "THE QUIET MAN" TECHNICOLOR
Enjoy THE SCREEN'S BEST SHORT
The QUIET MAN

APPEAL!

HERBERT J. YATES
presents
John Ford's Greatest Triumph

THE Quiet Man

Color by TECHNICOLOR
starring
JOHN WAYNE · MAUREEN O'HARA · BARRY FITZGERALD
with
WARD BOND • VICTOR McLAGLEN • MILDRED NATWICK • FRANCIS FORD
ARTHUR SHIELDS and ABBEY THEATRE PLAYERS
Directed by JOHN FORD
Screenplay by FRANK S. NUGENT : *Story by* MAURICE WALSH
Produced by MERIAN C. COOPER : AN ARGOSY PRODUCTION
A REPUBLIC PICTURE

Check List

of recent or forthcoming releases featured in advertising in *MOTION PICTURE DAILY* *

(alphabetically by title)

Title	Distributor
AFFAIR IN TRINIDAD (3 Pages)	Columbia
BIG JIM McLAIN (3 Pages)	Warner
BONZO GOES TO COLLEGE	Universal
CARIBBEAN	Paramount
CARRIE (2 Pages)	Paramount
DON'T BOTHER TO KNOCK (4 Pages)	20th-Fox
DREAMBOAT	20th-Fox
FEARLESS FAGAN (2 Pages)	MGM
FOOTBALL THRILLS	MGM
HAS ANYBODY SEEN MY GAL? (3 Pages)	Universal
HIGH NOON (2 Pages)	United Artists
ISLAND OF DESIRE	United Artists
IVANHOE (10 Pages)	MGM
LURE OF THE WILDERNESS (2 Pages)	20th-Fox
ONE MINUTE TO ZERO (2 Pages)	RKO
PARK ROW (2 Pages)	United Artists
SHE'S WORKING HER WAY THROUGH COLLEGE	Warner
SOMEBODY LOVES ME	Paramount
SUDDEN FEAR (2 Pages)	RKO
THE QUIET MAN (11 Pages)	Republic
THE MERRY WIDOW	MGM
THE MIRACLE OF OUR LADY FATIMA (2 Pages)	Warner
THE SNOWS OF KILIMANJARO (3 Pages)	20th-Fox
THE STORY OF WILL ROGERS (4 Pages)	Warner
THE WORLD IN HIS ARMS (7 Pages)	Universal
UNTAMED FRONTIER	Universal
WAY OF A GAUCHO	20th-Fox
WE'RE NOT MARRIED	20th-Fox
WHERE'S CHARLEY? (6 Pages)	Warner
WOMAN OF THE NORTH COUNTRY (2 Pages)	Republic

* Pictures featured in *M. P. Daily* advertised during past 6 weeks.

The Vital Spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold".*

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it *soon enough;* (2) Make it effectively proclaim the *box-office values* of the picture; (3) Publish a *sufficient continuity* of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 39 NEW YORK, U. S. A., MONDAY, AUGUST 25, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

IT MAY BE assumed that it has escaped the notice of no one in the industry that the continuing improvement at the nation's box-offices is being accompanied by the presence there of a greater number of fine pictures than have been available to the public at one time in many months.

It may be assumed also that the trade is well aware that equally fine pictures and in substantial volume have been completed and are awaiting release. Their number is sufficient to sustain the box-offices well into the fall and, there is good reason to believe, the same type of product in comparable numbers will continue to issue from Hollywood.

Today there must be many willing to go along with the recent statement of H. V. Harvey of San Francisco crediting production with having made the greatest strides of the three branches of industry toward meeting the new economic and competitive orders. Not that all of production's problems have been met and solved, but simply because there is so much evidence of improvement at hand, Hollywood is deserving of industry commendation.

Few of us hesitated to let Hollywood have it, no punches pulled, when the ticket-choppers were light. And perhaps to some purpose, judging by the evidence now current. Today, it would seem, she is beginning to show the rest of the industry the way.

Let's give the little girl a big hand. And listen attentively when she tells us what's wrong with the rest of us.

• •

PRESS material quotes Stanley Kramer as saying of his new production, "The Happy Time",: "It is the coming of age of a teen age boy, his first reaching for maturity on everything from the intellectual plane to the first sex manifestations. Further, we strive to illustrate the frank, above-board viewpoint on things basic, such as sex by the continental mind as contrasted to the hush-hush and guilt school of thought."

Don't let Stanley discourage you. There's nothing clinical about "The Happy Time." It's good, solid entertainment when not being too broad, and impishly amusing even then.

Newsreels, Newspapers Are Different, Ohio Contends

TOLEDO, O., Aug. 24.—Without backing up its contention with "evidence," the City of Toledo, acting in behalf of the Ohio attorney-general, at the weekend asserted in a brief filed in the Ohio newsreel censorship case that newsreels are different from magazines, newspapers and other periodicals and therefore can be made subject to censorship.

The brief was intended to defend the State's censorship laws, labeled "unconstitutional" by exhibitor Martin G. Smith's counsel at a hearing earlier this month in the newsreel test case, brought about with the cooperation of the Independent Theatre Owners of Ohio and the Motion Picture Association of America.

Signed by John J. McCarthy, director of law of the City of Toledo, and Louis R. Young, assistant director, but known to contain the views of the State's attorney-general, the brief also held that the U. S. Supreme Court's decision in the "Miracle" case did not apply in any way to the newsreel case since there is no question as to whether newsreels are "sacrilegious."

The defendant now has a week in which to reply to the City's assertions. It is expected that another brief will

(*Continued on page 3*)

White House Visit Set for TOA Wives

Washington, Aug. 24.—President and Mrs. Truman will meet at the White House all of the wives of members attending the Theatre Owners of America convention to be held here the week of Sept. 15, TOA announced over the weekend.

The President and his wife will meet the TOA wives in the Rose Garden on Wednesday morning, Sept. 17 and will conduct them on a tour of the White House.

Equity to Review Theatre TV Test

The council of Actors Equity Association at its meeting here tomorrow may take up the request of Fabian Theatres to reconsider its action of several weeks ago in asking payment of a week's salary to all members of the cast of Mike Todd's Jones Beach marine spectacle, "A Night in Venice," for an experimental telecast of the show to the screen of the Warner Theatre here.

The experiment, planned by Fabian for an invited audience of exhibitors

(*Continued on page 3*)

Grainger to Coast To View Product

James R. Grainger, Republic executive vice-president in charge of sales and distribution left here at the weekend for the Coast on the first stopover on a trip which will take him to San Francisco and Denver prior to his return to New York on Sept. 17.

While on the Coast Grainger will review "Thunderbirds," starring John

(*Continued on page 3*)

See Agreement Imminent On A French Pact

U. S. Submits New Offer; Accepts Export Decrease

The Motion Picture Export Association at the weekend expected that a Franco-American film agreement would be signed in Paris "before the end of this month." It based this view on developments which transpired since last Thursday in the Paris negotiations between the French and U. S. governments.

The principal development was this: contrary to expectations, the French did not submit new proposals on Thursday; rather, the U. S. negotiators "beat them to the punch" by submitting their own new proposals.

Subsidy references were conspicuously absent from the American proposals. In brief, the U. S. companies accepted a French decree cutting film exports to France to 92 features from last year's 121, and suggested setting by negotiation the steps to be followed

(*Continued on page 3*)

SAG Sets Oct. 23 Pact Deadline Here

The Screen Actors Guid here at the weekend notified some 50 producers of motion pictures in the New York area that it will cancel existing contracts as of Oct. 23 if by that date these producers have not signed the Guild's new "Codified Basic Agreement of 1952" and the television supplement thereto.

FIGHT AGAINST 'REDS' WILL NEVER CEASE, SAYS FREEMAN

"The fight to rid the industry of known Communists or fellow travelers will never cease," declares Y. Frank Freeman, Paramount studio head in Hollywood, in an article by John Gunther which will be featured in an all-film industry issue of *The American Weekly* to be sent next Sunday to 30,000,000 readers through a circulation of 9,500,000.

The article, which deals with various economic, production and policy aspects of the studios, quotes Freeman as observing, "There are some people in our industry who have been labeled fellow travelers because of their membership in certain organizations which, after they joined were subsequently declared subversive by the Attorney General. Where these people are innocent of having any Communist sympathies, we are receiving excellent support from public opinion groups in clearing them completely of any taint because they belonged to such organizations. We will continue this program."

All in all, the industry will get a big boost in the first annual "movie

(*Continued on page 3*)

MPAA Arbitration Review Tomorrow

The Motion Picture Association of America distributors' committee will meet here tomorrow to review the recently-completed draft of rules for an industry arbitration system. The committee consists of member companies' sales managers.

Industry Arbibtration Conference delegates and others are due to receive copies of the draft in today's mail. Ralph Hetzel, Jr., MPAA vice-president, sent the copies out at the weekend.

Personal Mention

ALFRED W. DAFF, Universal executive vice-president, will return here from the Coast today and next weekend will leave for a European business trip, visiting London and the Continent.

•

CY EICHMAN, director of advertising and publicity for Astor Pictures, has become a father for the second time. The new baby boy, Scott Fredrick, weighed nine-and-one-half pounds, and was born at Kew Gardens General Hospital last week.

•

DAVID WEINSTOCK, board chairman of the Independent Theatre Owners Association of New York, has been appointed to the Combined Public Utilities Committee of New York, which is investigating commercial electricity rates.

•

JAMES STEWART, president of James A. Stewart Co., advertising agency of Carnegie, Pa., is in New York this week on television and film business.

•

D. JOHN PHILLIPS, executive director of Metropolitan Motion Picture Theatres Association, will spend this week on vacation at Armonk, N. Y.

•

FRANK J. MOONEY, assistant to CHALES BOASBERG, RKO Radio North-South division manager, has left on a vacation in Ireland.

•

LEE KOKEN, RKO Theatres vending department head, left here on Saturday for Cincinnati, Dayton, and Columbus.

•

JOEL PRESTON, industry publicist, has returned to Hollywood from New York.

•

LOU RACHMIL, producer, is due here today from Hollywood.

Stage Shows for Lincoln

The legitimate stage shows "Oklahoma" and "Mr. Roberts" have been set for the RKO Lincoln Theatre in Trenton, N. J. "Oklahoma," now on tour, will play the RKO Lincoln Monday and Tuesday nights, Sept. 8 and 9, with a cast comprised of the Theatre Guild's national company. "Mr. Roberts" will be presented at matinee and evening shows Tuesday, Sept. 30. All seats will be reserved for both shows.

Benny on TV Oct. 5

Comedian Jack Benny will open his third season on the CBS television network on Sunday Oct. 5, with an expanded schedule which will bring him before the TV cameras once a month during 1952-53.

Krims to Direct '9th Man'

"The Ninth Man," starring Errol Flynn, which will be produced by John Bash in Italy in October, will be directed by Milton Krims and will be released through United Artists.

Mexican Production Costs Increase 25 Per Cent

MEXICO CITY, Aug. 24.—Production costs have increased 25 per cent since 1950 "without any logical reason as the studios' tariffs continue about the same", according to the National Cinematographic Board, which functions under the Interior Ministry.

Picture-making cost some $6,930,000 in 1950, but this year indications are that the costs will be close to $8,760,000, the Board said.

In 1949, it cost $5,250,000 to make 109 pictures, of which eight are still unreleased. In 1950, the record-high of 125 films were produced, of which 21 are still unreleased. The cost last year for 106 pictures was $6,112,000, of which all were released.

The 55 pictures made this year up to July 31 cost $3,810,000. The board, more hopeful than the trade, estimates 110 pictures will be produced in 1952, and it reckons this year's costs at the new high of $8,760,000. The trade doesn't expect production this year to exceed 100.

'Finian's Rainbow' to 13 N.E. Film Stands

BOSTON, Aug. 24.—The musical comedy, "Finian's Rainbow," will be presented in 13 theatres of the New England Theatres circuit next month in an experimental policy, largest of its kind for so elaborate a stage production, to be undertaken in New England film houses. If the policy is successful other stage shows will be presented subsequently.

Theatres which will present the production are: Olympia, New Bedford, Sept. 8; Brockton, Brockton, Sept. 9; Capital, Worcester, Sept. 10; Strand, Lowell, Sept. 11; Haines, Waterville, Me., Sept. 12; Opera House, Bangor, Sept. 13; Colonial, Haverhill, Sept. 15; Paramount, Lynn, Sept. 16; Paramount, Springfield, Sept. 17; Allyn, Hartford, Sept. 18; Paramount, Rutland, Vt., Sept. 19; Empress, South Norwalk, Conn., Sept. 20, and Paramount, New Haven, Sept. 22.

Consolidated Names Robeck Gen'l Mgr.

Peter M. Robeck has been appointed general manager of Consolidated Television Sales, it was announced by Norman Chandler, president of the Los Angeles Times-Mirror Co.

Robeck was formerly national sales manager of Consolidated, which earlier this month completed a series of merger agreements with Jerry Fairbanks, Inc., changing its name to the present one. Robeck will have his offices in New York and Hollywood.

Set 'Park Row' Premiere

"Park Row," Samuel Fuller's production of the birth and growth of American journalism, will have its world premiere on Sept. 1 in Los Angeles at the Chinese, Loyola and Globe theatres of Fox West Coast, and the independent Paradise Theatre, it was announced by William J. Heineman, vice-president of United Artists.

Warner Launches Patriotic Series

Hollywood, Aug. 24.—Cedric Francis, new head of Warner Brothers' short subjects department, is preparing a two-reel color by Technicolor film, "Land of the Free," as the first in the Warner series of patriotic shorts conceived by Harry M. Warner and the late Gordon Hollingshead in 1936.

"Land of the Free" will depict the importance of American freedoms, particularly that of freedom of enterprise and will show the development of individual prosperity under this system. The second short in this series, soon to go into production, will be "The Flag Speaks," a historical film of the American heritage.

Chicago Court to Hear Film Cases

CHICAGO, Aug. 24.—In a flurry of activity marking the end of the summer hiatus the Federal courts here have scheduled hearings on a number of industry cases.

Warners' request for extended playing time, beyond the two-week limit imposed on "affiliated" theatres by the Jackson Park decree for "The Miracle of Our Lady of Fatima" has been scheduled for hearing on Sept. 8 by Federal Judge Michael Igoe. The Winston Theatre case, in which the RKO Grand is asking exemption from the limitations of the Jackson Park decree on grounds that RKO Pictures and RKO Theatres have been divorced, will be heard by Judge Igoe Sept. 9. The request for a change of venue to Milwaukee by defendants in the Viking Theatre case will be heard on Sept. 22.

40 Films Entered at Venice Film Fete

VENICE, Aug. 24.—Forty films from 15 nations are to be exhibited in the 15th annual film festival here, which opened with the showing of Italy's "Other Times."

The folowing countries besides Italy are represented at the festival: United States, Argentine, Belgium, India, Philippines, France, Germany, Japan, Great Britain, Mexico, Norway, Spain, and Sweden.

D. W. Chamberlain, 83

MINNEAPOLIS, Aug. 24.—Daniel W. Chamberlain, retired exhibitor and one-time owner of the American Amusement Co., now a part of the Minnesota Amusement Co., died here last week at the age of 83. Funeral services were held in St. Cecilia's Roman Catholic Church, St. Paul, with burial in Lakewood cemetery, Minneapolis.

Newsreel Parade

RECENT pronouncements by Presidential candidates, the carrier U.S.S. Boxer *explosion and flash floods in England make current headlines. Other subjects covered include Baruch's birthday bench, Churchill's new grandchild and a Medal of Honor presentation.*

MOVIETONE NEWS, No. 69—Eisenhower says middle-of-the-road is the best U. S. policy. Margaret Truman on tour in Sweden. New Churchill grandchild. *U.S.S. Boxer* blast. Flash floods in England. Baruch's new park bench. Stevenson takes brief vacation. Walcott-Marciano bout set. Racing cars in England.

NEWS OF THE DAY, No. 303—Fatal carrier explosion. Campaign notes. Tribute to Eva Peron. Rhee's inaugural. Korea. Baruch honored on 82nd birthday. "Winnie" welcomes new grandchild. National water ski classic.

PARAMOUNT NEWS, No. 2—Disasters: *U.S.S. Boxer,* aircraft carrier, and British flash floods. Elder statesmen in the news: Churchill and Baruch. Eva Peron rites. Stevenson in Wisconsin. Eisenhower in Idaho.

TELENEWS DIGEST, No. 34B—Polish youth rally. Stevenson vacations in Wisconsin. New Jordan king in Switzerland. Ethiopia's emperor approves new Constitution. Syngman Rhee inaugural. Off-shore oil search in California. Eva Peron funeral. Italy's Luna Park.

UNIVERSAL NEWS, No. 589—Carrier blast. Floods. Medal of Honor. Carnival in Spain. Korea showers. Sky blazers. National water ski tournament.

WARNER PATHE NEWS, No. 4—Eisenhower wants middle way for America. Cave explorer dies. *U.S.S. Boxer* blast. Eva Peron's remains viewed by crowds. Baruch's bench. Medal of Honor for Major. Churchill at christening. Children at a show.

Golf Tournaments in NY and Minneapolis

The Variety Clubs of New York City and Minneapolis at the weekend set industry golf tournaments for their respective territories.

Ed Fabian, chairman of the committee, announced the inauguration of an annual Variety Club of New York outing, to be held this year on Thursday, Sept. 11th, at Vernon Hills Country Club, Tuckahoe, N. Y. The event, will include golf for "hackers" and "aces" with an equal chance for all to share the prizes and surprises, plus the usual indoor activities.

A large crowd is expected to attend the annual golf tournament of the Variety Club of Minneapolis on Friday afternoon at the Golden Valley Country Club in that city.

Showmen's Contest For 'Caribbean'

Paramount has announced a $1,000 prize contest for theatre managers submitting the best exploitation campaigns for "Caribbean." Prizes of $200 savings bonds will be awarded for best newspaper advertising, lobby displays, theatre fronts, window displays and promotions. Contestants must play the picture before Nov. 30 and the contest will close Dec. 15.

Judges are Walter Brooks, *Motion Picture Herald;* Frank P. McCord, Cecil & Presby Ad Agency, and Chester Friedman, *Boxoffice.*

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yueca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative. FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor: cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

French Pact

(*Continued from page* 1)

for the unfreezing of $6,000,000 in blocked American earnings.

It was said to be likely that the French would refrain from submitting their own new proposals and accept the American's as a starting point in the resumption of negotiations. The American offer is similar, practically identical, to a previous French offer. If the French do decide to submit their proposals, it is expected the Americans would receive them this week.

Two of the 92 features for which licenses would be granted are required to be films shown at the current film festival in Venice.

Equity

(*Continued from page* 1)

in an effort to determine whether or not stage spectacles in black and white constitute adequate large screen theatre TV attractions, or whether they need to be in color, had been scheduled for Aug. 7 and had to be cancelled because of Equity's salary stand, which would have involved a cost of around $30,000 for what might prove to be an inconclusive test.

Asked to reconsider, Equity has placed the matter on the council's agenda and it may be reached tomorrow. An Equity official said the Fabian request is only one of several now before it and that the Council must not only decide whether it should cooperate in theatre TV tests of the kind, but if so, which one it should approve. The identity of the other petitioners for approval of a theatre telecast of a stage attraction was not disclosed.

The Equity official said the proposed tests also will be informative to Equity since it has no regulations at present governing telecasts from stage to screen and ultimately will have to formulate some. Currently, it feels it must devise special terms, fair to performers and experimenters, for such theatre TV tests as those being proposed.

Films Lead Others In Argentine Income

Expenditures for motion pictures led all other revenues for public amusements in Argentina in 1951, according to dispatches from Buenos Aires.

More than 65,000,000 persons paid a total of 140,000,000 pesos ($10,150,000) to see motion pictures during the year, according to Argentine figures.

Grainger

(*Continued from page* 1)

Derek, John Barrymore, Jr., and Mona Freeman; "Ride the Man Down," starring Brian Donlevy, Rod Cameron, Ella Raines and Forrest Tucker; "The Lady Wants Mink," starring Dennis O'Keefe, Ruth Hussey and Eve Arden and "The Wac From Walla Walla," starring Judy Canova, with Stephen Dunne, George Cleveland and June Vincent.

Nat'l 'Fatima' Screening

Warner Brothers' "The Miracle of Our Lady of Fatima" will be nationally trade screened on Sept. 10. The picture, done in WarnerColor, will be nationally distributed on Oct. 11.

Review

"Old Oklahoma Plains"

(Republic)

YEARS AGO the theme of many a Western action production dealt with the debate over the speed of a fast horse versus the automobile. In "old Oklahoma Plains," screenwriter Milton Raison (working from Albert DeMond's story), director William Whitney, associate producer Edward White, and star Rex Allen capably pool their efforts and come up with a new slant: the speed of a fast horse versus an army tank. The new twist adds immeasurably to the otherwise standard Western.

Those claiming superior speed for the tank claim it could easily replace cavalry and set out to prove their theory, shortly after World War I, in an area where ranchers are raising horses and cattle.

One rancher, who is making a fortune selling horses to the army, is interested in seeing the tank discredited and he talks the other ranchers into trying to force the army away from the testing ground. Allen, an ex-army man, is called in.

The story develops at a good pace and is climaxed by a race between the cavalry and a tank. Before this there are plenty of gun fights and fist battles and Allen, and his friend, Slim Pickens, do their best to see that the experiment is a success. Also, Pickens and Allen sing a few numbers.

"Old Oklahoma Plains" is a nicely made Western with an easy-to-follow story. Allen and the rest of the cast do competent jobs. Elaine Edwards is the feminine lead. Others in the cast are Roy Barcroft, John Crawford, Joel Barston, Russell Hicks, Fred Graham, Stephen Chase and the Republic Rythm Riders.

Running time, 60 minutes. General audience classification.

Ohio Contends

(*Continued from page* 1)

be forthcoming from Smith's counsel by Friday. Under Ohio law, the city wherein censorship violations occur is empowered to prosecute in behalf of the State's attorney-general.

There will be no further hearings in the action in Municipal Court. After Smith's additional reply is filed Judge Frank W. Wiley will weigh the evidence presented in the "battle of the briefs" and give his decision.

Refers to Ament

Referring to testimony given earlier by Walton C. Ament, vice-president and general manager of Warner Pathe News, that he knew of only one instance where the State felt compelled to censor newsreels, the City's brief contended that this was proof that "little restraint" is exercised under the Ohio law.

The brief held that the $3 fee for censoring reels could not be termed "confiscatory" because no court has so ruled.

Because the State Legislature did not exempt newsreels from censorship in 1935 when a movement for removal of bans of this kind existed the Legislature thereby gave tacit approval of film censorship, the brief reasoned.

Set Mono.-AA Sales Drive for November

HOLLYWOOD, Aug. 24.—Monogram-Allied Artist president Steve Broidy has announced a "Morey (Razz) Goldstein Drive" to be conducted during November in tribute to the vice-president and general manager.

The drive was suggested by the sales force in the field to honor the 32-year-old veteran executive who joined the company in 1945, Broidy said.

ITO Board to View Fair

COLUMBUS, O., Aug. 24.—Members of the board of directors of the Independent Theatre Owners of Ohio, sponsor of the "Hollywood at the Fair" exhibit at the Ohio State Fair, will inspect the display on Tuesday. A board meeting will also be held here Tuesday.

Freeman Says

(*Continued from page* 1)

issue" of *The American Weekly* on Aug. 31 with its release to 23 distributing newspapers. Editor Ernest V. Heyn reports that this is the first time a publication the size of the weekly has thrown open its entire editorial section to the film industry.

30,000,000 Readers

Through the special issue the 30,000,000 readers will also obtain a preview of the film fare Hollywood is preparing for them for the coming season. Also, critics' choices for the top pictures and best performances of the year are listed, as reported in MOTION PICTURE DAILY on Aug. 20.

Each article in the issue deals in some way with the business itself. The food feature is titled "Five Favorite Hollywood Dishes," and the regular Emily Post feature asks, "How Are Your Movie Manners?"

In addition to the multi-million circulation the issue will receive through its newspapers, several theatre circuits are distributing some half a million copies directly to their patrons.

Ascap Publishes 4th Copyright Law Book

Publication of the "Fourth Copyright Law Symposium," containing four papers submitted in the Nathan Burkan Memorial Competition, was announced here by Herman Finkelstein, ASCAP general attorney.

Inaugurated in 1938 in honor of the late Nathan Burkan, former ASCAP general counsel, the symposium was not published during World War II, but publication is resumed with the current volume.

Register Two Firms

ALBANY, N. Y., Aug. 24.—Long Beach Drive-in Theatre Corp. has registered a certificate to conduct business with offices in Farmingdale, Nassau County. Incorporators are: Kendrick C. Smith, Levittown; Florence Kiendle and attorney Howard Y. Hogan, Farmingdale.

Rockaway Drive-in Theatre Corp. also registered a certificate with the same incorporators.

Oops!

Kingston, N. Y., Aug. 24.—When Arlene Dahl was forced to cancel a pre-advertised personal appearance at the Kingston Theatre here last week, the public was advised of it via ads in the Kingston *Daily Freeman* in this wise:

"Due to unavoidable circumstances, William Bendix, Lydia Clark, William Thomas—Paramount stars and 'Caribbean' producer—will appear in person instead of Miss Dahl."

Form Coast Group To Aid Stevenson

HOLLYWOOD, Aug. 24.—An organization billing itself "Hollywood for Stevenson-Sparkman," with Roy M. Brewer, Will Rogers, Jr., and George Jessel as co-chairmen, and Representative Clyde Doyle as honorary chairman, used advertising space in local trade papers to "ask all of you in radio, television and motion pictures . . . to collaborate in spreading Adlai Stevenson's philosophy and ideals and methods to the end that November may bring victory to the men and ideas that best represent the free spirit and choice of America."

Yates, NSS Join Aid to Blind Drive

SAN FRANCISCO, Aug. 24.—Republic Pictures president Herbert J. Yates has donated 132 prints of an aid to the blind trailer which will be shown in Northern California theatres from Wednesday to Sept. 13.

National Screen Service gave 75 prints and Alexander Film Service gave 50. The campaign is under the auspices of Variety Club, Tent No. 32. which aims to raise $100,000 to finance its Blind Babies Foundation.

Schine Candy Goes To 9 Orphanages

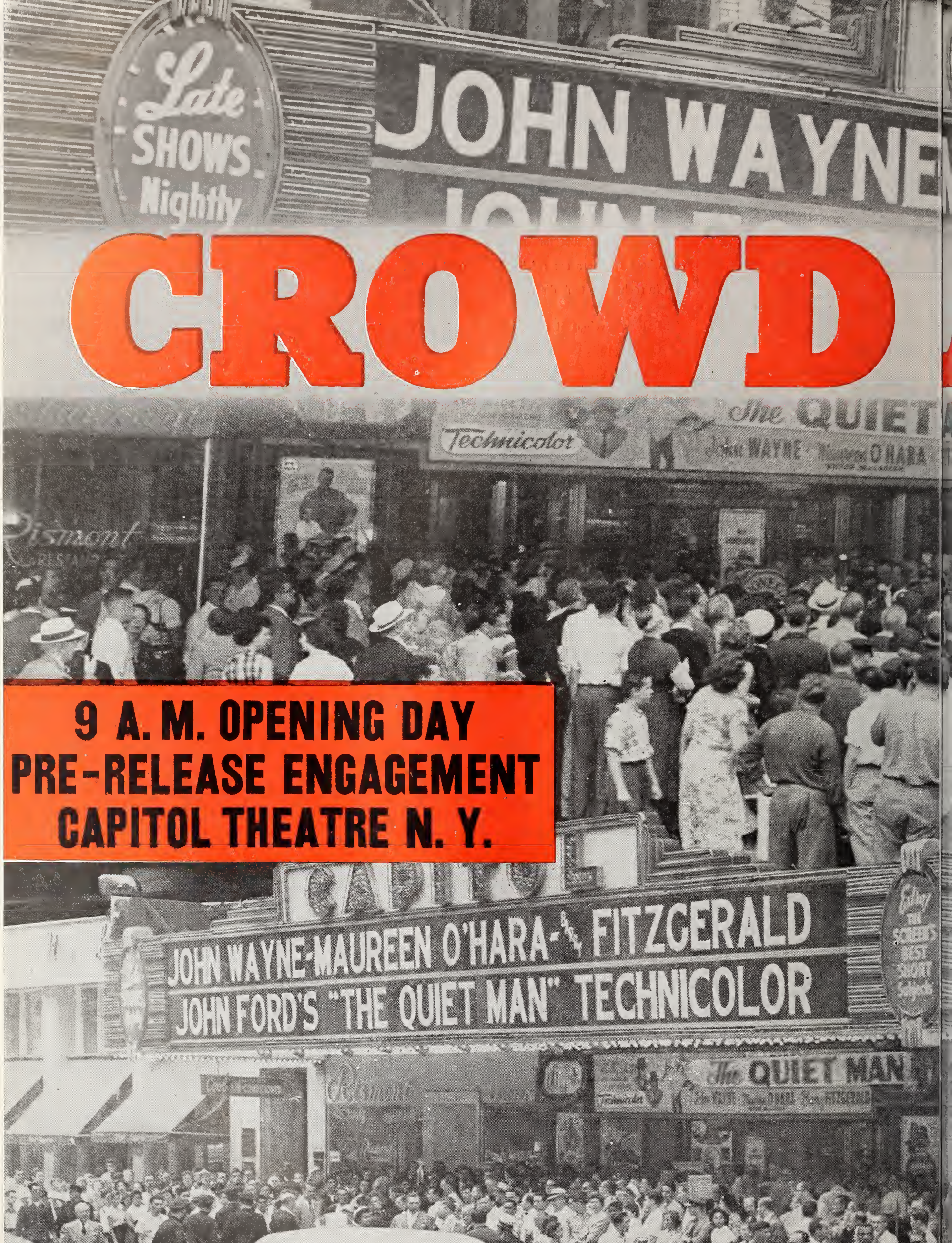
ALBANY, N. Y., Aug. 24.—A surplus of 50,000 candy bars sent here by manufacturers for advertising purposes at the convention of Schine Theatres Inc. will be distributed to children in nine Albany orphanages and hospitals, G. David Schine, executive vice-president, disclosed at the weekend.

Sugrances and Geri Promoted by W.B.

Jose Sugrances, Warner manager in Ecuador, has been named Southern district manager in Brazil, with headquarters in Sao Paulo, and Hugo Geri, Warner booker and assistant manager in Panama, has been named manager for Ecuador, with headquarters in Guyaquil, it was announced here by Wolfe Cohen, president of Warner International.

Crosby to France

Bing Crosby is scheduled to sail for France on Sept. 12 to start work on his new Paramount film, "Little Boy Lost," a William Perlberg-George Seaton production, which goes before the cameras in Paris on Sept. 20. Thus far only Crosby and Claude Dauphin have been cast for the top roles.


Late
SHOWS
Nightly
JOHN WAYNE
CROWD
Technicolor
The QUIET
John WAYNE
O'HARA
9 A.M. OPENING DAY
PRE-RELEASE ENGAGEMENT
CAPITOL THEATRE N. Y.
JOHN WAYNE-MAUREEN O'HARA-
FITZGERALD
JOHN FORD'S "THE QUIET MAN" TECHNICOLOR
The QUIET MAN

APPEAL!

HERBERT J. YATES
presents
John Ford's Greatest Triumph

THE Quiet Man

Color by TECHNICOLOR

starring
JOHN WAYNE · MAUREEN O'HARA · BARRY FITZGERALD

with
WARD BOND • VICTOR McLAGLEN • MILDRED NATWICK • FRANCIS FORD
ARTHUR SHIELDS and ABBEY THEATRE PLAYERS

Directed by JOHN FORD

Screenplay by FRANK S. NUGENT · *Story by* MAURICE WALSH
Produced by MERIAN C. COOPER · AN ARGOSY PRODUCTION

A REPUBLIC PICTURE

Check List

of recent or forthcoming releases featured in advertising in *MOTION PICTURE DAILY* *

(alphabetically by title)

Title	Distributor
AFFAIR IN TRINIDAD (3 Pages)	Columbia
BIG JIM McLAIN (3 Pages)	Warner
BONZO GOES TO COLLEGE	Universal
CARIBBEAN	Paramount
CARRIE (2 Pages)	Paramount
DON'T BOTHER TO KNOCK (4 Pages)	20th-Fox
DREAMBOAT	20th-Fox
FEARLESS FAGAN (2 Pages)	MGM
FOOTBALL THRILLS	MGM
HAS ANYBODY SEEN MY GAL? (3 Pages)	Universal
HIGH NOON (2 Pages)	United Artists
ISLAND OF DESIRE	United Artists
IVANHOE (10 Pages)	MGM
LURE OF THE WILDERNESS (2 Pages)	20th-Fox
ONE MINUTE TO ZERO (2 Pages)	RKO
PARK ROW (2 Pages)	United Artists
SHE'S WORKING HER WAY THROUGH COLLEGE	Warner
SOMEBODY LOVES ME	Paramount
SUDDEN FEAR (2 Pages)	RKO
THE QUIET MAN (11 Pages)	Republic
THE MERRY WIDOW	MGM
THE MIRACLE OF OUR LADY FATIMA (2 Pages)	Warner
THE SNOWS OF KILIMANJARO (3 Pages)	20th-Fox
THE STORY OF WILL ROGERS (4 Pages)	Warner
THE WORLD IN HIS ARMS (7 Pages)	Universal
UNTAMED FRONTIER	Universal
WAY OF A GAUCHO	20th-Fox
WE'RE NOT MARRIED	20th-Fox
WHERE'S CHARLEY? (6 Pages)	Warner
WOMAN OF THE NORTH COUNTRY (2 Pages)	Republic

* Pictures featured in *M. P. Daily* advertised during past 6 weeks.

The Vital Spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold".*

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it *soon enough;* (2) Make it effectively proclaim the *box-office values* of the picture; (3) Publish a *sufficient continuity* of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 40 NEW YORK, U.S.A., TUESDAY, AUGUST 26, 1952 TEN CENTS

'Family Night' Promotion a Hit in Mpls.

Theatres, Shops, Transit Join to Draw Throngs

By ARTHUR G. PATTERSON

MINNEAPOLIS, Aug. 25.—Operators of Loop theatres and retail stores here and the local transit company are united in proclaiming the first family night promotion held here last Thursday a solid success, one they hope not only to continue and to be joined in by St. Paul, but also one they recommend to exhibitors and merchants in central business districts in other cities around the country.

Exhibitors report that paid admissions to Loop theatres on the night of the family promotion skyrocketed to new all-time highs with an estimated 10,000 additional persons drawn to the area by the promotion.

According to Don Alexander of the advertising department of Minnesota Amusement Co. and a member of the

(*Continued on page 4*)

Pioneers Will Hold Dinner on Nov. 25

The 13th annual dinner of the Motion Picture Pioneers, to be known as "The Jubilee Dinner," will be held Nov. 25 at the Hotel Astor here, Jack Cohn, Pioneers president and executive vice-president of Columbia, announced yesterday.

In connection with preparations for the dinner, Cohn appointed David A. Bader publicity director of the Pioneers. Bader will work in co-operation with Harry J. Takiff, organiza-

(*Continued on page 4*)

Resume TV Program Hearings in Sept.

WASHINGTON, Aug. 25.—The House sub-committee investigating television and radio program content will reopen hearings here Sept. 16 and 17.

Following that, the Harris sub-committee of the House interstate commerce committee announced it would hold hearings in New York Sept. 23 and 24 and then return to Washington to wind up its inquiry on Sept. 25 and 26.

The National Association of Radio

(*Continued on page 5*)

N.T. Uncommitted On Maintenance of A Retirement Setup

Following the example of 20th Century-Fox, National Theatres has informed the Securities and Exchange Commission that it is reserving the right to change, amend or discontinue its co-operative employes retirement plan following completion on Sept. 27 of the two companies' divorcement and reorganization.

This information was contained in a document registering 2,769,486 shares of N. T. common stock on the New York Stock Exchange. Par value is $1 per share.

Under the plan of reorganization, National Theatres (to be known as Wesco Theatres) in exchange for the transfer of the common stock of Wesco

(*Continued on page 4*)

Holds Providence Censorship Illegal

PROVIDENCE, R. I., Aug. 25.—Motion picture censorship as practiced by this city is no longer legal, in the light of the "Pinky" and "Miracle" decisions of the U. S. Supreme Court, City Solicitor William E. McCabe has advised Mayor Reynolds.

McCabe, however, expressed the belief that the high court decisions have

(*Continued on page 4*)

Howard Hughes Gets Legion Press Award

Howard Hughes, RKO Radio production head, was awarded the American Legion Press Association President's award for his fight against Communism and his contributions to national defense in aviation. Lieut. Gen. Ira Eaker, vice-president of the Hughes Tool Co., accepted the award for Hughes at the Association's 25th annual dinner here Sunday night.

Mass. Congressman Against Ticket Tax

Boston, Aug. 25.—Representative Angier L. Goodwin (R., Mass.) stated here that if he is reelected to Congress he will support legislation for repeal of the 20 per cent Federal admissions tax as he has done in the past.

Goodwin said that as a member of the House Ways and Means committee two years ago he favored repeal of the tax.

British Gross and Attendance Up in First '52 Quarter

LONDON, Aug. 25.—Both estimated theatre gross and attendance figures for the first quarter of 1952 showed an increase over the last quarter of 1951, according to the Board of Trade's latest statistical survey.

Box office gross for the first 1952 quarter is estimated at £28,953,000 ($81,068,400), compared with £27,115,000 ($75,922,000) for the final 1951 quarter. Attendance for the 1952 quarter is placed at 345,596,000, compared with 324,301,000 for the final 1951 quarter. The survey says the aver-

(*Continued on page 4*)

New Films Along B'way Add to Sturdy Grossers

Most new films bowed strong this week at New York first-runs, with excellent grosses being piled up by such pictures as "The Quiet Man," "The Miracle of Our Lady of Fatima," and "What Price Glory."

Such outstanding hold-overs, as "Ivanhoe," "Sudden Fear," and "Jumping Jacks" also racked up robust grosses. Credit for the maintenance of the business upswing along Broadway was attributed by most theatremen to the good product available. Some theatre managers also felt that the current American Legion convention, which brought an estimated 125,000 visitors to New York, aided business.

"The Quiet Man" opened to a fine first week's business of $66,000 at the Capitol. The initial seven days of "The Miracle of Our Lady of Fatima" at the Astor is expected to hit a healthy $41,000, while the same film at the two-a-day Bijou is forecast to do a capacity $9,300.

At the Roxy, now featuring its ice revue, "What Price Glory," is due to hit a solid $90,000 for its first stanza.

(*Continued on page 4*)

Studios' 'Red' Stand Wins Legion Praise

Resolutions on Films Tabled for Added Study

The progress the motion picture industry has made in ridding itself of alleged Communists and the co-operation of the industry with the American Legion won the commendation yesterday of a top Legion official at the opening day of the Legion's four-day national convention here at Madison Square Garden.

The Legion official, who asked that his name be withheld, has been intimately concerned with alleged Communist activities in Hollywood. He said that it is recognized that studios have been putting their shoulder to the wheel in order to eliminate any "Red" taint, adding that they have made remarkable progress.

The sentiment of the Legion official was reflected in yesterday's report of the Legion's Committee on American-

(*Continued on page 3*)

Col. Stockholders Hearing Sept. 22

Justice Morris Eder has set a hearing in New York Supreme Court for Sept. 22 to consider approval of a settlement of a Columbia Pictures' stockholders action alleging waste by various officers and directors of the corporation. The settlement proposed by Harry Cohn, Columbia president, already has been recommended as fair and in the best interests of the company by Arthur G. Klein, referee.

The suit charged directors were dominated by Cohn when they approved an employment contract for him in 1949 and that the company had paid legal fees of $40,000 which should have been paid by Cohn. All of the allegations were denied by the defendants.

US Films Hold Lead Among Mex. Imports

MEXICO CITY, Aug 25.—Hollywood continues to lead in Mexico. Of the 120 foreign pictures released during the first quarter of this year, 81 were American. France was the runnerup with 12. Italy was next with eight. Britain and Austria contributed five each and Switzerland two.

Personal Mention

KAY HARRISON, managing director of Technicolor, Inc., and MRS. HARRISON will arrive here today from Europe aboard the *S.S. Queen Mary*.

•

BERT SCHOONMAKER, owner of the World Theatre in Toledo, and MRS. SCHOONMAKER will travel to Alaska after the Labor Day closing of their summer resort at Clarke Lake, Michigan.

•

BERNARD ROBINSON, formerly assistant manager of the Paramount Theatre, New Haven, has been named manager of the Strand, Holyoke, Mass. BERNARD GOFFIN replaces him.

•

RICHARD BRANDT, Trans-Lux Theatres vice-president, and MRS. BRANDT became the parents of a daughter, CLAUDIA GUSTI, Sunday at Doctors Hospital here. The grandfather is HARRY BRANDT of Brandt Theatres.

•

CHARLES J. FELDMAN, Universal sales manager, and MANIE GOTTLIEB, Chicago district manager, were in Minneapolis.

•

ADAM GOELZ, former manager of the Town Theatre, Baltimore, has been appointed manager of the State Theatre in Cuyahoga Falls, Ohio.

•

EDGAR LYNCH has resigned as manager of the Warner Brothers Commodore Hull Theatre in Derby, Conn., to take up residence in California.

•

ARTHUR C. BROMBERG, Monogram Southern exchanges, has returned to his Atlanta office from Mobile, Ala.

•

LEO GREENFIELD, Universal branch manager in Albany, is vacationing in Canada.

•

GEORGE A. HICKEY, M-G-M Western sales manager, is in Chicago from the Coast.

•

J. LAWRENCE SCHANBERGER, owner of Keith's Theatre, Baltimore, is spending two weeks in Atlantic City.

•

LOU WEINBERG, Columbia home office representative, and BEN MARCUS, division manager, were in Minneapolis.

•

H. T. SPEARS, president of Bailey Theatres, Atlanta, has entered a hospital there for surgery.

•

IRVING SOCHIN, Universal short subject sales manager, has returned here from a Canadian vacation.

Chamberlain Estate Valued at $210,000

MINNEAPOLIS, Aug. 25. — The late Daniel W. Chamberlain, retired exhibitor and former head of the old American Amusement Co., now a part of the Minnesota Amusement Co., left an estate amounting to $210,000.

The bulk of the estate goes to a niece, Mrs. Mabel Chamberlain Walker of St. Paul.

Daily News, TV Station Owner, Blasts U.S. Suit

The *New York Daily News*, with the largest circulation of any daily newspaper in the country and itself the owner of television station WPIX, editorially scored the government's suit to force the sale of 16mm. films to television yesterday. It was the sixth New York newspaper to take an editorial stand against the Department of Justice action and, in doing so, urged that the suit be "killed."

The *News* said in part: "The U. S. Department of Justice has done some strange things in recent years, but offhand we can't think of anything queerer than its latest attack on the movie industry."

After detailing some of the aims and probable results of the suit, the editorial states: "The McGranery scheme, therefore, boils down to a plan to destroy the movies, though the Attorney General himself may not realize it. Obviously, when a new picture can be seen on TV for nothing, very few people will pay money to see it in theatres. If the new films become available to TV immediately on release, the movie industry will go bust in a hurry, and so will the thousands of movie theatres around the country."

After citing the government's contention that the industry would be "protected" if the suit is won by establishment of reasonable clearance between theatre and TV showings of films, the *News* editorial points to the current box office experience of the 19-year old RKO Radio film, "King Kong." It concludes:

"The whole business strikes us as an ill-considered, probably political attempt to interfere with economic principles as they operate in the movie industry. It can mean literally the death of that industry.

"We hope that McGranery will think better of it and withdraw the suit, or that it will lose out in the courts, or that Congress will kill it off if the courts don't."

The *News* illustrated its editorial with a still of a huge gorilla. The picture caption read: "This is King Kong, not the Attorney General."

As in the case of earlier New York newspaper editorials on the suit, some of the information for the *News* editorial was supplied by the Independent Theatre Owners Association of New York.

SEG Gets $750,000 In Retroactive Pay

HOLLYWOOD, Aug. 25.—Extra players will receive $750,000 in retroactive pay under terms of the new contract between the majors and Screen Extras Guild, the latter revealed today following receipt of Wage Stabilization Board approval of the pact. Increases were retroactive to Oct. 25 last year.

Joseph Undang Dead

BOSTON, Aug. 25.—Funeral services were held here yesterday for Joseph Undang, 62, specialist in theatre maintenance. He was president of the Aetna Maintenance Corp. of Boston. Survivors include his widow and three sons.

Albany's $1,050 Is 1st Compo Report

The first public report by an exchange area on the results of the drive for dues which is being conducted by the Council of Motion Picture Organizations has been made by the Albany exchange.

A total of $1,050, which is exclusive of donations by larger circuits, has been forwarded from the Albany exchange district as exhibitors' contribution to the drive.

This was revealed at a meeting in Albany yesterday, when branch managers and salesmen analyzed accounts outstanding. In Albany it is hoped to collect from $500 to $1,000 additional by the end of this week when the extended campaign will officially end.

Several major companies obtained donations from 75 per cent of the accounts assigned them, while others had less success. It is estimated that about 40 per cent of the Albany exchange exhibitors solicited have contributed to date. Larger circuit collections are being handled from New York.

COMPO reported here yesterday that indications are that the drive will be a complete success when this week's "clean-up" drive is completed, according to reports received thus far from the 33 exchanges.

Sudmin to Manage 20th's L.A. Branch

SAN FRANCISCO, Aug. 25.—Morris Sudmin has been promoted to manage the Los Angeles branch of 20th Century-Fox, Herman Wobber, Western 20th-Fox division manager, disclosed here.

Sudmin, with 20th-Fox the past 20 years, replaced Alex Harrison, who has been called to the home office. He is expected in New York sometime in September when he will assume an executive position, the title of which has yet to be announced. It was also announced that Rev Kniffin, former assistant branch manager in San Francisco, will become Sudmin's assistant in Los Angeles.

Salesman Paul Schmuck was promoted to the post of assistant to San Francisco manager Jack Erickson, while Joseph Flannigan, will return to the San Francisco territory as a salesman.

Bellman to Resign

Jack Bellman will resign as branch manager of Realart Film Exchange of New York, effective Saturday, it was disclosed here yesterday. Al Broder will take over as manager of the exchange.

Urges Ban on Films Made in Europe By American 'Reds'

HOLLYWOOD, Aug. 25.—Hollywood AFL Film Council chairman Roy M. Brewer tonight dispatched a letter to Congressman John W. Wood, chairman of the House Committee on Un-American Activities, urging that the committee immediately initiate legislation banning the import of features made abroad by members of the American film industry "with membership in or loyalties to the Communist Party."

Specific reference was made to "Encounter," made in Rome, which Brewer said United Artists is contemplating releasing here, and which, the letter stated, represents the work of four Americans who either are or were Communists or are refugees from House committee subpoena. Persons named in this connection are John Weber, Bernhard Vorhaus, Joseph Losey and Ben Barzman.

The letter calls on the committee to set up legislation which will protect the country against the import of films made by persons excluded from the American industry for subversive connections or affiliations. Also, it stated that the AFL Film Council will ask United Artists to forego releasing the film, will ask all exhibitor organizations to refuse to book if offered, and, if these measures fall short, will ask all projectionists to refuse to show it.

Walsh to U.K. Meet

Richard F. Walsh, IATSE international president, is en route from New York to London on the *Queen Elizabeth*. He will represent the American Federation of Labor as fraternal delegate at the convention of the British Trades Union Congress, which opens Sept. 1 at Margate, England.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

DEAN MARTIN and JERRY LEWIS
in WALLIS' Jumping Jacks
in person DON CORNELL
IRUDY RICHARDS MICKEY DEEMS FOUR EVANS
ELLIOT LAWRENCE and His Orchestra
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

HOWARD HAWKS'
THE BIG SKY
co-starring
KIRK DOUGLAS - DEWEY MARTIN
ELIZABETH THREATT
ARTHUR HUNNICUTT
CRITERION
B'way & 45 St.
Distributed by RKO Radio Pictures

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

MMPTA in Rogers' Hospital Fund Drive

The board of directors of the Metropolitan Motion Picture Theatres Association has recommended that its member theatres use Will Rogers Memorial Hospital fund drive displays and coin collection containers in lobbies and other strategic places for an extended period.

Distribution of the displays and coin receptacles will be started this week by National Screen Service in the metropolitan area.

Legion Praises

(*Continued from page* 1)

ism. All State resolutions dealing with the issue of alleged Communism in motion pictures were referred to the Standing Commission on Americanism. The referral was a proposal by the convention committee and it was considered unlikely that any state delegation would seek to override the committee and take up a fight on the convention floor seeking approval of its resolution dealing with the industry.

In effect, the action of the Committee on Americanism tables the resolutions bearing on the industry as far as convention action goes. Five resolutions which were thus referred to the Standing Commission on Americanism came under the following headings: Motion Pictures in which any known Communist has participated (South Carolina); Urge entire entertainment industry not to employ supporters of Communist causes (Illinois); American Legion Magazine list motion pictures tainted with subversive influences (Ohio); American Legion Magazine keep constant supervision over subversive trends in motion picture industry (Kentucky); American Legion Magazine renew fight on Communism in entertainment field (Washington).

The contents of the resolutions were not made available to the press.

The Standing Commission on Americanism, which probably will be charged with studying and acting upon the above resolutions as recommended by the Legion's Americanism Committee, is slated to meet in Indianapolis sometime in October.

Review

"The Ring"

(*United Artists—King Brothers*)

AGAINST the background of Mexican life in Los Angeles, a believable, effective off-beat boxing story has been fashioned by King Brothers Productions. "The Ring," despite a number of "unprofessional" performances and its low budget, has a fine authenticity.

The chief protagonist is a young Mexican, Lalo Rios, the son of a poor but proud family who takes to the ring to earn money and respect for himself and his people. The difference here, however, is that Rios is not a particularly able or intelligent fighter. After a promising start, he soon reaches a stage where, even when he follows his manager's advice to the letter, he cannot hope to better himself. After taking some terrific lickings, he learns to accept his lot and the fact that he doesn't have to beat the ears off the world to win its respect.

The screenplay, by Irving Shulman, based on his own novel, tells the simple story in a good, straightforward manner. The plight of the Mexicans in the big California city is sympathetically portrayed, although, oddly enough, some of the Mexicans seen are the shiftless, lazy kind, the stereotype of which is responsible for much anti-Mexican feeling.

The boxing sequences are excitingly photographed. Director Kurt Neumann has paced the whole production so that it packs a single neat dramatic punch. Besides Rios, Gerald Mohr and Robert Osterloh do well in the roles of fight manager and trainer, respectively. Rita Moreno is the fighter's pretty girl friend and young Robert Altuna is his admiring little brother. Maurice and Frank King are the producers.

Others in the cast include Martin Garralaga, Jack Elam and Peter Brocco.

Running time, 79 minutes. General audience classification. Release date, Sept. 26.

Sets 'Dine Out, See A Movie' Campaign

Cleveland, Aug. 25.—A "Dine Out and See a Movie" advertising campaign has been instituted here by the Meyers Meat Co., wholesale meat suppliers to restaurants, with the cooperation of the Motion Picture Exhibitors League of Cleveland.

Window streamers and transportation advertising proclaim the thinking behind the message: that people will welcome the opportunity to exchange an ordinary evening of kitchen chores and television for a delicious dinner and an enjoyable motion picture.

Selznick Award to 'Cry'

"Cry, the Beloved Country" won the 1952 David O. Selznick Silver Laurel award for English films at the International Film Festival held in Edinburgh in conjunciton with the Edinburgh Festival of Drama and Music, according to news reports from Scotland. The picture was made by London Films and is distributed here by United Artists. The Silver Laurel award enables the film to compete for the Selznick Golden Laurel award in New York in October.



NT's $11,000,000 Candy-Popcorn Bill

In the three years 1949-1951, National Theatres and its subsidiaries spent close to $11,000,000 for candy, popcorn, soft drinks and other confections for sale in their theatres, the company stated in a report to the Securities and Exchange Commission.

The yearly expenditures for confections are broken down as follows: 1949, $3,920,000, 1950, $3,619,000, 1951, $3,388,000.

N. T. Uncommitted

(*Continued from page* 1)

and Roxy Theatre, will issue to 20th-Fox as the new picture company 2,769,486 shares of its common stock and Fox will then distribute to its shareholders the common of National on the basis of one share of the new picture company's common and one share of the new theatre company's common for each share of the present picture company.

The consideration for the issuance to Fox of the shares of the common of National registered will be the transfer by Fox to the theatre company of all the capital stock of Wesco consisting of 1,000 shares of common without par value and all of the common stock of Roxy consisting of 10,000 shares without par value.

The report states that while it is the intention of National to continue the retirement plan and to continue to make contributions thereto, there is no contractual obligation to do so and the right is retained to change, amend or discontinue the plan. No change or discontinuance, however, will affect the retirement income already purchased by employes' contributions and contributions made by the company prior to any change or discontinuance.

Roxy participates in Fox's retirement plan, and such participation will be discontinued after Sept. 27.

The report states that Wesco, its subsidiaries and affiliates as of July 1 had an interest in 510 U. S. theatres, certain of which must be divested under the consent decree.

Theatres in which National will be interested through Wesco and Roxy range in type and size from small houses with as few as 250 seats to large, deluxe theatres of from 2,000 to more than 5,000 seats, the majority having between 750 and 1,500 seats. Most exhibit double feature programs, the report said.

At the end of last year, Wesco and its subsidiaries had 8,200 employes, including executives and 2,300 part-time employes, the report stated. At the beginning of last May Roxy employed about 236.

In 1950 and 1951, Wesco and subsidiaries paid $4,800,000 in film rentals to Fox, and in 1949 the payments totaled $5,750,000, according to the report. Of the total film rental payments of Wesco and subsidiaries, the foregoing averaged 26 per cent.

Lantz Increases Schedule

HOLLYWOOD, Aug. 25.—Walter Lantz will increase his schedule of animated cartoon films with color in technicolor for Universal-International from six to 13, beginning with the 1952-53 season, Lantz revealed today. Number will consist of seven "Woody Woodpeckers" and six specials.

Review

"Big Jim McLain"

(*Warner Brothers—Wayne-Fellows*)

STRONG topical interest, suspense and sharp action are the principal ingredients of this Wayne-Fellows Production about an investigator for the House Un-American Activities Committee. John Wayne, who repeatedly registers high in the *Motion Picture Herald-Fame* exhibitors' poll of money-making stars, has the title role. The picture was shot in Hawaii. Co-starring is Nancy Olson.

The story opens on a familiar note: The scene is Washington at a hearing of the Un-American Activities Committee. A suspected Communist, tracked down by Wayne and his partner James Arness, is challenged with a pertinent question about his alleged Red affiliations and—as have many others on similar occasions—balks at answering on grounds of the Fifth Amendment.

This infuriates the two investigators but they accept another assignment to probe a Red cell in Hawaii—a vital link to the Orient—where Communist sabotage and trouble making in labor unions can prove very harmful to the nation's defense efforts. Wayne's first lead comes from a visit to a doctor's office where Miss Olson is secretary.

From that point on, Wayne and Arness track down other tips and leads; becomes involved in fights; trace a Hawaiian who was once an official of the party but is now sick and discarded by his colleagues; and finally round up the group with the help of the Hawaiian police after Wayne's partner has been murdered.

While generally interesting, "Big Jim McLain" seems overlong and awkwardly edited in certain spots. However, the action and theme offer considerable compensation. Robert Fellows produced, Edward Ludwig directed and James Edward Grant wrote the original screenplay. Others in the cast are Alan Napier, Veda Ann Borg, Gayne Whitman and Hal Baylor.

Running time, 90 minutes. General audience classification. Release date, Aug. 30.

'Family Night' a Mpls. Hit

(*Continued from page* 1)

Downtown Theatres Committee, the greatest stimulant to assure success of the promotion was a free ride given one way to all adults and children going into the Loop on the buses and street cars of the Minneapolis Street Railway Co. between the hours of seven and nine P.M.

Adults and children leaving the buses and street cars in the Loop were offered numbered coupons and if a number corresponded with one of the approximately 1,000 numbers posted in their lobbies they were admitted free of charge. However, bus and street car operators ran out of coupons. Because of the huge demand it was estimated that eight persons out of every 100 holding coupons were admitted free to the theatres. A vast majority of the others paid their way. Many Loop stores which had remained closed during previous Thursday Evenings stayed open and all stores cooperated by offering bargains for the family night promotion.

The crowds brought into the Loop were an increase of 6,500 persons over the previous all-time high of 3,500 persons for a Thursday night. The promotion will be held every week from now on.

Fred A. Ossanna, president of the transit firm, said: "We hope this experiment will show other cities that by sitting and talking across the table they can cooperate to solve their own Loop problems. The promotion idea has resulted in editors of eight national magazines inquiring for details about the promotion."

Tomorrow, Alexander, Harry Weiss, division manager of RKO Theatres, Ted Mann, Co-operator of the World, first run Loop house, St. Paul, and Ray Wroble, manager of the RKO Orpheum; St. Paul Transit officials and representatives of St. Paul Loop stores will meet with Matt Thompson, secretary of the St. Paul Association of Commerce to discuss a similar promotion for St. Paul with the view to making Thursday evenings a joint Twin City affair.

The Minneapolis Loop promotion was launched in an effort to recapture business that heretofore has been going in greater strength to the shopping centers in the suburbs. The promotion included an extensive publicity campaign.

Marvin Jacobs to Retire

BUFFALO, Aug. 25.—Marvin Jacobs, eldest of the Jacobs Brothers, who operate Sportservice, a concession firm, will retire on Sept. 15. Jacob's younger brothers, Charles and Louis M., will assume full operation. Marvin began Sportservice here more than 40 years ago in the old Academy Theatre. The organization serves theatres, drive-ins, race tracks, ball parks, football stadiums and airports.

Providence

(*Continued from page* 1)

not ruled out film censorship as such and that carefully worded ordinances can be drawn to prevent the showing of films on grounds that they are "obscene, indecent, immoral or profane."

McCabe offered to prepare such an ordinance and expressed the opinion that films cannot be censored on other grounds. He revealed that his proposed ordinance would merely give the licensing bureau legislation specifically authorizing it to censor motion pictures in the four fields he prescribed.

McCabe explained that his report and recommendations were based on the belief that the high court rulings, while they make films a means of communication rather than entertainment, still did not leave the way open for absolute freedom on all subjects. Other court decisions used in the motion picture cases support that view, he said.

N.Y. Grosses

(*Continued from page* 1)

The record-breaking business of "Ivanhoe" at the Radio City Music Hall continues. For its fourth week, a terrific $165,000 is seen, topping off a three week gross of $520,000, the largest in the Hall's history. The Hall, to accommodate Labor Day audiences, will open its doors at 7:45 A.M. Monday, allowing the house an extra performance.

The fifth and final week of "Jumping Jacks" at the Paramount is estimated to gross a robust $67,000. "The Crimson Pirate" opens there tomorrow.

A good $38,000 is seen for the third inning of "Sudden Fear" at Loew's State, while a fine $25,000 is estimated for the fifth week of "High Noon" at the Mayfair.

"The Big Sky" opened to a very nice $40,000 for its first week at the Criterion. The initial seven days of "Francis Goes to West Point" was a bit disappointing at $9,500. It will be replaced at the Globe on Friday with "Devil Makes Three."

"Affairs of Trinidad" is holding up at the Victoria with a sturdy $27,500 estimated for its fourth week. A moderately good $19,000 is forecast for the second inning of "Les Miserables" at the Rivoli.

Among off-Broadway houses, a sturdy $6,600 is indicated for the 21st stanza of the "Man in the White Suit" at the Sutton, while a fine $5,000 is seen for the 21st week of "Encore" at the Normandie.

At the Park Avenue, a good $5,600 is forecast for the second week of "Brandy for the Parson."

British Gross

(*Continued from page* 1)

age admission price remained unchanged during the two periods at 20.1 pence.

During the first quarter of 1952, theatres paid £10,139,000 in entertainment tax and £772,000 in Eady levy. Net takings amounted to £18,042,000, compared with £16,880,000 in the previous quarter. Film rentals were £6,380,000, leaving as the exhibitors' share £11,662,000, compared with £11,078,000 in the previous quarter.

Included in the survey for the first time are the costs and revenues of British films 6,500 feet or over during 1950. There were 61 films in this category, of which only eight were produced without distributors' financial assistance or guarantee. In the case of seven films, distributors provided or guaranteed the whole cost.

In 1950, British producers received £228,000 for their films from abroad. From the home market in the same year British producers got £4,540,000, with an additional £104,000 from outright sales. There was no Eady distribution in 1950, so the aggregate amount taken by British producers that year was around £7,000,000.

Pioneers Dinner

(*Continued from page* 1)

tion secretary-treasurer, and Marvin Kirsch, vice-president.

Cohn said the Astor was selected for the dinner rather than the Hotel Waldorf-Astoria, dinner site in previous years, because the former could supply larger facilities, required in light of the extent to which attendance at the dinners has mounted over the years.

Seek Receivership For Scophony Corp.

Three stockholders of the old Scophony Corp. of America yesterday filed in New York Supreme Court a suit asking that a temporary receiver be set up for the company. The request was accompanied by the allegation that Arthur Levey, president of Skiatron Electronics and Television Corp., unauthorizedly received returns from settlements with General Precision, Television Productions and British Scophony preparatory to the formation of Skiatron.

The suing stockholders are John A. Stephen, Otto Augstein and Hans L. Kraft who, according to the complaint held a total of 250 Scophony shares and invested $90,000 in the processing of old patents by the now defunct company.

On Friday approximately 80 per cent of Skiatron stockholders voted in favor of a new stock issue to raise $270,000 for the company's projected subscription television test.

To Film Eleven Games for Video

An agreement between leading collegiate organizations and Sportsvision, Inc. and Consolidated Television Sales to film a leading college football game each week of the season for home TV distribution was disclosed here yesterday by Peter M. Robeck, general manager of Consolidated Television Sales.

The program, titled "The All American Game of the Week," will be shown on days subsequent to the event. The announcement, which stated that the program would be sold to individual stations rather than networks, said it would be a partial answer to the TV curtailment program of the National Collegiate Athletic Association.

Somervell Leaving U.K. Board of Trade

LONDON, Aug. 25. — Rupert Somervell will retire as under-secretary of the Board of Trade Sept. 30 and will be succeeded by Sidney Golt, present head of the Board's films division.

Somervell has participated in most of the previous British government negotiations with the American film industry on remittance of earnings and restrictions on blocked funds. Because of his impending retirement, he will not accompany Sir Frank Lee and Golt to Washington next month, where discussions on the new Anglo-American remittance agreement will be inaugurated.

Tent 31 Benefit Bouts

HARTFORD, Aug. 25.—Variety Club of Connecticut, Tent 31, and the New Haven *Evening Register* sponsored a 10-bout, all-amateur boxing show at the West Haven Municipal Stadium tonight for the benefit of *The Register's* Fresh Air Fund. Variety co-chairmen were Ray Wylie and Harry F. Shaw.

WANTED
Films for Italian Distribution
Cash or Participation
BOX 414, MOTION PICTURE DAILY
1270 - 6th Avenue, New York 20, N. Y.

Television--Radio

with Pinky Herman

MBC (Milton Berle's Comedy) resumes at NBC Tuesday, Sept. 16, and will be telecast three weeks for Texaco, every fourth week of the Tues. 8:00 to 9:00 P.M. slot to be carried by Buick Motors. New format will have less guest artists and no emcee on the "Texaco Star Theatre." Kudner Agency handles both segs. . . . Radio artists who feel completely lost without a script and TV personalities who likewise feel ill at ease before the cameras, may do well to watch and study Dr. Bruno Furst, foremost authority on memory training, who will present a special 15-minute program, Monday, Sept. 6, at 11:15 P.M. over WABD. American Chicle is tickled about Aleen Leslie's "Date With Judy" ABC-TVehicle which, after but six weeks, has earned a Nielson of 12.5 as compared to 22.3 for Groucho Marx and 14.3 for Burns & Allen, competitors on the Thursday (7:00-8:00 P.M. slot.) . . . Tom Slater (R & R Veep) and his charming wife, Helen, will pinch hit for Dorothy & Dick on their daily WORning and noon series, starting Sept. 15. . . . Kurt Jadassohn, gen. mgr. of Sesac, showed us some amazing music retail figures compiled by music pubs in the Mid-West and deep south, most of whom never heard of Tin Pan Alley and vice versa. After 13 weeks in the East, the "Al Pearce CBS-TV Show" will fade from the scene Sept. 26.

☆ ☆ ☆

As exclusively reported here seven weeks ago, Max Liebman will produce a top-budgeted film for 20th Century-Fox, starring Sid Caesar and Imogene Coca. The story will be written by Nunnally Johnson and shooting will start early in June, 1953, while "Your Show of Shows" vacations from the NBChannel. . . . Fellow Organists including Jack Ward, Arlo, Rosa Rio, Johnny Winters, John Gart, Paul Taubman and others are forming a Leo Weber Club in memory of 'a grand fellow, great musician and real pal,' who passed away two weeks ago. (If columnists are eligible to join please count us in.) . . . Scripter Alan Sands submits, and we quote: "'The history of the world extends from Adam to Atom.'" unquote. True. true, but we hasten to add, "If Adam doesn't learn to live in peace and harmony with his fellow man and should resort to the use of the Atom, then our world will resemble AtomATO." (sermon over.) . . . Joan Davis will debut on TV when a new situation comedy series, "I Married Joan," NBCommences Wed., 8:00-8:30 P.M., Oct. 15. Jim Backus will play opposite Joan in this new filmed series. . . . Bob Hope will become a regular when the "Colgate Comedy Hour" returns to NBT starting Sunday Sept. 21, and will rotate with Martin & Lewis, Abbott & Costello, Eddie Cantor and Donald O'Connor. Sam Fuller is executive producer for the series.



Max Liebman

☆ ☆ ☆

The Electric Clock sign located above the Waldorf Restaurant on Sixth Ave. & 50th St. smack-dab under the windows of NBTop Execs' offices reads: "For the best in Television all the time see Channel 2" (aren't they the CBSly ones?) . . . . TV actress Mary Leader, just back from a successful summer stock engagement in "The Happy Time" and "Street Car Named Desire," is making the rounds with a woman's TVehicle that could click. . . . Add look alikes: Ethel (WABD) Thorsen and screen star Joan Caulfield. Jack (ace organist) Ward and Leo (composer) Robin. . . . Lourdes Froes, radio and TV lovely, seen in "Lights Out," "Martin Kane," "City At Midnite" and others, has been signed for an important role in "Taxi," the current Fox flicker that Gregory Ratoff is filming in New York. . . . Tom Milana, youngster who started the practice of filming TV shows in California, prior to the development of kinescope, has opened his own firm in New York, designed to supply info on TV films available for the nets and indie market. . . . In distributing a 50-page catalog on films for the TV market, compiled by Unity Television Corp., prexy Arche Mayers explains, and we quote,: "'It is my belief that new stations in their first few months of operation will have to depend on film packages for as much as from 50 to 70 per cent of their total air time.'" Unquote.

☆ ☆ ☆

LOTSA DOTS. . . . With the 'back-to-school' movement just around the corner, WORkers John Gambling and Ray Heatherton's friendly advice to the little ones on how to take care of themselves in the streets and at home may well be emulated.

TexasShowmenBack Hospital Fund Drive

DALLAS, Aug. 25.—Robert J. O'Donnell and H. A. Cole, co-chairmen of Texas COMPO Showmen, have been selected to head the 1952 Texas Theatres Crippled Children's Fund Drive for the benefit of the Gonzales Warm Springs Foundation to be held Aug. 31 through Sept. 6. Practically all the exhibitors in the state have pledged to exhibit a special trailer and take up theatre collections.

Texas COMPO will present a special award for distinguished service to the showman who makes the outstanding showing in the drive in relation to the size of his community.

The trailer which features Joan Crawford, a native Texan, and Beverly Mills of Smiley, Texas, a young girl who has been successfully treated at the Foundation, was directed by David Miller and produced in the studios of RKO. O'Donnell made special arrangements with Herman Robbins who in turn made National Screen Service production facilities available at cost. NSS in Dallas under Paul Short, divisional manager, will make distribution at no cost to the Foundation.

Ezell, Griffith Head Texas Vote Drive

DALLAS, Aug. 25.—Claude C. Ezell and H. J. Griffith have been appointed co-chairmen of the Texas Council of Motion Picture Organizations' "Get Out the Vote" campaign designed to stimulate voting throughout Texas, it was disclosed by Kyle Rorex, the organization's executive director.

A series of trailers has been screened for use in the campaign, and will be made available to exhibitors anywhere in the U. S. at costs.

TV Program

(*Continued from page* 1)

and Television Broadcasters will complete its testimony on the first two days of hearing. Other testimony on that day will be given by the American Broadcasting Co., Mutual Broadcasting System and Allen B. Du Mont network. New York witnesses will include National Broadcasting Co., Columbia Broadcasting System and the National Television Film Council.

Witnesses who will be heard when the committee returns to Washington will represent the United States Brewers Foundation, American Civil Liberties Union, National Association of Gagwriters, National Association of Catholic Men and the Federal Communications Commission, which will testify on the commission's role in regard to TV and radio programming.

25c W.B. Dividend

At a special meeting at the home office yesterday, Warner Brothers board of directors declared a dividend of 25 cents per share on the common stock, payable Oct. 4 to holders of record on Sept. 5.





★★★★ EXTRA

Trade Talk

★★★★ FLASH

THE HOTTEST HITS IN THE INDUSTRY!

DREAMBOAT

Clifton Webb · Ginger Rogers

3 Year record Roxy, N. Y. Big Smash Cleveland, Milwaukee, Buffalo, San Francisco, Houston!

LURE OF THE WILDERNESS

Technicolor

Jean PETERS
Jeffrey HUNTER
Constance SMITH

Outgrossing "With A Song In My Heart" Everywhere!

DON'T BOTHER TO KNOCK

Richard Widmark · Marilyn Monroe

Longest run of the year, Globe, New York. Three weeks Atlantic City! Held over, San Francisco, Los Angeles and Philadelphia!

Victor Hugo's LES MISERABLES

ALL NEW, ALL THRILLING!

Packing them in at World Premiere engagement, Rivoli, N.Y.! Set for big openings, Boston, Washington, Detroit, Cincinnati!

WHAT PRICE GLORY

Technicolor

James Cagney · Corinne Calvet · Dan Dailey

Topping 20th's biggest at Roxy, N. Y., Atlantic City, Portland, Nashville!



NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 40 NEW YORK, U. S. A., TUESDAY, AUGUST 26, 1952 TEN CENTS

'Family Night' Promotion a Hit in Mpls.

Theatres, Shops, Transit Join to Draw Throngs

By ARTHUR G. PATTERSON

MINNEAPOLIS, Aug. 25.—Operators of Loop theatres and retail stores here and the local transit company are united in proclaiming the first family night promotion held here last Thursday a solid success, one they hope not only to continue and to be joined in by St. Paul, but also one they recommend to exhibitors and merchants in central business districts in other cities around the country.

Exhibitors report that paid admissions to Loop theatres on the night of the family promotion skyrocketed to new all-time highs with an estimated 10,000 additional persons drawn to the area by the promotion.

According to Don Alexander of the advertising department of Minnesota Amusement Co. and a member of the

(*Continued on page* 4)

Pioneers Will Hold Dinner on Nov. 25

The 13th annual dinner of the Motion Picture Pioneers, to be known as "The Jubilee Dinner," will be held Nov. 25 at the Hotel Astor here, Jack Cohn, Pioneers president and executive vice-president of Columbia, announced yesterday.

In connection with preparations for the dinner, Cohn appointed David A. Bader publicity director of the Pioneers. Bader will work in co-operation with Harry J. Takiff, organiza-

(*Continued on page* 4)

Resume TV Program Hearings in Sept.

WASHINGTON, Aug. 25.—The House sub-committee investigating television and radio program content will reopen hearings here Sept. 16 and 17.

Following that, the Harris sub-committee of the House interstate commerce committee announced it would hold hearings in New York Sept. 23 and 24 and then return to Washington to wind up its inquiry on Sept. 25 and 26.

The National Association of Radio

(*Continued on page* 5)

N.T. Uncommitted On Maintenance of A Retirement Setup

Following the example of 20th Century-Fox, National Theatres has informed the Securities and Exchange Commission that it is reserving the right to change, amend or discontinue its co-operative employes retirement plan following completion on Sept. 27 of the two companies' divorcement and reorganization.

This information was contained in a document registering 2,769,486 shares of N. T. common stock on the New York Stock Exchange. Par value is $1 per share.

Under the plan of reorganization, National Theatres (to be known as Wesco Theatres) in exchange for the transfer of the common stock of Wesco

(*Continued on page* 4)

Holds Providence Censorship Illegal

PROVIDENCE, R. I., Aug. 25.—Motion picture censorship as practiced by this city is no longer legal, in the light of the "Pinky" and "Miracle" decisions of the U. S. Supreme Court, City Solicitor William E. McCabe has advised Mayor Reynolds.

McCabe, however, expressed the belief that the high court decisions have

(*Continued on page* 4)

Howard Hughes Gets Legion Press Award

Howard Hughes, RKO Radio production head, was awarded the American Legion Press Association President's award for his fight against Communism and his contributions to national defense in aviation. Lieut. Gen. Ira Eaker, vice-president of the Hughes Tool Co., accepted the award for Hughes at the Association's 25th annual dinner here Sunday night.

Mass. Congressman Against Ticket Tax

Boston, Aug. 25.—Representative Angier L. Goodwin (R., Mass.) stated here that if he is reelected to Congress he will support legislation for repeal of the 20 per cent Federal admissions tax as he has done in the past.

Goodwin said that as a member of the House Ways and Means committee two years ago he favored repeal of the tax.

British Gross and Attendance Up in First '52 Quarter

LONDON, Aug. 25. — Both estimated theatre gross and attendance figures for the first quarter of 1952 showed an increase over the last quarter of 1951, according to the Board of Trade's latest statistical survey.

Box office gross for the first 1952 quarter is estimated at £28,953,000 ($81,068,400), compared with £27,115,000 ($75,922,000) for the final 1951 quarter. Attendance for the 1952 quarter is placed at 345,596,000, compared with 324,301,000 for the final 1951 quarter. The survey says the aver-

(*Continued on page* 4)

New Films Along B'way Add to Sturdy Grossers

Most new films bowed strong this week at New York first-runs, with excellent grosses being piled up by such pictures as "The Quiet Man," "The Miracle of Our Lady of Fatima," and "What Price Glory."

Such outstanding hold-overs, as "Ivanhoe," "Sudden Fear," and "Jumping Jacks" also racked up robust grosses. Credit for the maintenance of the business upswing along Broadway was attributed by most theatremen to the good product available. Some theatre managers also felt that the current American Legion convention, which brought an estimated 125,000 visitors to New York, aided business.

"The Quiet Man" opened to a fine first week's business of $66,000 at the Capitol. The initial seven days of "The Miracle of Our Lady of Fatima" at the Astor is expected to hit a healthy $41,000, while the same film at the two-a-day Bijou is forecast to do a capacity $9,300.

At the Roxy, now featuring its ice revue, "What Price Glory," is due to hit a solid $90,000 for its first stanza.

(*Continued on page* 4)

Studios' 'Red' Stand Wins Legion Praise

Resolutions on Films Tabled for Added Study

The progress the motion picture industry has made in ridding itself of alleged Communists and the co-operation of the industry with the American Legion won the commendation yesterday of a top Legion official at the opening day of the Legion's four-day national convention here at Madison Square Garden.

The Legion official, who asked that his name be withheld, has been intimately concerned with alleged Communist activities in Hollywood. He said that it is recognized that studios have been putting their shoulder to the wheel in order to eliminate any "Red" taint, adding that they have made remarkable progress.

The sentiment of the Legion official was reflected in yesterday's report of the Legion's Committee on American-

(*Continued on page* 3)

NEWS FLASHES

A hearing to consider approval of a settlement of a Columbia Pictures' stockholders action alleging waste by various officers and directors of the corporation was set for Sept. 22 in New York Supreme Court by Justice Morris Eder. The settlement has already been recommended as fair and in the best interests of the company by Arthur G. Klein, referee.

•

MEXICO CITY, Aug. 25.--Of the 120 foreign pictures released during the first quarter of this year, 81 were from the United States. France was the runnerup with 12 and Italy next with eight. Britain and Austria contributed five each.

Personal Mention

KAY HARRISON, managing director of Technicolor, Inc., and MRS. HARRISON will arrive here today from Europe aboard the *S.S. Queen Mary*.

•

BERT SCHOONMAKER, owner of the World Theatre in Toledo, and MRS. SCHOONMAKER will travel to Alaska after the Labor Day closing of their summer resort at Clarke Lake, Michigan.

•

BERNARD ROBINSON, formerly assistant manager of the Paramount Theatre, New Haven, has been named manager of the Strand, Holyoke, Mass. BERNARD GOFFIN replaces him.

•

RICHARD BRANDT, Trans-Lux Theatres vice-president, and MRS. BRANDT became the parents of a daughter, CLAUDIA GUSTI, Sunday at Doctors Hospital here. The grandfather is HARRY BRANDT of Brandt Theatres.

•

CHARLES J. FELDMAN, Universal sales manager, and MANIE GOTTLIEB, Chicago district manager, were in Minneapolis.

•

ADAM GOELZ, former manager of the Town Theatre, Baltimore, has been appointed manager of the State Theatre in Cuyahoga Falls, Ohio.

•

EDGAR LYNCH has resigned as manager of the Warner Brothers Commodore Hull Theatre in Derby, Conn., to take up residence in California.

•

ARTHUR C. BROMBERG, Monogram Southern exchanges, has returned to his Atlanta office from Mobile, Ala.

•

LEO GREENFIELD, Universal branch manager in Albany, is vacationing in Canada.

•

GEORGE A. HICKEY, M-G-M Western sales manager, is in Chicago from the Coast.

•

J. LAWRENCE SCHANBERGER, owner of Keith's Theatre, Baltimore, is spending two weeks in Atlantic City.

•

LOU WEINBERG, Columbia home office representative, and BEN MARCUS, division manager, were in Minneapolis.

•

H. T. SPEARS, president of Bailey Theatres, Atlanta, has entered a hospital there for surgery.

•

IRVING SOCHIN, Universal short subject sales manager, has returned here from a Canadian vacation.

Chamberlain Estate Valued at $210,000

MINNEAPOLIS, Aug. 25. — The late Daniel W. Chamberlain, retired exhibitor and former head of the old American Amusement Co., now a part of the Minnesota Amusement Co., left an estate amounting to $210,000.

The bulk of the estate goes to a niece, Mrs. Mabel Chamberlain Walker of St. Paul.

Daily News, TV Station Owner, Blasts U.S. Suit

The *New York Daily News*, with the largest circulation of any daily newspaper in the country and itself the owner of television station WPIX, editorially scored the government's suit to force the sale of 16mm. films to television yesterday. It was the sixth New York newspaper to take an editorial stand against the Department of Justice action and, in doing so, urged that the suit be "killed."

The *News* said in part: "The U. S. Department of Justice has done some strange things in recent years, but offhand we can't think of anything queerer than its latest attack on the movie industry."

After detailing some of the aims and probable results of the suit, the editorial states: "The McGranery scheme, therefore, boils down to a plan to destroy the movies, though the Attorney General himself may not realize it. Obviously, when a new picture can be seen on TV for nothing, very few people will pay money to see it in theatres. If the new films become available to TV immediately on release, the movie industry will go bust in a hurry, and so will the thousands of movie theatres around the country."

After citing the government's contention that the industry would be "protected" if the suit is won by establishment of reasonable clearance between theatre and TV showings of films, the *News* editorial points to the current box office experience of the 19-year old RKO Radio film, "King Kong." It concludes:

"The whole business strikes us as an ill-considered, probably political attempt to interfere with economic principles as they operate in the movie industry. It can mean literally the death of that industry.

"We hope that McGranery will think better of it and withdraw the suit, or that it will lose out in the courts, or that Congress will kill it off if the courts don't."

The *News* illustrated its editorial with a still of a huge gorilla. The picture caption read: "This is King Kong, not the Attorney General."

As in the case of earlier New York newspaper editorials on the suit, some of the information for the *News* editorial was supplied by the Independent Theatre Owners Association of New York.

SEG Gets $750,000 In Retroactive Pay

HOLLYWOOD, Aug. 25.—Extra players will receive $750,000 in retroactive pay under terms of the new contract between the majors and Screen Extras Guild, the latter revealed today following receipt of Wage Stabilization Board approval of the pact. Increases were retroactive to Oct. 25 last year.

Joseph Undang Dead

BOSTON, Aug. 25.—Funeral services were held here yesterday for Joseph Undang, 62, specialist in theatre maintenance. He was president of the Aetna Maintenance Corp. of Boston. Survivors include his widow and three sons.

Albany's $1,050 Is 1st Compo Report

The first public report by an exchange area on the results of the drive for dues which is being conducted by the Council of Motion Picture Organizations has been made by the Albany exchange.

A total of $1,050, which is exclusive of donations by larger circuits, has been forwarded from the Albany exchange district as exhibitors' contribution to the drive.

This was revealed at a meeting in Albany yesterday, when branch managers and salesmen analyzed accounts outstanding. In Albany it is hoped to collect from $500 to $1,000 additional by the end of this week when the extended campaign will officially end.

Several major companies obtained donations from 75 per cent of the accounts assigned them, while others had less success. It is estimated that about 40 per cent of the Albany exchange exhibitors solicited have contributed to date. Larger circuit collections are being handled from New York.

COMPO reported here yesterday that indications are that the drive will be a complete success when this week's "clean-up" drive is completed, according to reports received thus far from the 33 exchanges.

Sudmin to Manage 20th's L.A. Branch

SAN FRANCISCO, Aug. 25.—Morris Sudmin has been promoted to manage the Los Angeles branch of 20th Century-Fox, Herman Wobber, Western 20th-Fox division manager, disclosed here.

Sudmin, with 20th-Fox the past 20 years, replaced Alex Harrison, who has been called to the home office. He is expected in New York sometime in September when he will assume an executive position, the title of which has yet to be announced. It was also announced that Rev Kniffin, former assistant branch manager in San Francisco, will become Sudmin's assistant in Los Angeles.

Salesman Paul Schmuck was promoted to the post of assistant to San Francisco manager Jack Erickson, while Joseph Flannigan, will return to the San Francisco territory as a salesman.

Bellman to Resign

Jack Bellman will resign as branch manager of Realart Film Exchange of New York, effective Saturday, it was disclosed here yesterday. Al Broder will take over as manager of the exchange.

Urges Ban on Films Made in Europe By American 'Reds'

HOLLYWOOD, Aug. 25.—Hollywood AFL Film Council chairman Roy M. Brewer tonight dispatched a letter to Congressman John W. Wood, chairman of the House Committee on Un-American Activities, urging that the committee immediately initiate legislation banning the import of features made abroad by members of the American film industry "with membership in or loyalties to the Communist Party."

Specific reference was made to "Encounter," made in Rome, which Brewer said United Artists is contemplating releasing here, and which, the letter stated, represents the work of four Americans who either are or were Communists or are refugees from House committee subpoena. Persons named in this connection are John Weber, Bernhard Vorhaus, Joseph Losey and Ben Barzman.

The letter calls on the committee to set up legislation which will protect the country against the import of films made by persons excluded from the American industry for subversive connections or affiliations. Also, it stated that the AFL Film Council will ask United Artists to forego releasing the film, will ask all exhibitor organizations to refuse to book if offered, and, if these measures fall short, will ask all projectionists to refuse to show it.

Walsh to U.K. Meet

Richard F. Walsh, IATSE international president, is en route from New York to London on the *Queen Elizabeth*. He will represent the American Federation of Labor as fraternal delegate at the convention of the British Trades Union Congress, which opens Sept. 1 at Margate, England.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

DEAN MARTIN and JERRY LEWIS in HAL WALLIS' Jumping Jacks
in person DON CORNELL TRUDY RICHARDS MICKEY DEEMS FOUR EVANS ELLIOT LAWRENCE and his Orchestra
PARAMOUNT TIMES SQUARE Midnight Feature Nightly

HOWARD HAWKS'
THE BIG SKY
co-starring
KIRK DOUGLAS - DEWEY MARTIN
ELIZABETH THREATT
ARTHUR HUNNICUTT
CRITERION
B'way & 45 St.
Distributed by RKO Radio Pictures

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

MMPTA in Rogers' Hospital Fund Drive

The board of directors of the Metropolitan Motion Picture Theatres Association has recommended that its member theatres use Will Rogers Memorial Hospital fund drive displays and coin collection containers in lobbies and other strategic places for an extended period.

Distribution of the displays and coin receptacles will be started this week by National Screen Service in the metropolitan area.

Legion Praises

(*Continued from page* 1)

ism. All State resolutions dealing with the issue of alleged Communism in motion pictures were referred to the Standing Commission on Americanism. The referral was a proposal by the convention committee and it was considered unlikely that any state delegation would seek to override the committee and take up a fight on the convention floor seeking approval of its resolution dealing with the industry.

In effect, the action of the Committee on Americanism tables the resolutions bearing on the industry as far as convention action goes. Five resolutions which were thus referred to the Standing Commission on Americanism came under the following headings: Motion Pictures in which any known Communist has participated (South Carolina); Urge entire entertainment industry not to employ supporters of Communist causes (Illinois); American Legion Magazine list motion pictures tainted with subversive influences (Ohio); American Legion Magazine keep constant supervision over subversive trends in motion picture industry (Kentucky); American Legion Magazine renew fight on Communism in entertainment field (Washington).

The contents of the resolutions were not made available to the press.

The Standing Commission on Americanism, which probably will be charged with studying and acting upon the above resolutions as recommended by the Legion's Americanism Committee, is slated to meet in Indianapolis sometime in October.

Review

"The Ring"

(United Artists—King Brothers)

AGAINST the background of Mexican life in Los Angeles, a believable, effective off-beat boxing story has been fashioned by King Brothers Productions. "The Ring," despite a number of "unprofessional" performances and its low budget, has a fine authenticity.

The chief protagonist is a young Mexican, Lalo Rios, the son of a poor but proud family who takes to the ring to earn money and respect for himself and his people. The difference here, however, is that Rios is not a particularly able or intelligent fighter. After a promising start, he soon reaches a stage where, even when he follows his manager's advice to the letter, he cannot hope to better himself. After taking some terrific lickings, he learns to accept his lot and the fact that he doesn't have to beat the ears off the world to win its respect.

The screenplay, by Irving Shulman, based on his own novel, tells the simple story in a good, straightforward manner. The plight of the Mexicans in the big California city is sympathetically portrayed, although, oddly enough, some of the Mexicans seen are the shiftless, lazy kind, the stereotype of which is responsible for much anti-Mexican feeling.

The boxing sequences are excitingly photographed. Director Kurt Neumann has paced the whole production so that it packs a single neat dramatic punch. Besides Rios, Gerald Mohr and Robert Osterloh do well in the roles of fight manager and trainer, respectively. Rita Moreno is the fighter's pretty girl friend and young Robert Altuna is his admiring little brother. Maurice and Frank King are the producers.

Others in the cast include Martin Garralaga, Jack Elam and Peter Brocco.

Running time, 79 minutes. General audience classification. Release date, Sept. 26.

Sets 'Dine Out, See A Movie' Campaign

Cleveland, Aug. 25.—A "Dine Out and See a Movie" advertising campaign has been instituted here by the Meyers Meat Co., wholesale meat suppliers to restaurants, with the cooperation of the Motion Picture Exhibitors League of Cleveland.

Window streamers and transportation advertising proclaim the thinking behind the message: that people will welcome the opportunity to exchange an ordinary evening of kitchen chores and television for a delicious dinner and an enjoyable motion picture.

Selznick Award to 'Cry'

"Cry, the Beloved Country" won the 1952 David O. Selznick Silver Laurel award for English films at the International Film Festival held in Edinburgh in conjunciton with the Edinburgh Festival of Drama and Music, according to news reports from Scotland. The picture was made by London Films and is distributed here by United Artists. The Silver Laurel award enables the film to compete for the Selznick Golden Laurel award in New York in October.



NT's $11,000,000 Candy-Popcorn Bill

In the three years 1949-1951, National Theatres and its subsidiaries spent close to $11,000,000 for candy, popcorn, soft drinks and other confections for sale in their theatres, the company stated in a report to the Securities and Exchange Commission.

The yearly expenditures for confections are broken down as follows: 1949, $3,920,000, 1950, $3,619,000, 1951, $3,388,000.

N. T. Uncommitted

(*Continued from page* 1)

and Roxy Theatre, will issue to 20th-Fox as the new picture company 2,769,486 shares of its common stock and Fox will then distribute to its shareholders the common of National on the basis of one share of the new picture company's common and one share of the new theatre company's common for each share of the present picture company.

The consideration for the issuance to Fox of the shares of the common of National registered will be the transfer by Fox to the theatre company of all the capital stock of Wesco consisting of 1,000 shares of common without par value and all of the common stock of Roxy consisting of 10,000 shares without par value.

The report states that while it is the intention of National to continue the retirement plan and to continue to make contributions thereto, there is no contractual obligation to do so and the right is retained to change, amend or discontinue the plan. No change or discontinuance, however, will affect the retirement income already purchased by employes' contributions and contributions made by the company prior to any change or discontinuance.

Roxy participates in Fox's retirement plan, and such participation will be discontinued after Sept. 27.

The report states that Wesco, its subsidiaries and affiliates as of July 1 had an interest in 510 U. S. theatres, certain of which must be divested under the consent decree.

Theatres in which National will be interested through Wesco and Roxy range in type and size from small houses with as few as 250 seats to large, deluxe theatres of from 2,000 to more than 5,000 seats, the majority having between 750 and 1,500 seats. Most exhibit double feature programs, the report said.

At the end of last year, Wesco and its subsidiaries had 8,200 employes, including executives and 2,300 part-time employes, the report stated. At the beginning of last May Roxy employed about 236.

In 1950 and 1951, Wesco and subsidiaries paid $4,800,000 in film rentals to Fox, and in 1949 the payments totaled $5,750,000, according to the report. Of the total film rental payments of Wesco and subsidiaries, the foregoing averaged 26 per cent.

Lantz Increases Schedule

HOLLYWOOD, Aug. 25.—Walter Lantz will increase his schedule of animated cartoon films with color in technicolor for Universal-International from six to 13, beginning with the 1952-53 season, Lantz revealed today. Number will consist of seven "Woody Woodpeckers" and six specials.

Review

"Big Jim McLain"

(*Warner Brothers—Wayne-Fellows*)

STRONG topical interest, suspense and sharp action are the principal ingredients of this Wayne-Fellows Production about an investigator for the House Un-American Activities Committee. John Wayne, who repeatedly registers high in the *Motion Picture Herald-Fame* exhibitors' poll of money-making stars, has the title role. The picture was shot in Hawaii. Co-starring is Nancy Olson.

The story opens on a familiar note: The scene is Washington at a hearing of the Un-American Activities Committee. A suspected Communist, tracked down by Wayne and his partner James Arness, is challenged with a pertinent question about his alleged Red affiliations and—as have many others on similar occasions—balks at answering on grounds of the Fifth Amendment.

This infuriates the two investigators but they accept another assignment to probe a Red cell in Hawaii—a vital link to the Orient—where Communist sabotage and trouble making in labor unions can prove very harmful to the nation's defense efforts. Wayne's first lead comes from a visit to a doctor's office where Miss Olson is secretary.

From that point on, Wayne and Arness track down other tips and leads; becomes involved in fights; trace a Hawaiian who was once an official of the party but is now sick and discarded by his colleagues; and finally round up the gronp with the help of the Hawaiian police after Wayne's partner has been murdered.

While generally interesting, "Big Jim McLain" seems overlong and awkwardly edited in certain spots. However, the action and theme offer considerable compensation. Robert Fellows produced, Edward Ludwig directed and James Edward Grant wrote the original screenplay. Others in the cast are Alan Napier, Veda Ann Borg, Gayne Whitman and Hal Baylor.

Running time, 90 minutes. General audience classification. Release date, Aug. 30.

'Family Night' a Mpls. Hit

(*Continued from page* 1)

Downtown Theatres Committee, the greatest stimulant to assure success of the promotion was a free ride given one way to all adults and children going into the Loop on the buses and street cars of the Minneapolis Street Railway Co. between the hours of seven and nine P.M.

Adults and children leaving the buses and street cars in the Loop were offered numbered coupons and if a number corresponded with one of the approximately 1,000 numbers posted in their lobbies they were admitted free of charge. However, bus and street car operators ran out of coupons. Because of the huge demand it was estimated that eight persons out of every 100 holding coupons were admitted free to the theatres. A vast majority of the others paid their way. Many Loop stores which had remained closed during previous Thursday Evenings stayed open and all stores cooperated by offering bargains for the family night promotion.

The crowds brought into the Loop were an increase of 6,500 persons over the previous all-time high of 3,500 persons for a Thursday night. The promotion will be held every week from now on.

Fred A. Ossanna, president of the transit firm, said: "We hope this experiment will show other cities that by sitting and talking across the table they can cooperate to solve their own Loop problems. The promotion idea has resulted in editors of eight national magazines inquiring for details about the promotion."

Tomorrow, Alexander, Harry Weiss, division manager of RKO Theatres, Ted Mann, Co-operator of the World, first run Loop house, St. Paul, and Ray Wroble, manager of the RKO Orpheum; St. Paul Transit officials and representatives of St. Paul Loop stores will meet with Matt Thompson, secretary of the St. Paul Association of Commerce to discuss a similar promotion for St. Paul with the view to making Thursday evenings a joint Twin City affair.

The Minneapolis Loop promotion was launched in an effort to recapture business that heretofore has been going in greater strength to the shopping centers in the suburbs. The promotion included an extensive publicity campaign.

Marvin Jacobs to Retire

BUFFALO, Aug. 25.—Marvin Jacobs, eldest of the Jacobs Brothers, who operate Sportservice, a concession firm, will retire on Sept. 15. Jacob's younger brothers, Charles and Louis M., will assume full operation. Marvin began Sportservice here more than 40 years ago in the old Academy Theatre. The organization serves theatres, drive-ins, race tracks, ball parks, football stadiums and airports.

Providence

(*Continued from page* 1)

not ruled out film censorship as such and that carefully worded ordinances can be drawn to prevent the showing of films on grounds that they are "obscene, indecent, immoral or profane."

McCabe offered to prepare such an ordinance and expressed the opinion that films cannot be censored on other grounds. He revealed that his proposed ordinance would merely give the licensing bureau legislation specifically authorizing it to censor motion pictures in the four fields he prescribed.

McCabe explained that his report and recommendations were based on the belief that the high court rulings, while they make films a means of communication rather than entertainment, still did not leave the way open for absolute freedom on all subjects. Other court decisions used in the motion picture cases support that view, he said.

N.Y. Grosses

(*Continued from page* 1)

The record-breaking business of "Ivanhoe" at the Radio City Music Hall continues. For its fourth week, a terrific $165,000 is seen, topping off a three week gross of $520,000, the largest in the Hall's history. The Hall, to accommodate Labor Day audiences, will open its doors at 7:45 A.M. Monday, allowing the house an extra performance.

The fifth and final week of "Jumping Jacks" at the Paramount is estimated to gross a robust $67,000. "The Crimson Pirate" opens there tomorrow.

A good $38,000 is seen for the third inning of "Sudden Fear" at Loew's State, while a fine $25,000 is estimated for the fifth week of "High Noon" at the Mayfair.

"The Big Sky" opened to a very nice $40,000 for its first week at the Criterion. The initial seven days of "Francis Goes to West Point" was a bit disappointing at $9,500. It will be replaced at the Globe on Friday with "Devil Makes Three."

"Affairs of Trinidad" is holding up at the Victoria with a sturdy $27,500 estimated for its fourth week. A moderately good $19,000 is forecast for the second inning of "Les Miserables" at the Rivoli.

Among off-Broadway houses, a sturdy $6,600 is indicated for the 21st stanza of the "Man in the White Suit" at the Sutton, while a fine $5,000 is seen for the 21st week of "Encore" at the Normandie.

At the Park Avenue, a good $5,600 is forecast for the second week of "Brandy for the Parson."

British Gross

(*Continued from page* 1)

age admission price remained unchanged during the two periods at 20.1 pence.

During the first quarter of 1952, theatres paid £10,139,000 in entertainment tax and £772,000 in Eady levy. Net takings amounted to £18,042,000, compared with £16,880,000 in the previous quarter. Film rentals were £6,380,000, leaving as the exhibitors' share £11,662,000, compared with £11,078,000 in the previous quarter.

Included in the survey for the first time are the costs and revenues of British films 6,500 feet or over during 1950. There were 61 films in this category, of which only eight were produced without distributors' financial assistance or guarantee. In the case of seven films, distributors provided or guaranteed the whole cost.

In 1950, British producers received £228,000 for their films from abroad. From the home market in the same year British producers got £4,540,000, with an additional £104,000 from outright sales. There was no Eady distribution in 1950, so the aggregate amount taken by British producers that year was around £7,000,000.

Pioneers Dinner

(*Continued from page* 1)

tion secretary-treasurer, and Marvin Kirsch, vice-president.

Cohn said the Astor was selected for the dinner rather than the Hotel Waldorf-Astoria, dinner site in previous years, because the former could supply larger facilities, required in light of the extent to which attendance at the dinners has mounted over the years.

Seek Receivership For Scophony Corp.

Three stockholders of the old Scophony Corp. of America yesterday filed in New York Supreme Court a suit asking that a temporary receiver be set up for the company. The request was accompanied by the allegation that Arthur Levey, president of Skiatron Electronics and Television Corp., unauthorizedly received returns from settlements with General Precision, Television Productions and British Scophony preparatory to the formation of Skiatron.

The suing stockholders are John A. Stephen, Otto Augstein and Hans L. Kraft who, according to the complaint held a total of 250 Scophony shares and invested $90,000 in the processing of old patents by the now defunct company.

On Friday approximately 80 per cent of Skiatron stockholders voted in favor of a new stock issue to raise $270,000 for the company's projected subscription television test.

To Film Eleven Games for Video

An agreement between leading collegiate organizations and Sportsvision, Inc. and Consolidated Television Sales to film a leading college football game each week of the season for home TV distribution was disclosed here yesterday by Peter M. Robeck, general manager of Consolidated Television Sales.

The program, titled "The All American Game of the Week," will be shown on days subsequent to the event. The announcement, which stated that the program would be sold to individual stations rather than networks, said it would be a partial answer to the TV curtailment program of the National Collegiate Athletic Association.

Somervell Leaving U.K. Board of Trade

LONDON, Aug. 25. — Rupert Somervell will retire as under-secretary of the Board of Trade Sept. 30 and will be succeeded by Sidney Golt, present head of the Board's films division.

Somervell has participated in most of the previous British government negotiations with the American film industry on remittance of earnings and restrictions on blocked funds. Because of his impending retirement, he will not accompany Sir Frank Lee and Golt to Washington next month, where discussions on the new Anglo-American remittance agreement will be inaugurated.

Tent 31 Benefit Bouts

HARTFORD, Aug. 25.—Variety Club of Connecticut, Tent 31, and the New Haven *Evening Register* sponsored a 10-bout, all-amateur boxing show at the West Haven Municipal Stadium tonight for the benefit of *The Register's* Fresh Air Fund. Variety co-chairmen were Ray Wylie and Harry F. Shaw.

WANTED
Films for Italian Distribution
Cash or Participation
BOX 414, MOTION PICTURE DAILY
1270 - 6th Avenue, New York 20, N. Y.

Television--Radio

with Pinky Herman

MBC (Milton Berle's Comedy) resumes at NBC Tuesday, Sept. 16, and will be telecast three weeks for Texaco, every fourth week of the Tues. 8:00 to 9:00 P.M. slot to be carried by Buick Motors. New format will have less guest artists and no emcee on the "Texaco Star Theatre." Kudner Agency handles both segs. . . . Radio artists who feel completely lost without a script and TV personalities who likewise feel ill at ease before the cameras, may do well to watch and study Dr. Bruno Furst, foremost authority on memory training, who will present a special 15-minute program, Monday, Sept. 6, at 11:15 P.M. over WABD. American Chicle is tickled about Aleen Leslie's "Date With Judy" ABC-TVehicle which, after but six weeks, has earned a Nielson of 12.5 as compared to 22.3 for Groucho Marx and 14.3 for Burns & Allen, competitors on the Thursday (7:00-8:00 P.M. slot.) . . . Tom Slater (R & R Veep) and his charming wife, Helen, will pinch hit for Dorothy & Dick on their daily WORning and noon series, starting Sept. 15. . . . Kurt Jadassohn, gen. mgr. of Sesac, showed us some amazing music retail figures compiled by music pubs in the Mid-West and deep south, most of whom never heard of Tin Pan Alley and vice versa. After 13 weeks in the East, the "Al Pearce CBS-TV Show" will fade from the scene Sept. 26.

☆ ☆ ☆

As exclusively reported here seven weeks ago, Max Liebman will produce a top-budgeted film for 20th Century-Fox, starring Sid Caesar and Imogene Coca. The story will be written by Nunnally Johnson and shooting will start early in June, 1953, while "Your Show of Shows" vacations from the NBChannel. . . . Fellow Organists including Jack Ward, Arlo, Rosa Rio, Johnny Winters, John Gart, Paul Taubman and others are forming a Leo Weber Club in memory of 'a grand fellow, great musician and real pal,' who passed away two weeks ago. (If columnists are eligible to join please count us in.) . . . Scripter Alan Sands submits, and we quote: " 'The history of the world extends from Adam to Atom.' " unquote. True, true, but we hasten to add, "If Adam doesn't learn to live in peace and harmony with his fellow man and should resort to the use of the Atom, then our world will resemble AtomATO." (sermon over.) . . . Joan Davis will debut on TV when a new situation comedy series, "I Married Joan," NBCommences Wed., 8:00-8:30 P.M., Oct. 15. Jim Backus will play opposite Joan in this new filmed series. . . . Bob Hope will become a regular when the "Colgate Comedy Hour" returns to NBT starting Sunday Sept. 21, and will rotate with Martin & Lewis, Abbott & Costello, Eddie Cantor and Donald O'Connor. Sam Fuller is executive producer for the series.



Max Liebman

☆ ☆ ☆

The Electric Clock sign located above the Waldorf Restaurant on Sixth Ave. & 50th St. smack-dab under the windows of NBTop Execs' offices reads: "For the best in Television all the time see Channel 2" (aren't they the CBSly ones?) . . . . TV actress Mary Leader, just back from a successful summer stock engagement in "The Happy Time" and "Street Car Named Desire," is making the rounds with a woman's TVehicle that could click. . . . Add look alikes: Ethel (WABD) Thorsen and screen star Joan Caulfield. Jack (ace organist) Ward and Leo (composer) Robin. . . . Lourdes Froes, radio and TV lovely, seen in "Lights Out," "Martin Kane," "City At Midnite" and others, has been signed for an important role in "Taxi," the current Fox flicker that Gregory Ratoff is filming in New York. . . . Tom Milana, youngster who started the practice of filming TV shows in California, prior to the development of kinescope, has opened his own firm in New York, designed to supply info on TV films available for the nets and indie market. . . . In distributing a 50-page catalog on films for the TV market, compiled by Unity Television Corp., prexy Arche Mayers explains, and we quote,: " 'It is my belief that new stations in their first few months of operation will have to depend on film packages for as much as from 50 to 70 per cent of their total air time.' " Unquote.

☆ ☆ ☆

LOTSA DOTS. . . . With the 'back-to-school' movement just around the corner, WORkers John Gambling and Ray Heatherton's friendly advice to the little ones on how to take care of themselves in the streets and at home may well be emulated.

TexasShowmenBack Hospital Fund Drive

DALLAS, Aug. 25.—Robert J. O'Donnell and H. A. Cole, co-chairmen of Texas COMPO Showmen, have been selected to head the 1952 Texas Theatres Crippled Children's Fund Drive for the benefit of the Gonzales Warm Springs Foundation to be held Aug. 31 through Sept. 6. Practically all the exhibitors in the state have pledged to exhibit a special trailer and take up theatre collections.

Texas COMPO will present a special award for distinguished service to the showman who makes the outstanding showing in the drive in relation to the size of his community.

The trailer which features Joan Crawford, a native Texan, and Beverly Mills of Smiley, Texas, a young girl who has been successfully treated at the Foundation, was directed by David Miller and produced in the studios of RKO. O'Donnell made special arrangements with Herman Robbins who in turn made National Screen Service production facilities available at cost. NSS in Dallas under Paul Short, divisional manager, will make distribution at no cost to the Foundation.

Ezell, Griffith Head Texas Vote Drive

DALLAS, Aug. 25.—Claude C. Ezell and H. J. Griffith have been appointed co-chairmen of the Texas Council of Motion Picture Organizations' "Get Out the Vote" campaign designed to stimulate voting throughout Texas, it was disclosed by Kyle Rorex, the organization's executive director.

A series of trailers has been screened for use in the campaign, and will be made available to exhibitors anywhere in the U. S. at costs.

TV Program

(*Continued from page* 1)

and Television Broadcasters will complete its testimony on the first two days of hearing. Other testimony on that day will be given by the American Broadcasting Co., Mutual Broadcasting System and Allen B. Du Mont network. New York witnesses will include National Broadcasting Co., Columbia Broadcasting System and the National Television Film Council.

Witnesses who will be heard when the committee returns to Washington will represent the United States Brewers Foundation, American Civil Liberties Union, National Association of Gagwriters, National Association of Catholic Men and the Federal Communications Commission, which will testify on the commission's role in regard to TV and radio programming.

25c W.B. Dividend

At a special meeting at the home office yesterday, Warner Brothers board of directors declared a dividend of 25 cents per share on the common stock, payable Oct. 4 to holders of record on Sept. 5.





★★★★ EXTRA

Trade Talk

★★★★ FLASH

THE HOTTEST HITS IN THE INDUSTRY!

DREAMBOAT

Clifton WEBB · Ginger ROGERS

3 Year record Roxy, N. Y. Big Smash Cleveland, Milwaukee, Buffalo, San Francisco, Houston!

LURE OF THE WILDERNESS

Technicolor

Jean PETERS
Jeffrey HUNTER
Constance SMITH

Outgrossing "With A Song In My Heart" Everywhere!

DON'T BOTHER TO KNOCK

Richard WIDMARK · Marilyn MONROE

Longest run of the year, Globe, New York. Three weeks Atlantic City! Held over, San Francisco, Los Angeles and Philadelphia!

Victor Hugo's LES MISERABLES

ALL NEW, ALL THRILLING!

Packing them in at World Premiere engagement, Rivoli, N.Y.! Set for big openings, Boston, Washington, Detroit, Cincinnati!

WHAT PRICE GLORY

Technicolor

James CAGNEY · Corinne CALVET · Dan DAILEY

Topping 20th's biggest at Roxy, N. Y., Atlantic City, Portland, Nashville!



NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 41 NEW YORK, U. S. A., WEDNESDAY, AUGUST 27, 1952 TEN CENTS

Distributors' Arbitration Action Pends

TOA Convention Agenda Waits Decision on Draft

Following an all afternoon meeting here yesterday of a Motion Picture Association of America sales managers sub-committee on the new draft of a projected industry arbitration system, it was reported that the draft soon will be presented to all the companies for approval, amendment or rejection.

The companies are expected to act on the document within the next two weeks. Actually, the distributors have three weeks in which to signify acceptance of an arbitration draft if Theatre Owners of America is to have a chance to vote on it at the organization's annual convention in Washington Sept. 14-18.

The sub-committee that met yesterday included William F. Rodgers of Loew's, chairman of the distributors'

(*Continued on page 4*)

$1,050,000 Trust Action Names Five

A $1,050,000 triple-damage anti-trust action naming RKO Pictures, Warner Brothers, 20th Century-Fox, Universal and Century Theatres yesterday was filed in U. S. District Court here by Lavellon Amusement Corp., operator of the Criterion, East Rockaway, L. I.

The complaint charges that the defendants-distributors discriminated against the Criterion by giving pre-

(*Continued on page 4*)

Krim Asked to Rule In 'Encounter' Row

Robert Benjamin, United Artists partner, said yesterday that he has sent to Arthur B. Krim, company president, currently visiting Paris, a communication asking his advice on how the company should proceed with respect to its distribution deal for "Encounter," which the Hollywood AFL Film Council has charged was made abroad by members of the American film industry "with mem-

(*Continued on page 3*)

Rachmil Says Showmen Owe Better Films Better Houses

By CHARLES FRANKE

Theatre owners throughout the U. S. who have not redecorated their houses in the past 10 to 20 years owe it to themselves to visit New York's Radio City Music Hall to determine the extent to which they have been lax in offering their customers necessary comforts and service, Lewis Rachmil, Hollywood producer, declared here yesterday.

Rachmil said that while Hollywood has been doing its part during the past year to put the industry again on the trail to prosperity by producing larger numbers of top-quality films, exhibitors in general have not taken the trouble to win increased patronage by adding to theatre comforts and improving service. Architectural improvements, in particular, are needed in many of the theatres he has visited, Rachmil said.

The Screen Producers Guild is fearful that before long there will be a shortage of producers in Hollywood for the making of product for theatres, considering the rate at which many film-makers are turning to producing for television, according to Rachmil.

(*Continued on page 3*)

Johnston to Speak At President's Banquet of TOA

WASHINGTON, Aug. 26. — Motion Picture Association of America president Eric Johnston will address the president's banquet at the Theatre Owners of America convention to be held here at the Shoreham Hotel, Sept. 14-18.

In addition to the estimated 700 TOA members and guests who are expected to be present at the banquet, many company presidents and other industry leaders have been invited to attend.

At the same time, TOA president Mitchell Wolfson disclosed a letter he has sent out to all TOA members, pointing out the significance of the convention, which he called "the most important ever held."

Company presidents who have been invited to attend are: Harry M. Warner, Warner Brothers; Milton R. Racknil, Universal; Arthur B. Krim, United Artists; Nicholas M. Schenck, Loew's; Spyros P. Skouras, 20th Century-Fox; Herbert J. Yates, Republic Pictures; Ned E. Depinet,

(*Continued on page 3*)

Senate Group Calls RWG Red Controlled

WASHINGTON, Aug. 26.—A Senate Judiciary sub-committee declared today that the Radio Writers Guild is controlled by a pro-Communist faction. At the same time Judiciary Committee Chairman Pat McCarran (D., Nev.) declared in a statement that since the Radio Writers Guild may "obtain jurisdiction" over the television writers, "Television must keep its house clean."

Named by both McCarran and the sub-committee as a leader in the pro-Communist group was Millard Lampell, who was, briefly, a Hollywood screen-writer.

The information was contained in a report issued by the Judiciary sub-committee which held intermittent hearings over the past year and a half on subversive infiltration.

Technicolor Half Year Profit Steady

Consolidated net profit of Technicolor, Inc., for the six months ended June 30 was estimated by the company yesterday at $1,025,420, after taxes. The result compares with net profit for the first half of 1951 of $1,061,395, with taxes for the 1951 period adjusted to the effective rate paid for the entire year.

Technicolor's consolidated net for the second quarter of the current year is estimated to be $506,472, compared with $571,624 for the corresponding quarter last year.

Profit for the first half of this year is equivalent to $1.10 per share compared with earnings of $1.14 per share for the corresponding period last year.

Monogram Buys 2 Mandel Exchanges

Hollywood, Aug. 26.—Monogram has purchased Monogram franchise-operated exchanges in Chicago and Indianapolis from Irving Mandel, with the operation effective Tuesday. Acquisition gives Monogram a total of 15 company-owned exchanges in the U. S., with 16 others franchise-owned.

NPA to Lift Building Ban After April 1

Golden Sees Prod to Drive-in Building

WASHINGTON, Aug. 26. — The National Production Authority today announced it would remove the ban on theatre building after April 1 and would permit limited amounts of controlled materials to be self-authorized after that date.

Under the current NPA set-up there is no self-authorization for theatre building and theatre construction may be authorized only after hardship is proven. The new order would permit theatre builders to apply for NPA authorization in the same manner as any other builder.

In the opinion of Nathan D. Golden, NPA film chief, the amount of controlled materials which may be self-authorized will assure substantial building of drive-in theatres. He declared, however, that the self-authorized amounts would not be sufficient

(*Continued on page 4*)

NEWS FLASHES

LOS ANGELES, Aug. 26.--Anti-trust action seeking $927,000 in damages from major distributors and from Griffith circuit, operating theatres in Texas, Oklahoma and New Mexico, was filed today in Albuquerque by attorneys Weller & Corinblit and Kenny & Morris on behalf of Mary E. Traub and El Capitan Theatre, Roswell, N. M.

•

Fabian Theatres' bid to telecast Mike Todd's "A Night in Venice" show from Jones Beach's Marine Stadium failed to come up for discussion at yesterday's council meeting of Actors Equity. Talks on wage demands were said to be continuing, however.

Personal Mention

MORT BLUMENSTOCK, Warner Brothers vice-president in charge of advertising-publicity, will leave here by plane for the Coast today.

•

HARRY FEINSTEIN, zone manager in New Haven for Warner Brothers Circuit Management Corp., and MRS. FEINSTEIN have returned there from a vacation trip to Maine and Cape Cod.

•

SPERIE PERAKOS, general manager of the Perakos Theatres, New Britain, Conn., will be married to MISS NICKI PAPPAS in Detroit on Oct. 11. His father, PETER, is head of the circuit.

•

BEN L. OGRON, head of Ohio Theatre Supply Co., Cleveland, became a father for the third time when a boy, LARRY ELIOT, was born to his wife at St. Luke's Hospital there.

•

DR. HERBERT T. KALMUS, president and general manager of Technicolor Corp., will arrive here from Europe today aboard the *S. S. Liberte.*

•

MIKE NEWMAN, Columbia publicist, has fully recovered from surgery and has returned to the studio from San Francisco.

•

VINCENT CAPUANO, manager of the Elm Theatre, West Hartford, Conn., is recuperating from auto accident injuries.

•

LAURITZ GARMAN, owner of the Uptown Theatre, Baltimore, is vacationing at Ocean City, Md.

Film Personalities To Aid Ind. Fair

INDIANAPOLIS, Aug. 26. — Marjorie Main, Rex Allen, Forrest Tucker, Tony Romano and Bill Shirley are expected here late this week as Hollywood's goodwill ambassadors to the film exhibit, sponsored by the Allied Theatre Owners of Indiana, which will be displayed in conjunction with the State Fair. While the Fair opens Thursday, the motion picture exhibit will not get underway until Saturday.

The Hollywood delegation, according to ATOI secretary William A. Carroll, will greet visitors in the film tenthouse museum, which will feature displays furnished by the studios. They also are in demand already for guest appearances on radio broadcasts.

The fair and the film exhibit will continue through Sept. 6, to be followed the next week by another statewide "Movietime, U.S.A." drive.

Takes Peron Film

R. M. Savini, president of Astor Pictures Corp. has announced the closing of a distribution deal with Juan A Brais of Argentina, for "The Eva Peron Story," a three-reel film.

Factor of N.Y. Telecast Enters IBC-TNT Talks

Whether television equipped theatres in New York will be allowed to telecast the Jersey Joe Walcott-Rocky Marciano heavyweight championship bout, slated for Sept. 23 in Philadelphia's Municipal Stadium, is a factor in the negotiations being conducted by Theatre Network Television and the International Boxing Club, it was learned here yesterday.

The proximity of New York to the site of the bout leads the IBC to feel that if the title match is telecast in nearly a dozen theatres here, the gate at Philadelphia would suffer. It was explained, however, that the IBC has not called for a "blackout" in New York theatres, but is seeking a higher price for theatre TV rights in New York theatres than elsewhere, if they are included in the deal.

Herman Taylor, co-promoter of the bout, already has called for a theatre television "blackout" in Philadelphia and the area around Marciano's home town in Brockton, Mass.

Meanwhile, Robert Mochrie, RKO Radio distribution vice-president, said he expects to have an announcement regarding film rights to the bout later in the week. The entrance of RKO Radio into the negotiations would considerably strengthen the hand of Theatre Network Television in keeping the bout off home television, it is believed.

The possibility that the bout, considered one of the top fistic attractions in years with a $1,000,000 gate forecast, will go to home television was not discounted by an IBC spokesman, who said the networks still are actively negotiating for the event.

Co-promoter Taylor's proposed Brockton, Mass., area "blackout" would affect four TV-equipped theatres in Eastern New England, with a seating capacity of 9,225. The theatres are: Pilgrim, Boston; Loew's State and Paramount, Lynn, Mass.; and Carleton, Providence. There is a possibility, however, that the latter would be exempt from the New England "blackout."

Northwest Exhibitors Seek to Join COMPO

Application for membership in the Council of Motion Picture Organizations has been made by the Theatre Owners of Washington, Northern Idaho and Alaska, it was announced yesterday by COMPO headquarters.

The application was made in a letter from J. M. Hone, executive secretary of the exhibitor group, to Robert W. Coyne, COMPO special counsel.

$13,500 for 'Ivory'

A strong $13,500 was registered for the first week of "Ivory Hunter" at the Trans-Lux 52nd Street, the theatre management reported here yesterday. The figure is within a few hundred dollars of the house record set last year.

Polio Closes Theatre

PORTLAND, Ore., Aug. 26. — Ever- epidemic has temporarily closed the Dianne, the only theatre in this town of approximately 200 people.

2nd Hartford Paper Holds Ad Rate Line

Hartford, Aug. 26.—Following the precedent set by the Hartford *Times* which raised its advertising rates generally, but did not touch the amusement ad charge, the Hartford *Courant*, which will have a general rate raise Monday, will leave its amusement ad rate the same as it has been since December, 1950. In a letter to theatre advertisers, John L. Coughlin, advertising director, said: "I want you to know that we are trying to help you out of your difficulties."

See $2-Million Profit For B & K's WBKB

WASHINGTON, Aug. 26. — WBKB, Balaban and Katz's Chicago television station, is expected to show a profit of more than $2,000,000 in 1952, informed sources revealed today.

This places the station as one of the nation's top television outlets, outranked only by the key network stations in New York City.

The station's 1952 gross is expected to be about $4,000,000.

WBKB will be sold to the Columbia Broadcasting System if the proposed merger between the American Broadcasting Co. and United Paramount Theatres is approved by the Federal Communications Commission.

Reade Co. Seeks Video License

WASHINGTON, August 26.—Atlantic Video Corp. has applied to the Federal Communications Commission for a license to construct a commercial television station in Asbury Park, N. J., on Channel 58. Principal stockholder in the company is Walter Reade, Jr.

TV Station on Full-Time

MEXICO CITY, Aug. 26.—Station XHGC, channel 5, the third TV station here, is now in full service. It is owned and operated by Ing. Guillermo Gonzalez Camarena, TV inventor, and is claimed to be the only Mexican station with equipment entirely made in Mexico, invented and manufactured by Camarena.

Schine Promotes Wolk

BUFFALO, Aug. 26.—Norman Wolk has been named city manager for Schine theatres in Rochester. He formerly was manager of Schine's Riviera in the same city.

Newsreel Parade

AMERICAN LEGION convention activities, including Gen. Eisenhower's address, are reported in virtually all current newsreels. Presented also are scenes of the disaster left by the recent California earthquake, the "Miss Europe" bathing beauty contest and a variety of sport items. Complete contents follow:

MOVIETONE NEWS, No. 70—Ike addresses American Legion. Korean fighting. Turkish beauty is "Miss Europe." Another California earthquake. Golf. Tennis.

NEWS OF THE DAY, No. 304—Eisenhower at Legion convention. American Legion fun-making. "Miss Europe." Japanese carnival. California 'quake. Rodeo.

PARAMOUNT NEWS, No. 3—Earthquake in California. India celebrates Independence Day. American Legionaires hold convention in New York. Rodeo.

TELENEWS DIGEST, No. 35-A—Gov. Stevenson's stand. New earthquake in California. Reds hold U. S. citizen seven years. Coal strike looms. Ship survivors. Tennis.

UNIVERSAL NEWS, No. 590—American Legion parades and hears Eisenhower. California 'quake. American fleet docks in Portugal. "Miss Europe" named. Rodeo.

WARNER PATHE NEWS, No. 5—Eisenhower's Legion address. California 'quake. American Legion parades. Developments in Korea. Tito's Olympians stay. Rodeo. Golf. Tennis.

Censorship Ruling A Boon: Preminger

The Supreme Court rulings restricting motion picture censorship will prove the biggest boon to the film business in many years, producer-director Otto Preminger predicted here yesterday. Preminger, who recently completed "The Murder," at RKO Radio, is currently in New York to find a play to be produced here.

"In time," he said, "there will be as little censorship in the movies as in the theatre. That will be healthy for the picture business. It will give us an opportunity to get away from the hackneyed plots and stilted endings that are required now.

"Freedom from censorship doesn't mean we have a right to make pictures in bad taste. I don't mean pictures should be dirty—or that books should be, either, for that matter—but we've got to get away from the standardized plots, and this will give us the incentive."

Preminger said that the industry's Production Code was not as strict as its interpretation; but that on the other hand there was a definite swing toward more freedom. "For instance, 'Detective Story' could not have been made several years ago. But it was handled well, and no one found it objectionable."

Boxoffice receipts during the past few months are proof that Hollywood is making pictures more to the public's liking, the producer said. "That crisis we underwent last year was a good thing for our business," he said. "When 'anything went', business got out of hand. Now we're taking a more realistic attitude."

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative. 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales. each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

20th Will Release 40 Short Subjects in '53

Twentieth Century-Fox will release a total of 40 short subjects in 1953, it was announced here yesterday by Peter G. Levathes, short subjects sales manager.

The line-up will consist of 26 new Terrytoons and four reissues, all in color by Technicolor; six Movietone sport reels; two Movietone specials (single reels); and two Lew Lehr reissues.

Rachmil Says

(*Continued from page* 1)

That is why, he explained, the Guild has established an annual intercollegiate film award to be presented to the best student-produced film turned out by 69 colleges and universities. The winning student-producers could be recruited by Hollywood, he intimated.

Rachmil, who himself received his early film producing education at Yale, is confident the awards plan will succeed in bringing new talent to Hollywood. His latest picture is G. B. Shaw's "Androcles and the Lion," produced in conjunction with Gabriel Pascal for RKO Radio. He termed it a picture that has "popular appeal" but which, nevertheless, qualifies for pre-pre-release and pre-release engagements before its general run.

Rachmil will fly back to Hollywood next Tuesday.

Johnston at TOA

(*Continued from page* 1)

RKO Radio Pictures; Barney Balaban, Paramount; Harry Cohn, Columbia, and Steve Broidy, Allied Artists.

Other leaders in the film industry who have been invited to attend are: Joseph R. Vogel, Harry Kalmine, Oscar A. Doob, John Murphy, Sol Schwartz, Albert Warner, Meyer Schine, Abe Montague, Charles Reagan, Alfred W. Schwalberg, Robert Mochrie, James R. Grainger, Al Lichtman, William J. Heineman, Charles Feldman and Benjamin Kalmenson.

SAVE $48 ON EXCURSION FARES TO HAWAII!



ONLY $438 ROUND TRIP!*

Luxury flights from California to Hawaii have been substantially reduced in fare during United's Excursion period of Oct. 1 to Dec. 10, 1952.

1st class comfort, service, meals. "Package" tours available, too.

UNITED AIR LINES

One of The Scheduled Airlines of the U. S.

80 E. 42nd St., call MUrray Hill 2-7300.

**From New York. Via Air Tourist to California. 16-day limit on Excursion tickets. Fares plus fed. tax.*

Reviews

"The Crimson Pirate"

(Warner Bros.—Norman Prod.)

SHOWMEN have a solid, well-done adventure picture with plenty of exploitation angles on which to exercise their talents for promotion in "The Crimson Pirate." Burt Lancaster and his foil, Nick Cravat, keep the film, in color by Technicolor, spinning along at a fast and merry pace from beginning to end.

As Lancaster himself announces at the start, the film is the story of the last cruise of the Crimson Pirate, wherein Lancaster in the title role gets involved in a war of rebellion on the part of a Caribbean people against their European king. It begins innocently when the pirate captures a king's ship whose only cargo is guns. Lancaster plans to sell these to the rebels and then make a double haul by selling the rebels to the king. Eva Bartok, lovely daughter of the rebel chief, however, appears to complicate his mercenary motives. The climax finds Lancaster and Cravat, sold out by their pirate crew, rescuing Miss Bartok from a fate worse than death and then winning back their pirate ship.

The climax is a masterpiece of colorful action and special effects. Under the directon of a not-so-crack-pot scientist, James Hayter, the rebels build and use to good effect: repeating cannons, TNT, a balloon for high-level bombing and one of the world's first submarines.

The film is perhaps a bit too long, but director Robert Siodmak has done an admirable job in keeping the action of the Roland Kibbee screenplay in hand. Lending good support to the star are Torin Thatcher as a mutinous but ethical pirate and Leslie Bradley as the chief enforcement officer of the king. Harold Hecht produced for Norman Productions.

Running time, 104 minutes. General audience classification. Release date, September 27.

"The Rose Bowl Story"

(Monogram) *Hollywood, August 26*

GOOD in any season but ideal for the rapidly approaching football season is this solid, entertaining story in which the annual Pasadena Rose Bowl classic figures, but not to the exclusion of the story line and the personalities involved in it. It's sensible, human and humorous—a bright, ticket selling attraction for exhibitors everywhere.

Filmed in Cinecolor, it has Marshall Thompson in the role of an ambitious big-time grid star for a Midwestern college who comes to Pasadena for the New Year's Day classic. He dates a mink-coated girl who turns out to have borrowed the garb and to be the plain daughter of some working folks. Small, unsensational incidents much more like life than fiction lead to his realization that his money-ridden ideas about football and love were both wrong. To this mainline of story are appended subordinate threads that round out a completely satisfying whole.

Thompson handles the top acting job with effective restraint, and Vera Miles, Natalie Wood, Keith Larsen and James Dobson supply convincing support. The gridiron teams are composed of some of the best professional and collegiate football players in the country, although they go unbilled, as do the teams they represent. That happy arrangement makes the attraction as appropriate for one part of the country as another.

Richard Heerman produced for Walter Mirisch, executive producer, and William Beaudine gave it one of his finest directorial handlings. Charles R. Martin did the writing.

Running time, 73 minutes. General audience classification. Release date, August 28.

"Secret People"

(Lippert-Ealing) *Hollywood, Aug. 26*

WATCHING this British-made melodrama is a little like working a crossword puzzle to which no one tells you until you're finished there's no answer. When the British go in for deep-dyed villainy and deeply-hidden motivation they go deep indeed, often, as in this instance, so deep that the bottom arrived at seems hardly to have warranted the digging. Specifically, the handicap the audience carries in its contemplation of the intricate and dastardly goings-on here is its lack of knowledge as to the identity of the sinister organization—referred to steadily and always as "the organization"—which goes to fantastic lengths to involve a couple of orphanned sisters in assassinations (assignations, too) and other illegal activities. The picture's prospects in the States aren't bright.

In the screenplay by Thorold Dickinson and Wolfgang Wilhelm, Valentina Cortesa and Audrey Hepburn portray sisters, possibly Italian, maybe not, who come to London when an unidentified tyrant kills their father, evidently a liberalist leader, and in seven years (by 1937, that is) become naturalized citizens. About then a former sweetheart of the elder shows up, whereupon they renew what seems to have been a completely informal romance, which goes well until he ropes her into taking a bomb to a party which a confederate uses for an assassination attempt that kills the wrong victim. She confesses her complicity to Scotland Yard, her former pals try to kill her but fail, and the Yard fixes her up with a new identity which she wears until, finding her former lover trying again with her sister, she reveals her identity and gets killed by his pal, who happens to be standing by with a convenient knife. (If this sounds complicated—it should).

The name of the producer is Sidney Cole, and the direction is by the Thorold Dickinson who collaborated on the script.

Running time, 88 minutes. Adult audience classification. Release date not set.

Arnall Returns to SIMPP Sept. 1

Ellis G. Arnall, who has been on leave from the presidency of the Society of Independent Motion Picture Producers during the past several months while serving as U. S. Price Stabilizer, is scheduled to return to his SIMPP post on Sept. 1, it was learned here yesterday.

Arnall, a former governor of Georgia who also has a law practice in Atlanta, is expected to serve SIMPP in the future out of that city, with visits to New York and Hollywood as required.

'Encounter' Row

(*Continued from page* 1)

bership in or loyalties to the Communist Party."

Benjamin and William J. Heineman, UA distribution vice-president, said the distribution deal for the picture was made over a year ago. They were at a loss to state whether or not it would be possible for UA to withdraw from the contract in light of the hostility the film has aroused.

Sent Letter to Wood

In a letter to Congressman John W. Wood, chairman of the House Committee on Un-American Activities, Roy M. Brewer, chairman of the Hollywood Council, urged that the committee immediately initiate legislation banning the import of motion pictures such as "Encounter" is alleged to be.

"Encounter" was described by Brewer in his letter as the work of four Americans who either are or were Communists or are refugees from House committee subpoena. Named in this connection are John Weber, Bernhard Vorhaus, Joseph Losey and Ben Barzman.

Benjamin said UA executives have not yet viewed "Encounter."

TRUE—TIMELY TERRIFIC!

THE EVA PERON STORY

THE GIRL WHO ROSE FROM RAGS TO RICHES

(*Screentime 30 Minutes*)

BOOK NOW EXCHANGES EVERYWHERE

ASTOR PICTURES CORP.

130 West 46th St., New York 36, N.Y.

Arbitration

(Continued from page 1)

arbitration negotiating committee; Abe Montague of Columbia, and attorneys of these and other companies. It is understood that some changes in the draft of a relatively minor character were made at their meeting. A lawyers' drafting committee consisting of Herman M. Levy of TOA, Abram F. Myers of Allied, Adolph Schimel of Universal and Robert W. Perkins of Warners, prepared the draft here last week.

The drafting committee members may be asked meanwhile to initial whatever changes were made in the document, but clarification on this point is expected to be made today.

TOA indicated yesterday that it is anxiously awaiting word of the distributors' action on the draft in order to know whether or not arbitration can be put on the organization's convention agenda. The TOA membership, like the memberships of the other organizations and groups which participated in the Industry Arbitration Conference, must ratify the draft. But the distributors must do so first, according to an arrangement previously made. Allied's convention and board meeting, Nov. 15-19, also is scheduled to act on the draft.

Moreover, the Industry Arbitration Conference, according to the original plan, will have to reconvene to discuss and pass on a draft. When this would be was not clear in the minds of arbitration conferees yesterday. Finally, of course, the Department of Justice and the U. S. Statutory Court would have to approve the draft for it to be included in the industry anti-trust suit decree.

The draft stipulates that following approval by all participating groups, a three-month period will be used to set up arbitration machinery on national and exchange area bases. It states also that a test period of 18 months will follow to determine the workability of the system agreed upon.

Bidding, it was pointed out yesterday, would be arbitrated under the draft on virtually an "all-inclusive" basis. Excluded, in this connection, are any controversies arising out of pricing of films.

Put Pidgeon in Line To Succeed Reagan

HOLLYWOOD, Aug. 26.—The Screen Actors Guild nominating committee tonight placed Walter Pidgeon in line for election to the presidency, to succeed Ronald Reagan, who has decided to retire from that office after a five year occupancy. Reagan will continue as a member of the board and the executive committee.

Reelect Pat Somerset

SANTA BARBARA, Aug. 26. — The California State Theatrical Federation, comprising 56,000 members of AFL guilds and unions in the entertainment industry, elected Pat Somerset to the presidency for the fifth term.

WANTED
Films for Italian Distribution
Cash or Participation
BOX 414, MOTION PICTURE DAILY
1270 - 6th Avenue, New York 20, N. Y.

In the THEATRE
Equipment World . . .
. . *with RAY GALLO*

AN expansion of activity in the theatre equipment business is reported by Motiograph, manufacturers of motion picture proecjtors and sound systems. The company reveals its production of 16mm sound projection equipment is at a peak. Orders also reflect much activity in drive-in construction.

•

A new catalogue describing its line of drive-in theatre equipment has just been released by the Ballantyne Co. of Omaha. This is the first catalogue to describe the new "Ez-Erect" Boyer pre-fabricated screen tower, which Ballantyne distributes exclusively. The tower has a picture size with two-foot masking of 35 by 48 feet; withous masking, 39 by 52 feet. Overall dimension of the tower is 52 feet wide and 56 feet high. A picture size of 43 by 56 feet is also available. All timbers are Douglas Fir, and hardware and Transite screen facing are included. Complete plans are furnished for erection.

•

A new outdoor lamp holder making use of a high temperature, silicon rubber cushion-seal designed to withstand both heat and adverse weather conditions has been announced by the Stonco Electric Products Co. of Kenilworth, N. J. Known as the "Stonco Cushion-Seal Holder," the unit seals the lamp low at its neck and exposes its hot spot area to open air cooling. It adapts itself to fit all R-40 and PAR-38 lamps, whether long, short oroff-center. By cradling the lamp in a rubber cushion grip, the Cushion-Seal helps protect the lamp against traffic vibration, pole sway, and shock. The manufacturer points out that light weight holders of this type provide brilliant floodlighting for large areas while single lamp units make supplementary highlighting for outdoor display.

•

Joseph Schlig has been promoted to advertising and sales promotion manager for the electronic tube division of Westinghouse Electric Corp.

•

Poblocki and Sons, Milwaukee, has installed new Permascreens in two drive-ins in Johnson City, Tenn. They are Bernie Wylie's Tri-City Drive-in and his new King Spring Drive-in. Permascreen consists of steel plates with a surface of vitreous enamel fused on for mounting on existing or new drive-in towers. It was developed to eliminate paint as the light reflecting material.

•

A new circular describing its line of floor machines for floors, rugs and carpets has been issued by the Hild Floor Machine Co., Chicago. Specifications for six different models are described, including attachments and special parts available.

NPA to Lift

(Continued from page 1)

to build indoor theatres.

The NPA order also declared that builders may apply to NPA for controlled materials in excess of the amounts they are permitted to self-authorize.

Under the order theatre builders will be able to self-authorize in each quarter up to five tons of carbon steel, not to include more than two tons of all types of structural steel shapes; 500 pounds of copper and copper base alloys and 300 pounds of aluminum.

Until now, Golden pointed out, no aluminum was permitted in theatre construction.

In addition, the NPA order said that self-authorizing builders may use in each project up to $15,000 worth of building equipment and materials which need a rating authority. Such materials do not include controlled items. Builders may also use up to $5,000 for production equipment and machinery per project without authorization.

It will be possible, Golden said, for theatre builders wishing to use more than the self-authorized amounts of controlled materials permitted in each quarter to do so by slowing down the construction process. Thus, he pointed out, a theatre owner wishing to construct a small drive-in may do so with the amounts of materials he can authorize in one quarter. An exhibitor wishing to build a larger drive-in may start his construction with his self-authorized amount for one quarter, keep down the pace of construction and then add to the structure the amounts of materials he can authorize for the following quarter. It would be possible, Golden said, to use in this fashion for one theatre the amount of materials the exhibitor may authorize for four quarters.

With the April effective date, Golden declared, theatre builders have plenty of time to buy, plan and grade their sites, before beginning construction. The NPA order stated that self-authorizing builders may place their purchase orders up to the amount specified at any time between now and April 1, but they may not have delivery before then.

NPA said it would review the construction situation again at the end of October with an eye to fixing an effective date earlier than April 1.

The NPA order grew out of a meeting today between the construction industry advisory committee and NPA officials.

Action Names Five

(Continued from page 1)

ferential bookings to Century theatres in surrounding areas which are not in competition with the plaintiff. Under the RKO product split, the plaintiff contends, the Criterion should get seven days clearance, but instead has been pushed over to 14 days.

Last year Lavellon filed a similar suit charging it was discriminated against in terms of clearance under the Loew's split. The action was discontinued on the condition that seven-day clearance would be accorded the Criterion.

National Pre-Selling

THE first annual movie edition of *American Weekly,* released next Sunday through Hearst newspapers to 30,000,000 readers, has met with great enthusiasm on the part of both large and small theatre circuits and operators, throughout the country. The entire press overrun of 600,000 copies will be distributed in non-Hearst areas, with Fox Midwest leading the field, with a purchase of 200,000 copies. Others who have bought are Interstate Theatres, 95,000 copies; Florida State Theatres, 50,000 copies; Wilby and Kincey Theatres (via Rebel Poster Exchange) 40,000 copies; Cooper Foundations Theatres, 20,000; with other amounts for Loew's, Walter Reade, Minneapolis Amusement, Penn Paramount, Intermountain and Tri-State Theatres.

The Fox Midwest house organ, *Contact,* says "when the advance copy of this brilliant issue reached our division office, it received a more enthusiastic response from district managers and bookers than any piece of printed matter ever before put out; it is a potent boost for pictures." The issue contains the first listing of winners in the new *American Weekly* Motion Picture Awards, with "The Greatest Show On Earth" leading 10 top pictures and performances. There are full-page, full-color ads for Mario Lanza in "Because You're Mine" and the new Technicolor production of "What Price Glory."

•

Roy Rogers appears in a string of full-page, full-color ads across the country, notably in the 4,000,000-circulation *Sunday News* in New York, to offer kids who read the comics a chance to "win your own palomino pony" with the sponsorship of General Foods Corp. There's no mention of Roy Rogers Riders Clubs, or the movies, in this advertising. It's a costly outlay, but the theatres are not even catching a ride. Roy is coming to Madison Square Garden with his own in-person Rodeo show, Sept. 24 through Oct. 19, and tickets are already on sale, priced at $1.75 to $6.00, with children half-price at Wednesday and Friday matinees.

•

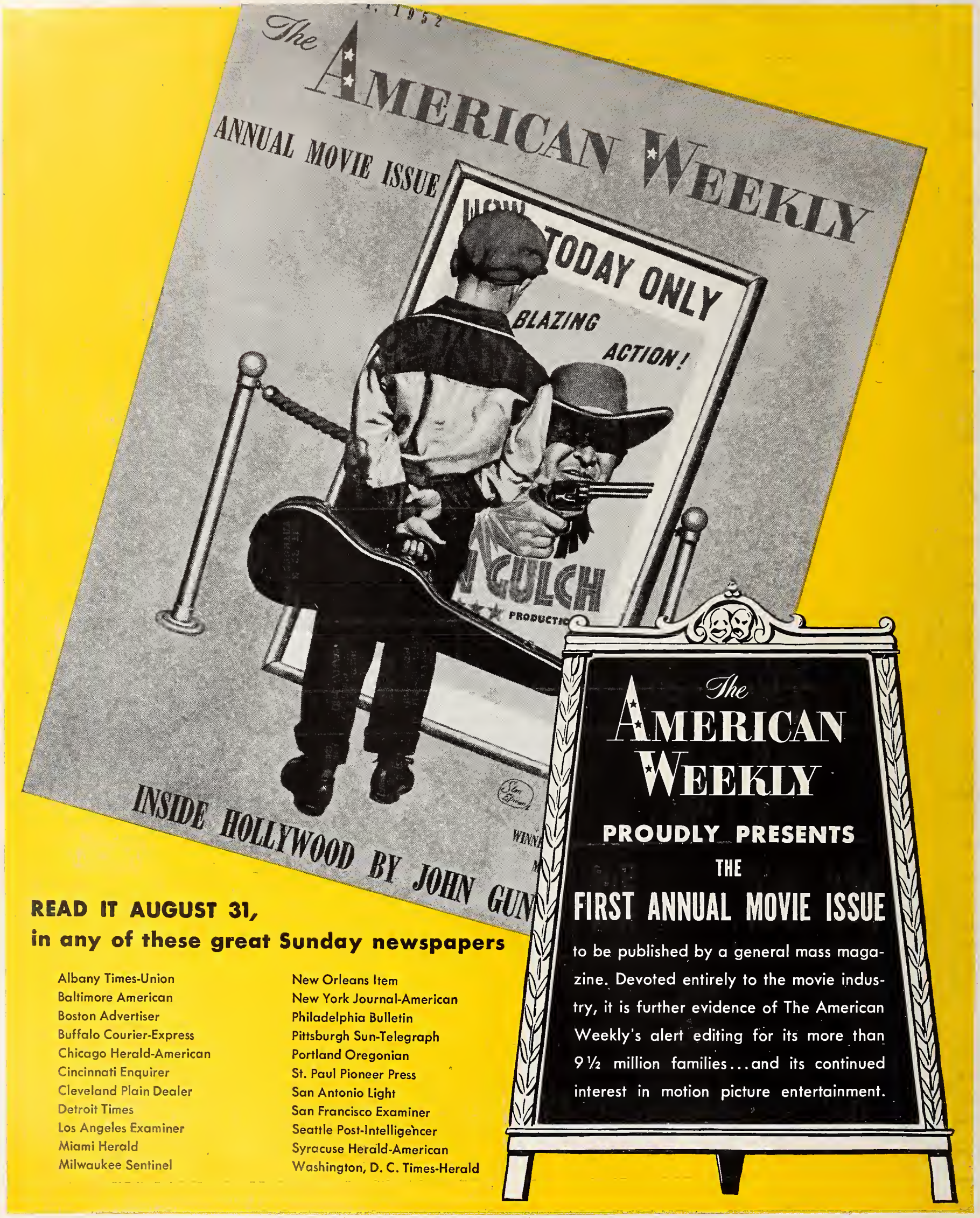
Look, *dated Sept. 9, and out today, features a double-truck, center-fold advertisement for Republic's wild, romantic comedy, "The Quiet Man" which dominates the book. There's a two-page story "Hollywood On Its Toes" describing the ballet in six new films, from "American In Paris" to "Hans Christian Andersen" with pictures of Leslie Caron, Jeanmarie and Moira Shearer, who is starred in MGM's "Story of Three Loves." . . . Those* Woman's Home Companion *approved movies for September, and no error in judgement on the part of Phillip Hartung, are "The Quiet Man" — "Ivanhoe" — "The World In His Arms" and "Sudden Fear" with a round dozen of runners-up, and MGM's "Movie Calendar of the Month" on a near-by color page. . . .* Redbook *nominates "Where's Charley" as its September candidate for the Silver Cup, with "Ivanhoe"—"The Happy Time"—"Son of Paleface" and "The Big Sky" as runners-up. It's not too difficult to pick a handful of pictures in these months.*

—WALTER BROOKS

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
July 13	(July Releases) CALIFDRNIA CDNQUEST (Color) Cornel Wilde Teresa Wright OD—79 min. (Rev. 6/12/52) CRIPPLE CREEK (Color) George Montgomery O—78 min. (Rev. 6/26/52) THE BRIGAND (Color) Anthony Dexter Jody Lawrance D—94 min. (Rev. 6/5/52)	PIRATE SUBMARINE Special Cast D—69 min. (5110)	WASHINGTDN STDRY Van Johnson Patricia Neal D—82 min. (Rev. 6/27/52)		(July Releases) THE GREATEST SHOW DN EARTH (Color) Betty Hutton James Stewart D—153 min. (5129) (Rev. 1/2/52)	THUNDERING CARAVANS Alan "Rocky" Lane Eddy Waller O—54 min. (5173) (Rev. 7/30/52)	(July Releases) THE WILD HEART (Color) Jennifer Jones David Farrar D—82 min. (274) (Rev. 5/29/52) (Disney) THE STDRY DF ROBIN HDDD (Color) Richard Todd Joan Rice D—84 min. (391) (Rev. 3/18/52)	(July Releases) WAIT 'TIL THE SUN SHINES, NELLIE (Color) Jean Peters David Wayne D—108 min. (220) (Rev. 5/26/52) DIPLDMATIC CDURIER Tyrone Power D—97 min. (222) (Rev. 6/10/52)	(Sid Kuller) ACTORS AND SIN Edward G. Robinson Eddie Albert D&C—85 min. (Rev. 5/23/52)	(July Releases) HAS ANYBDDY SEEN MY GAL (Color) Piper Laurie C—89 min. (226) (Rev. 6/6/52)	SHE'S WDRKING HER WAY THRDUGH COLLEGE (Color) Virginia Mayo Ronald Reagan MC—101 min. (Rev. 6/5/52)
July 20			HDLIDAY FOR SINNERS Gig Young Keenan Wynn D—72 min. (Rev. 6/25/52)	DEAD MAN'S TRAIL Johnny Mack Brown O—59 min. (5243)				WE'RE NDT MARRIED! Ginger Rogers Victor Moore C—85 min. (221) (Rev. 6/23/52)		FRANCIS GDES TD WEST PDINT Donald O'Connor C—81 min. (224) (Rev. 6/13/52) SALLY AND SAINT ANNE Ann Blyth Edmund Gwenn C—90 min. (225) (Rev. 6/20/52)	
July 27		THE JUNGLE Rod Cameron Cesar Romero D—74 min. (5112) (Rev. 8/20/52)		SEA TIGER John Archer Marguerite Chapman D—71 min. (5218) (Rev. 7/30/52)				LADY IN THE IRDN MASK (Color) Louis Hayward D—78 min. (218) (Rev. 6/11/52)	(Stanley Kramer) HIGH NDDN Gary Cooper OD—85 min. (Rev. 4/30/52)		THE STDRY DF WILL RDGERS (Color) Jane Wyman Will Rogers, Jr. D—109 min. (129) (Rev. 7/11/52)
Aug. 3			YDU FDR ME Peter Lawford Jane Greer CD—71 min. (Rev. 7/23/52)				(Aug. Releases) THE BIG SKY Kirk Douglas Dewey Martin OD—140 min. (361) (Rev. 7/9/52)	(Re-Releases) THE BLACK SWAN (Color) Tyrone Power Maureen O'Hara D—85 min. (258) (Rev. 10/16/42)	(David E. Rose) ISLAND DF DESIRE (Color) Linda Darnell Tab Hunter D—103 min. (Rev. 7/31/52)		
Aug. 10			FEARLESS FAGAN Janet Leigh Carleton Carpenter C—79 min. (Rev. 7/7/52)	MDNTANA INCIDENT Whip Wilson O—54 min. (5253) ARCTIC FLIGHT Wayne Morris D—78 min. (5210) (Rev. 8/5/52)			DNE MINUTE TD ZERD Robert Mitchum Ann Blyth D—105 min. (301) (Rev. 7/22/52)	TD THE SHORES DF TRIPDLI (Color) John Payne Maureen O'Hara D—86 min. (257) (Rev. 3/11/42)	(Samuel Fuller) PARK RDW Gene Evans D— 83 min. (Rev. 8/6/52)	(Aug. Releases) THE WDRLD IN HIS ARMS (Color) Gregory Peck Ann Blyth D—104 min. (227) (Rev. 6/17/52)	
Aug. 17	(Aug. Releases) CAPTAIN PIRATE (Color) Louis Hayward D—85 min. (Rev. 7/25/52) LAST TRAIN FRDM BDMBAY Jon Hall D—72 min. (Rev. 7/30/52)			YUKDN GOLD Kirby Grant D (5221) RDSE BDWL STDRY (Color) Marshall Thompson D—71 min. (5204)	(Aug. Releases) CARRIE Laurence Olivier Jennifer Jones D—118 min. (5123) (Rev. 6/9/52) SDN DF PALEFACE (Color) Bob Hope Jane Russell C—95 min. (5124) (Rev. 7/14/52)		(Aug. Releases) BEWARE MY LDVELY Ida Lupino Robert Ryan D—77 min. (302) (Rev. 7/31/52) FACE TD FACE James Mason Robert Preston D—91 min.	(Aug. Releases) DREAM BDAT Clifton Webb Ginger Rogers C—83 min. (223) (Rev. 7/22/52) DDN'T BDTHER TD KNDCK Richard Widmark Marilyn Monroe D—76 min. (224) (Rev. 7/11/52)	(Zoltan Korda-Lopert) CRY THE BELDVED CDUNTRY Canada Lee D—105 min. (Rev. 1/24/52)	THE DUEL AT SILVER CREEK (Color) Audie Murphy Stephen McNally OD—77 min (228) (Rev. 7/14/52) LOST IN ALASKA Bud Abbott Lou Costello C—76 min. (229) (Rev. 7/28/52)	
Aug. 24	(J. Arthur Rank) THE CLDUDED YELLDW Jean Simmons Trevor Howard D—89 min. (Rev. 10/8/51)	SECRET PEDPLE Valentina Cortesa Audrey Hepburn D—88 min. (5116)	IVANHDE (Color) Robert Taylor Elizabeth Taylor D—106 min. (Rev. 6/16/52)		SDN DF PALEFACE (Color) Bob Hope Jane Russell C—95 min. (5124) (Rev. 7/14/52)		TDD MANY GIRLS Desi Arnaz Lucille Ball MC—84 min. (364) (Rev. 10/8/40)	LES MISERABLES Michael Rennie Debra Paget D—104 min. (225) (Rev. 7/24/52)	(Re-Releases) IT'S IN THE BAG Jack Benny Fred Allen C—87 min. (Rev. 2/9/45)	(J. Arthur Rank) THE STRANGER IN BETWEEN Dirk Bogarde D—84 min. (282) (Rev. 8/20/52)	
Aug. 31		HELLGATE Sterling Hayden Joan Leslie D—87 min. (5113) (Rev. 8/22/52)	THE MERRY WIDDW (Color) Lana Turner Fernando Lamas MC—105 min. (Rev. 7/8/52)			WDMAN DF THE NDRTH CDUNTRY (Color) Ruth Hussey Rod Cameron OD—90 min. (Rev. 7/30/52)	(Sept. Releases) BEWARE MY LDVELY Ida Lupino Robert Ryan D—77 min. (302) (Rev. 7/31/52)	WHAT PRICE GLDRY (Color) James Cagney Corinne Calvet CD—111 min. (226) (Rev. 7/28/52)	GUEST WIFE Claudette Colbert Don Ameche C—90 min. (Rev. 7/23/45)		BIG JIM McLAIN John Wayne Nancy Dlson D—90 min. (201) (Rev. 8/26/52)
Sept. 7	(Sept. Releases) RAINBOW 'RDUND MY SHDULDER (Color) Frankie Lane Billy Daniels M—78 min. (Rev. 8/8/52) AFFAIR IN TRINIDAD Rita Hayworth Glenn Ford D—98 min. (Rev. 7/30/52) WAGDN TEAM Gene Autry O—63 min.	TRDMBA, THE TIGER MAN Special Cast D (5201)	THE DEVIL MAKES THREE Gene Kelly Pier Angeli D—96 min. (Rev. 8/13/52)	FARGD Wild Bill Elliott O—70 min. (5226)	(Sept. Releases) JUST FDR YDU (Color) Bing Crosby Jane Wyman (5201) CD—M—95 min. (Rev. 7/31/52) CARIBBEAN (Color) John Payne Arlene Dahl D—97 min. (5202) (Rev. 8/4/52)		(Re-Releases) ANNIE DAKLEY Barbara Stanwyck Preston Foster D—91 min. (365) (Rev. 10/28/35) ALLEGHENY UPRISING John Wayne Claire Trevor D—81 min. (366) (Rev. 10/24/39)	(Sept. Releases) LURE DF THE WILDERNESS (Color) Jean Peters Jeffrey Hunter D—92 min. (Rev. 7/29/52) D. HENRY'S FULL HOUSE Fred Allen Anne Baxter C—D—117 min. (Rev. 8/18/52) MONKEY BUSINESS Cary Grant Ginger Rogers C—97 min.	(Jewell) UNTAMED WDMEN D—70 min. (Rev. 8/13/52)	(Sept. Releases) UNTAMED FRDNTIER (Color) Joseph Cotten Shelley Winters OD—75 min. (230)	WHERE'S CHARLEY? (Color) Ray Bolger Allyn McLerie MC—97 min. (130) (Rev. 6/26/52)
Sept. 14									(Re-Release) THE LADY VANISHES Michael Redgrave Margaret Lockwood D—85 min. (Rev. 10/11/38)	SDN DF ALI BABA (Color) Tony Curtis Piper Laurie D—75 min. (231) (Rev. 8/13/52)	
Sept. 21	(Re-Release) THE MINE WITH THE IRON DDDR Richard Arlen Cecilia Parker D—66 min. (Rev. 4/20/36)		MY MAN AND I Shelley Winters Ricardo Montalban D—99 min. (Rev. 8/19/52)	FEUDIN' FDDLS Leo Gorcey C (5213)					(King Bros.) THE RING Gerald Mohr Lalos Rios D—79 min. (Rev. 8/26/52)	BDNZD GDES TD COLLEGE Maureen D'Sullivan Edmund Gwenn C—80 min. (232)	

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)



READ IT AUGUST 31,
in any of these great Sunday newspapers

Albany Times-Union
Baltimore American
Boston Advertiser
Buffalo Courier-Express
Chicago Herald-American
Cincinnati Enquirer
Cleveland Plain Dealer
Detroit Times
Los Angeles Examiner
Miami Herald
Milwaukee Sentinel
New Orleans Item
New York Journal-American
Philadelphia Bulletin
Pittsburgh Sun-Telegraph
Portland Oregonian
St. Paul Pioneer Press
San Antonio Light
San Francisco Examiner
Seattle Post-Intelligencer
Syracuse Herald-American
Washington, D. C. Times-Herald

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 41 NEW YORK, U. S. A., WEDNESDAY, AUGUST 27, 1952 TEN CENTS

Distributors' Arbitration Action Pends

TOA Convention Agenda Waits Decision on Draft

Following an all afternoon meeting here yesterday of a Motion Picture Association of America sales managers sub-committee on the new draft of a projected industry arbitration system, it was reported that the draft soon will be presented to all the companies for approval, amendment or rejection.

The companies are expected to act on the document within the next two weeks. Actually, the distributors have three weeks in which to signify acceptance of an arbitration draft if Theatre Owners of America is to have a chance to vote on it at the organization's annual convention in Washington Sept. 14-18.

The sub-committee that met yesterday included William F. Rodgers of Loew's, chairman of the distributors'

(*Continued on page 4*)

$1,050,000 Trust Action Names Five

A $1,050,000 triple-damage anti-trust action naming RKO Pictures, Warner Brothers, 20th Century-Fox, Universal and Century Theatres yesterday was filed in U. S. District Court here by Lavellon Amusement Corp., operator of the Criterion, East Rockaway, L. I.

The complaint charges that the defendants-distributors discriminated against the Criterion by giving pre-

(*Continued on page 4*)

Krim Asked to Rule In 'Encounter' Row

Robert Benjamin, United Artists partner, said yesterday that he has sent to Arthur B. Krim, company president, currently visiting Paris, a communication asking his advice on how the company should proceed with respect to its distribution deal for "Encounter," which the Hollywood AFL Film Council has charged was made abroad by members of the American film industry "with mem-

(*Continued on page 3*)

Rachmil Says Showmen Owe Better Films Better Houses

By CHARLES FRANKE

Theatre owners throughout the U. S. who have not redecorated their houses in the past 10 to 20 years owe it to themselves to visit New York's Radio City Music Hall to determine the extent to which they have been lax in offering their customers necessary comforts and service, Lewis Rachmil, Hollywood producer, declared here yesterday.

Rachmil said that while Hollywood has been doing its part during the past year to put the industry again on the trail to prosperity by producing larger numbers of top-quality films, exhibitors in general have not taken the trouble to win increased patronage by adding to theatre comforts and improving service. Architectural improvements, in particular, are needed in many of the theatres he has visited, Rachmil said.

The Screen Producers Guild is fearful that before long there will be a shortage of producers in Hollywood for the making of product for theatres, considering the rate at which many film-makers are turning to producing for television, according to Rachmil.

(*Continued on page 3*)

Johnston to Speak At President's Banquet of TOA

WASHINGTON, Aug. 26. — Motion Picture Association of America president Eric Johnston will address the president's banquet at the Theatre Owners of America convention to be held here at the Shoreham Hotel, Sept. 14-18.

In addition to the estimated 700 TOA members and guests who are expected to be present at the banquet, many company presidents and other industry leaders have been invited to attend.

At the same time, TOA president Mitchell Wolfson disclosed a letter he has sent out to all TOA members, pointing out the significance of the convention, which he called "the most important ever held."

Company presidents who have been invited to attend are: Harry M. Warner, Warner Brothers; Milton R. Racknil, Universal; Arthur B. Krim, United Artists; Nicholas M. Schenck, Loew's; Spyros P. Skouras, 20th Century-Fox; Herbert J. Yates, Republic Pictures; Ned E. Depinet,

(*Continued on page 3*)

Senate Group Calls RWG Red Controlled

WASHINGTON, Aug. 26.—A Senate Judiciary sub-committee declared today that the Radio Writers Guild is controlled by a pro-Communist faction. At the same time Judiciary Committee Chairman Pat McCarran (D., Nev.) declared in a statement that since the Radio Writers Guild may "obtain jurisdiction" over the television writers, "Television must keep its house clean."

Named by both McCarran and the sub-committee as a leader in the pro-Communist group was Millard Lampell, who was, briefly, a Hollywood screen-writer.

The information was contained in a report issued by the Judiciary sub-committee which held intermittent hearings over the past year and a half on subversive infiltration.

Technicolor Half Year Profit Steady

Consolidated net profit of Technicolor, Inc., for the six months ended June 30 was estimated by the company yesterday at $1,025,420, after taxes. The result compares with net profit for the first half of 1951 of $1,061,395, with taxes for the 1951 period adjusted to the effective rate paid for the entire year.

Technicolor's consolidated net for the second quarter of the current year is estimated to be $506,472, compared with $571,624 for the corresponding quarter last year.

Profit for the first half of this year is equivalent to $1.10 per share compared with earnings of $1.14 per share for the corresponding period last year.

Monogram Buys 2 Mandel Exchanges

Hollywood, Aug. 26.—Monogram has purchased Monogram franchise-operated exchanges in Chicago and Indianapolis from Irving Mandel, with the operation effective Tuesday. Acquisition gives Monogram a total of 15 company-owned exchanges in the U. S., with 16 others franchise-owned.

NPA to Lift Building Ban After April 1

Golden Sees Prod to Drive-in Building

WASHINGTON, Aug. 26. — The National Production Authority today announced it would remove the ban on theatre building after April 1 and would permit limited amounts of controlled materials to be self-authorized after that date.

Under the current NPA set-up there is no self-authorization for theatre building and theatre construction may be authorized only after hardship is proven. The new order would permit theatre builders to apply for NPA authorization in the same manner as any other builder.

In the opinion of Nathan D. Golden, NPA film chief, the amount of controlled materials which may be self-authorized will assure substantial building of drive-in theatres. He declared, however, that the self-authorized amounts would not be sufficient

(*Continued on page 4*)

File $927,000 Trust Suit in New Mexico

LOS ANGELES, Aug. 26.—An anti-trust action seeking $927,000 in treble damages has been filed against major distributors and the Griffith circuit in Federal court at Albuquerque, N. M., on behalf of Mary E. Traub and the El Capitan Theatre, Roswell, N. M., it was revealed here today by Weller & Corinblit and Kenny & Morris, counsel for the plaintiffs.

In addition to damages, the suit seeks to require Griffith to dispose of six theatres in Roswell which, it is alleged, the circuit acquired through monopoly and illegal use of its circuit buying power.

Equity Talks on Todd Show Continue

Talks on establishing an Actors Equity wage pattern for the projected experimental theatre telecast of Mike Todd's "A Night in Venice" show were said yesterday to be continuing.

An Equity spokesman said Todd representatives and Equity delegates were meeting on the problem.

Personal Mention

MORT BLUMENSTOCK, Warner Brothers vice-president in charge of advertising-publicity, will leave here by plane for the Coast today.

•

HARRY FEINSTEIN, zone manager in New Haven for Warner Brothers Circuit Management Corp., and MRS. FEINSTEIN have returned there from a vacation trip to Maine and Cape Cod.

•

SPERIE PERAKOS, general manager of the Perakos Theatres, New Britain, Conn., will be married to MISS NICKI PAPPAS in Detroit on Oct. 11. His father, PETER, is head of the circuit.

•

BEN L. OGRON, head of Ohio Theatre Supply Co., Cleveland, became a father for the third time when a boy, LARRY ELIOT, was born to his wife at St. Luke's Hospital there.

•

DR. HERBERT T. KALMUS, president and general manager of Technicolor Corp., will arrive here from Europe today aboard the *S. S. Liberte*.

•

MIKE NEWMAN, Columbia publicist, has fully recovered from surgery and has returned to the studio from San Francisco.

•

VINCENT CAPUANO, manager of the Elm Theatre, West Hartford, Conn., is recuperating from auto accident injuries.

•

LAURITZ GARMAN, owner of the Uptown Theatre, Baltimore, is vacationing at Ocean City, Md.

Film Personalities To Aid Ind. Fair

INDIANAPOLIS, Aug. 26. — Marjorie Main, Rex Allen, Forrest Tucker, Tony Romano and Bill Shirley are expected here late this week as Hollywood's goodwill ambassadors to the film exhibit, sponsored by the Allied Theatre Owners of Indiana, which will be displayed in conjunction with the State Fair. While the Fair opens Thursday, the motion picture exhibit will not get underway until Saturday.

The Hollywood delegation, according to ATOI secretary William A. Carroll, will greet visitors in the film tenthouse museum, which will feature displays furnished by the studios. They also are in demand already for guest appearances on radio broadcasts.

The fair and the film exhibit will continue through Sept. 6, to be followed the next week by another statewide "Movietime, U.S.A." drive.

Takes Peron Film

R. M. Savini, president of Astor Pictures Corp. has announced the closing of a distribution deal with Juan A Brais of Argentina, for "The Eva Peron Story," a three-reel film.

Factor of N.Y. Telecast Enters IBC-TNT Talks

Whether television equipped theatres in New York will be allowed to telecast the Jersey Joe Walcott-Rocky Marciano heavyweight championship bout, slated for Sept. 23 in Philadelphia's Municipal Stadium, is a factor in the negotiations being conducted by Theatre Network Television and the International Boxing Club, it was learned here yesterday.

The proximity of New York to the site of the bout leads the IBC to feel that if the title match is telecast in nearly a dozen theatres here, the gate at Philadelphia would suffer. It was explained, however, that the IBC has not called for a "blackout" in New York theatres, but is seeking a higher price for theatre TV rights in New York theatres than elsewhere, if they are included in the deal.

Herman Taylor, co-promoter of the bout, already has called for a theatre television "blackout" in Philadelphia and the area around Marciano's home town in Brockton, Mass.

Meanwhile, Robert Mochrie, RKO Radio distribution vice-president, said he expects to have an announcement regarding film rights to the bout later in the week. The entrance of RKO Radio into the negotiations would considerably strengthen the hand of Theatre Network Television in keeping the bout off home television, it is believed.

The possibility that the bout, considered one of the top fistic attractions in years with a $1,000,000 gate forecast, will go to home television was not discounted by an IBC spokesman, who said the networks still are actively negotiating for the event.

Co-promoter Taylor's proposed Brockton, Mass., area "blackout" would affect four TV-equipped theatres in Eastern New England, with a seating capacity of 9,225. The theatres are: Pilgrim, Boston; Loew's State and Paramount, Lynn, Mass.; and Carleton, Providence. There is a possibility, however, that the latter would be exempt from the New England "blackout."

Northwest Exhibitors Seek to Join COMPO

Application for membership in the Council of Motion Picture Organizations has been made by the Theatre Owners of Washington, Northern Idaho and Alaska, it was announced yesterday by COMPO headquarters.

The application was made in a letter from J. M. Hone, executive secretary of the exhibitor group, to Robert W. Coyne, COMPO special counsel.

$13,500 for 'Ivory'

A strong $13,500 was registered for the first week of "Ivory Hunter" at the Trans-Lux 52nd Street, the theatre management reported here yesterday. The figure is within a few hundred dollars of the house record set last year.

Polio Closes Theatre

PORTLAND, Ore., Aug. 26. — Ever-epidemic has temporarily closed the Dianne, the only theatre in this town of approximately 200 people.

2nd Hartford Paper Holds Ad Rate Line

Hartford, Aug. 26.—Following the precedent set by the Hartford *Times* which raised its advertising rates generally, but did not touch the amusement ad charge, the Hartford *Courant*, which will have a general rate raise Monday, will leave its amusement ad rate the same as it has been since December, 1950. In a letter to theatre advertisers, John L. Coughlin, advertising director, said: "I want you to know that we are trying to help you out of your difficulties."

See $2-Million Profit For B & K's WBKB

WASHINGTON, Aug. 26. — WBKB, Balaban and Katz's Chicago television station, is expected to show a profit of more than $2,000,000 in 1952, informed sources revealed today.

This places the station as one of the nation's top television outlets, outranked only by the key network stations in New York City.

The station's 1952 gross is expected to be about $4,000,000.

WBKB will be sold to the Columbia Broadcasting System if the proposed merger between the American Broadcasting Co. and United Paramount Theatres is approved by the Federal Communications Commission.

Reade Co. Seeks Video License

WASHINGTON, August 26.—Atlantic Video Corp. has applied to the Federal Communications Commission for a license to construct a commercial television station in Asbury Park, N. J., on Channel 58. Principal stockholder in the company is Walter Reade, Jr.

TV Station on Full-Time

MEXICO CITY, Aug. 26.—Station XHGC, channel 5, the third TV station here, is now in full service. It is owned and operated by Ing. Guillermo Gonzalez Camarena, TV inventor, and is claimed to be the only Mexican station with equipment entirely made in Mexico, invented and manufactured by Camarena.

Schine Promotes Wolk

BUFFALO, Aug. 26.—Norman Wolk has been named city manager for Schine theatres in Rochester. He formerly was manager of Schine's Riviera in the same city.

Newsreel Parade

AMERICAN LEGION convention activities, including Gen. Eisenhower's address, are reported in virtually all current newsreels. Presented also are scenes of the disaster left by the recent California earthquake, the "Miss Europe" bathing beauty contest and a variety of sport items. Complete contents follow:

MOVIETONE NEWS, No. 70—Ike addresses American Legion. Korean fighting. Turkish beauty is "Miss Europe." Another California earthquake. Golf. Tennis.

NEWS OF THE DAY, No. 304—Eisenhower at Legion convention. American Legion fun-making. "Miss Europe." Japanese carnival. California 'quake. Rodeo.

PARAMOUNT NEWS, No. 3—Earthquake in California. India celebrates Independence Day. American Legionaires hold convention in New York. Rodeo.

TELENEWS DIGEST, No. 35-A—Gov. Stevenson's stand. New earthquake in California. Reds hold U. S. citizen seven years. Coal strike looms. Ship survivors. Tennis.

UNIVERSAL NEWS, No. 590—American Legion parades and hears Eisenhower. California 'quake. American fleet docks in Portugal. "Miss Europe" named. Rodeo.

WARNER PATHE NEWS, No. 5—Eisenhower's Legion address. California 'quake. American Legion parades. Developments in Korea. Tito's Olympians stay. Rodeo. Golf. Tennis.

Censorship Ruling A Boon: Preminger

The Supreme Court rulings restricting motion picture censorship will prove the biggest boon to the film business in many years, producer-director Otto Preminger predicted here yesterday. Preminger, who recently completed "The Murder," at RKO Radio, is currently in New York to find a play to be produced here.

"In time," he said, "there will be as little censorship in the movies as in the theatre. That will be healthy for the picture business. It will give us an opportunity to get away from the hackneyed plots and stilted endings that are required now.

"Freedom from censorship doesn't mean we have a right to make pictures in bad taste. I don't mean pictures should be dirty—or that books should be, either, for that matter—but we've got to get away from the standardized plots, and this will give us the incentive."

Preminger said that the industry's Production Code was not as strict as its interpretation; but that on the other hand there was a definite swing toward more freedom. "For instance, 'Detective Story' could not have been made several years ago. But it was handled well, and no one found it objectionable."

Boxoffice receipts during the past few months are proof that Hollywood is making pictures more to the public's liking, the producer said. "That crisis we underwent last year was a good thing for our business," he said. "When 'anything went', business got out of hand. Now we're taking a more realistic attitude."

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20. N. Y Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau. Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

20th Will Release 40 Short Subjects in '53

Twentieth Century-Fox will release a total of 40 short subjects in 1953, it was announced here yesterday by Peter G. Levathes, short subjects sales manager.

The line-up will consist of 26 new Terrytoons and four reissues, all in color by Technicolor; six Movietone sport reels; two Movietone specials (single reels); and two Lew Lehr reissues.

Rachmil Says

(*Continued from page* 1)

That is why, he explained, the Guild has established an annual intercollegiate film award to be presented to the best student-produced film turned out by 69 colleges and universities. The winning student-producers could be recruited by Hollywood, he intimated.

Rachmil, who himself received his early film producing education at Yale, is confident the awards plan will succeed in bringing new talent to Hollywood. His latest picture is G. B. Shaw's "Androcles and the Lion," produced in conjunction with Gabriel Pascal for RKO Radio. He termed it a picture that has "popular appeal" but which, nevertheless, qualifies for pre-pre-release and pre-release engagements before its general run.

Rachmil will fly back to Hollywood next Tuesday.

Johnston at TOA

(*Continued from page* 1)

RKO Radio Pictures; Barney Balaban, Paramount; Harry Cohn, Columbia, and Steve Broidy, Allied Artists.

Other leaders in the film industry who have been invited to attend are: Joseph R. Vogel, Harry Kalmine, Oscar A. Doob, John Murphy, Sol Schwartz, Albert Warner, Meyer Schine, Abe Montague, Charles Reagan, Alfred W. Schwalberg, Robert Mochrie, James R. Grainger, Al Lichtman, William J. Heineman, Charles Feldman and Benjamin Kalmenson.

SAVE $48 ON EXCURSION FARES TO HAWAII!



ONLY $438 ROUND TRIP!*

Luxury flights from California to Hawaii have been substantially reduced in fare during United's Excursion period of Oct. 1 to Dec. 10, 1952.

1st class comfort, service, meals. "Package" tours available, too.

UNITED AIR LINES

One of The Scheduled Airlines of the U. S.

80 E. 42nd St., call MUrray Hill 2-7300.

**From New York. Via Air Taurist ta Califarnio. 16-doy limit on Excursian tickets. Fares plus fed. tox.*

Reviews

"The Crimson Pirate"

(*Warner Bros.—Norman Prod.*)

SHOWMEN have a solid, well-done adventure picture with plenty of exploitation angles on which to exercise their talents for promotion in "The Crimson Pirate." Burt Lancaster and his foil, Nick Cravat, keep the film, in color by Technicolor, spinning along at a fast and merry pace from beginning to end.

As Lancaster himself announces at the start, the film is the story of the last cruise of the Crimson Pirate, wherein Lancaster in the title role gets involved in a war of rebellion on the part of a Caribbean people against their European king. It begins innocently when the pirate captures a king's ship whose only cargo is guns. Lancaster plans to sell these to the rebels and then make a double haul by selling the rebels to the king. Eva Bartok, lovely daughter of the rebel chief, however, appears to complicate his mercenary motives. The climax finds Lancaster and Cravat, sold out by their pirate crew, rescuing Miss Bartok from a fate worse than death and then winning back their pirate ship.

The climax is a masterpiece of colorful action and special effects. Under the directon of a not-so-crack-pot scientist, James Hayter, the rebels build and use to good effect: repeating cannons, TNT, a balloon for high-level bombing and one of the world's first submarines.

The film is perhaps a bit too long, but director Robert Siodmak has done an admirable job in keeping the action of the Roland Kibbee screenplay in hand. Lending good support to the star are Torin Thatcher as a mutinous but ethical pirate and Leslie Bradley as the chief enforcement officer of the king. Harold Hecht produced for Norman Productions.

Running time, 104 minutes. General audience classification. Release date, September 27.

"The Rose Bowl Story"

(*Monogram*) *Hollywood, August 26*

GOOD in any season but ideal for the rapidly approaching football season is this solid, entertaining story in which the annual Pasadena Rose Bowl classic figures, but not to the exclusion of the story line and the personalities involved in it. It's sensible, human and humorous—a bright, ticket selling attraction for exhibitors everywhere.

Filmed in Cinecolor, it has Marshall Thompson in the role of an ambitious big-time grid star for a Midwestern college who comes to Pasadena for the New Year's Day classic. He dates a mink-coated girl who turns out to have borrowed the garb and to be the plain daughter of some working folks. Small, unsensational incidents much more like life than fiction lead to his realization that his money-ridden ideas about football and love were both wrong. To this mainline of story are appended subordinate threads that round out a completely satisfying whole.

Thompson handles the top acting job with effective restraint, and Vera Miles, Natalie Wood, Keith Larsen and James Dobson supply convincing support. The gridiron teams are composed of some of the best professional and collegiate football players in the country, although they go unbilled, as do the teams they represent. That happy arrangement makes the attraction as appropriate for one part of the country as another.

Richard Heerman produced for Walter Mirisch, executive producer, and William Beaudine gave it one of his finest directorial handlings. Charles R. Martin did the writing.

Running time, 73 minutes. General audience classification. Release date, August 28.

"Secret People"

(*Lippert-Ealing*) *Hollywood, Aug. 26*

WATCHING this British-made melodrama is a little like working a cross-word puzzle to which no one tells you until you're finished there's no answer. When the British go in for deep-dyed villainy and deeply-hidden motivation they go deep indeed, often, as in this instance, so deep that the bottom arrived at seems hardly to have warranted the digging. Specifically, the handicap the audience carries in its contemplation of the intricate and dastardly goings-on here is its lack of knowledge as to the identity of the sinister organization—referred to steadily and always as "the organization"—which goes to fantastic lengths to involve a couple of orphanned sisters in assassinations (assignations, too) and other illegal activities. The picture's prospects in the States aren't bright.

In the screenplay by Thorold Dickinson and Wolfgang Wilhelm, Valentina Cortesa and Audrey Hepburn portray sisters, possibly Italian, maybe not, who come to London when an unidentified tyrant kills their father, evidently a liberalist leader, and in seven years (by 1937, that is) become naturalized citizens. About then a former sweetheart of the elder shows up, whereupon they renew what seems to have been a completely informal romance, which goes well until he ropes her into taking a bomb to a party which a confederate uses for an assassination attempt that kills the wrong victim. She confesses her complicity to Scotland Yard, her former pals try to kill her but fail, and the Yard fixes her up with a new identity which she wears until, finding her former lover trying again with her sister, she reveals her identity and gets killed by his pal, who happens to be standing by with a convenient knife. (If this sounds complicated—it should).

The name of the producer is Sidney Cole, and the direction is by the Thorold Dickinson who collaborated on the script.

Running time, 88 minutes. Adult audience classification. Release date not set.

Arnall Returns to SIMPP Sept. 1

Ellis G. Arnall, who has been on leave from the presidency of the Society of Independent Motion Picture Producers during the past several months while serving as U. S. Price Stabilizer, is scheduled to return to his SIMPP post on Sept. 1, it was learned here yesterday.

Arnall, a former governor of Georgia who also has a law practice in Atlanta, is expected to serve SIMPP in the future out of that city, with visits to New York and Hollywood as required.

'Encounter' Row

(*Continued from page* 1)

bership in or loyalties to the Communist Party."

Benjamin and William J. Heineman, UA distribution vice-president, said the distribution deal for the picture was made over a year ago. They were at a loss to state whether or not it would be possible for UA to withdraw from the contract in light of the hostility the film has aroused.

Sent Letter to Wood

In a letter to Congressman John W. Wood, chairman of the House Committee on Un-American Activities, Roy M. Brewer, chairman of the Hollywood Council, urged that the committee immediately initiate legislation banning the import of motion pictures such as "Encounter" is alleged to be.

"Encounter" was described by Brewer in his letter as the work of four Americans who either are or were Communists or are refugees from House committee subpoena. Named in this connection are John Weber, Bernhard Vorhaus, Joseph Losey and Ben Barzman.

Benjamin said UA executives have not yet viewed "Encounter."

TRUE—TIMELY TERRIFIC!

THE EVA PERON STORY

THE GIRL WHO ROSE FROM RAGS TO RICHES

(*Screentime* 30 *Minutes*)

BOOK NOW EXCHANGES EVERYWHERE

ASTOR PICTURES CORP.

130 West 46th St., New York 36, N.Y.

Arbitration

(*Continued from page* 1)

arbitration negotiating committee; Abe Montague of Columbia, and attorneys of these and other companies. It is understood that some changes in the draft of a relatively minor character were made at their meeting. A lawyers' drafting committee consisting of Herman M. Levy of TOA, Abram F. Myers of Allied, Adolph Schimel of Universal and Robert W. Perkins of Warners, prepared the draft here last week.

The drafting committee members may be asked meanwhile to initial whatever changes were made in the document, but clarification on this point is expected to be made today.

TOA indicated yesterday that it is anxiously awaiting word of the distributors' action on the draft in order to know whether or not arbitration can be put on the organization's convention agenda. The TOA membership, like the memberships of the other organizations and groups which participated in the Industry Arbitration Conference, must ratify the draft. But the distributors must do so first, according to an arrangement previously made. Allied's convention and board meeting, Nov. 15-19, also is scheduled to act on the draft.

Moreover, the Industry Arbitration Conference, according to the original plan, will have to reconvene to discuss and pass on a draft. When this would be was not clear in the minds of arbitration conferees yesterday. Finally, of course, the Department of Justice and the U. S. Statutory Court would have to approve the draft for it to be included in the industry anti-trust suit decree.

The draft stipulates that following approval by all participating groups, a three-month period will be used to set up arbitration machinery on national and exchange area bases. It states also that a test period of 18 months will follow to determine the workability of the system agreed upon.

Bidding, it was pointed out yesterday, would be arbitrated under the draft on virtually an "all-inclusive" basis. Excluded, in this connection, are any controversies arising out of pricing of films.

Put Pidgeon in Line To Succeed Reagan

HOLLYWOOD, Aug. 26.—The Screen Actors Guild nominating committee tonight placed Walter Pidgeon in line for election to the presidency, to succeed Ronald Reagan, who has decided to retire from that office after a five year occupancy. Reagan will continue as a member of the board and the executive committee.

Reelect Pat Somerset

SANTA BARBARA, Aug. 26. — The California State Theatrical Federation, comprising 56,000 members of AFL guilds and unions in the entertainment industry, elected Pat Somerset to the presidency for the fifth term.

WANTED
Films for Italian Distribution
Cash or Participation
BOX 414. MOTION PICTURE DAILY
1270 - 6th Avenue, New York 20, N. Y.

In the THEATRE Equipment World . . . *. . with RAY GALLO*

AN expansion of activity in the theatre equipment business is reported by Motiograph, manufacturers of motion picture proecjtors and sound systems. The company reveals its production of 16mm sound projection cquipment is at a peak. Orders also reflect much activity in drive-in construction.

•

A new catalogue describing its line of drive-in theatre equipment has just been released by the Ballantyne Co. of Omaha. This is the first catalogue to describe the new "Ez-Erect" Boyer pre-fabricated screen tower, which Ballantyne distributes exclusively. The tower has a picture size with two-foot masking of 35 by 48 feet; withous masking, 39 by 52 feet. Overall dimension of the tower is 52 feet wide and 56 feet high. A picture size of 43 by 56 feet is also available. All timbers are Douglas Fir, and hardware and Transite screen facing are included. Complete plans are furnished for erection.

•

A new outdoor lamp holder making use of a high temperature, silicon rubber cushion-seal designed to withstand both heat and adverse weather conditions has been announced by the Stonco Electric Products Co. of Kenilworth, N. J. Known as the "Stonco Cushion-Seal Holder," the unit seals the lamp low at its neck and exposes its hot spot area to open air cooling. It adapts itself to fit all R-40 and PAR-38 lamps, whether long, short oroff-center. By cradling the lamp in a rubber cushion grip, the Cushion-Seal helps protect the lamp against traffic vibration, pole sway, and shock. The manufacturer points out that light weight holders of this type provide brilliant floodlighting for large areas while single lamp units make supplementary highlighting for outdoor display.

•

Joseph Schlig has been promoted to advertising and sales promotion manager for the electronic tube division of Westinghouse Electric Corp.

•

Poblocki and Sons, Milwaukee, has installed new Permascreens in two drive-ins in Johnson City, Tenn. They are Bernie Wylie's Tri-City Drive-in and his new King Spring Drive-in. Permascreen consists of steel plates with a surface of vitreous enamel fused on for mounting on existing or new drive-in towers. It was developed to eliminate paint as the light reflecting material.

•

A new circular describing its line of floor machines for floors, rugs and carpets has been issued by the Hild Floor Machine Co., Chicago. Specifications for six different models are described, including attachments and special parts available.

NPA to Lift

(*Continued from page* 1)

to build indoor theatres.

The NPA order also declared that builders may apply to NPA for controlled materials in excess of the amounts they are permitted to self-authorize.

Under the order theatre builders will be able to self-authorize in each quarter up to five tons of carbon steel, not to include more than two tons of all types of structural steel shapes; 500 pounds of copper and copper base alloys and 300 pounds of aluminum.

Until now, Golden pointed out, no aluminum was permitted in theatre construction.

In addition, the NPA order said that self-authorizing builders may use in each project up to $15,000 worth of building equipment and materials which need a rating authority. Such materials do not include controlled items. Builders may also use up to $5,000 for production equipment and machinery per project without authorization.

It will be possible, Golden said, for theatre builders wishing to use more than the self-authorized amounts of controlled materials permitted in each quarter to do so by slowing down the construction process. Thus, he pointed out, a theatre owner wishing to construct a small drive-in may do so with the amounts of materials he can authorize in one quarter. An exhibitor wishing to build a larger drive-in may start his construction with his self-authorized amount for one quarter, keep down the pace of construction and then add to the structure the amounts of materials he can authorize for the following quarter. It would be possible, Golden said, to use in this fashion for one theatre the amount of materials the exhibitor may authorize for four quarters.

With the April effective date, Golden declared, theatre builders have plenty of time to buy, plan and grade their sites, before beginning construction. The NPA order stated that self-authorizing builders may place their purchase orders up to the amount specified at any time between now and April 1, but they may not have delivery before then.

NPA said it would review the construction situation again at the end of October with an eye to fixing an effective date earlier than April 1.

The NPA order grew out of a meeting today between the construction industry advisory committee and NPA officials.

Action Names Five

(*Continued from page* 1)

ferential bookings to Century theatres in surrounding areas which are not in competition with the plaintiff. Under the RKO product split, the plaintiff contends, the Criterion should get seven days clearance, but instead has been pushed over to 14 days.

Last year Lavellon filed a similar suit charging it was discriminated against in terms of clearance under the Loew's split. The action was discontinued on the condition that seven-day clearance would be accorded the Criterion.

National Pre-Selling

THE first annual movie edition of *American Weekly,* released next Sunday through Hearst newspapers to 30,000,000 readers, has met with great enthusiasm on the part of both large and small theatre circuits and operators, throughout the country. The entire press overrun of 600,000 copies will be distributed in non-Hearst areas, with Fox Midwest leading the field, with a purchase of 200,000 copies. Others who have bought are Interstate Theatres, 95,000 copies; Florida State Theatres, 50,000 copies; Wilby and Kinccy Theatres (via Rebel Poster Exchange) 40,000 copies; Cooper Foundations Theatres, 20,000; with other amounts for Loew's, Walter Reade, Minneapolis Amusement, Penn Paramount, Intermountain and Tri-State Theatres.

The Fox Midwest house organ, *Contact,* says "when the advance copy of this brilliant issue reached our division office, it received a more enthusiastic response from district managers and bookers than any piece of printed matter ever before put out; it is a potent boost for pictures." The issue contains the first listing of winners in the new *American Weekly* Motion Picture Awards, with "The Greatest Show On Earth" leading 10 top pictures and performances. There are full-page, full-color ads for Mario Lanza in "Because You're Mine" and the new Technicolor production of "What Price Glory."

•

Roy Rogers appears in a string of full-page, full-color ads across the country, notably in the 4,000,000-circulation *Sunday News* in New York, to offer kids who read the comics a chance to "win your own palomino pony" with the sponsorship of General Foods Corp. There's no mention of Roy Rogers Riders Clubs, or the movies, in this advertising. It's a costly outlay, but the theatres are not even catching a ride. Roy is coming to Madison Square Garden with his own in-person Rodeo show, Sept. 24 through Oct. 19, and tickets are already on sale, priced at $1.75 to $6.00, with children half-price at Wednesday and Friday matinees.

•

Look, *dated Sept. 9, and out today, features a double-truck, center-fold advertisement for Republic's wild, romantic comedy, "The Quiet Man" which dominates the book. There's a two-page story "Hollywood On Its Toes" describing the ballet in six new films, from "American In Paris" to "Hans Christian Andersen" with pictures of Leslie Caron, Jeanmarie and Moira Shearer, who is starred in MGM's "Story of Three Loves." . . . Those* Woman's Home Companion *approved movies for September, and no error in judgement on the part of Phillip Hartung, are "The Quiet Man" — "Ivanhoe" — "The World In His Arms" and "Sudden Fear" with a round dozen of runners-up, and MGM's "Movie Calendar of the Month" on a near-by color page. . . .* Redbook *nominates "Where's Charley" as its September candidate for the Silver Cup, with "Ivanhoe"—"The Happy Time"—"Son of Paleface" and "The Big Sky" as runners-up. It's not too difficult to pick a handful of pictures in these months.*

—WALTER BROOKS

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
July 13	(July Releases) CALIFDRNIA CONQUEST (Color) Cornel Wilde Teresa Wright OD—79 min. (Rev. 6/12/52) CRIPPLE CREEK (Color) George Montgomery O—78 min. (Rev. 6/26/52) THE BRIGAND (Color) Anthony Dexter Jody Lawrance D—94 min. (Rev. 6/5/52) STDRM DVER TIBET Rex Reason Diana Douglas D—87 min. (Rev. 12/26/51) RED SNDW Guy Madison Ray Mala D—75 min. (Rev. 6/20/52) BARBED WIRE Gene Autry O—61 min. (Rev. 7/14/52) JUNCTIDN CITY Charles Starrett Smiley Burnette O—54 min. (Rev. 7/3/52)	PIRATE SUBMARINE Special Cast D—69 min. (5110)	WASHINGTDN STDRY Van Johnson Patricia Neal D—82 min. (Rev. 6/27/52) HDLIDAY FDR SINNERS Gig Young Keenan Wynn D—72 min. (Rev. 6/25/52)	DEAD MAN'S TRAIL Johnny Mack Brown O—59 min. (5243)	(July Releases) THE GREATEST SHDW ON EARTH (Color) Betty Hutton James Stewart D—153 min. (5129) (Rev. 1/2/52) ENCDRE Glynis Johns Kay Walsh D—90 min. (5122) (Rev. 4/1/52) JUMPING JACKS Dean Martin Jerry Lewis C—96 min. (5121) (Rev. 6/4/52)	THUNDERING CARAVANS Alan "Rocky" Lane Eddy Waller O—54 min. (5173) (Rev. 7/30/52) DLD DKLAHOMA PLAINS Rex Allen Slim Pickens O—60 min. (5144) (Rev. 8/25/52)	(July Releases) THE WILD HEART (Color) Jennifer Jones David Farrar D—82 min. (274) (Rev. 5/29/52) (Disney) THE STORY OF ROBIN HDDD (Color) Richard Todd Joan Rice D—84 min. (391) (Rev. 3/18/52)	(July Releases) WAIT 'TIL THE SUN SHINES, NELLIE (Color) Jean Peters David Wayne D—108 min. (220) (Rev. 5/26/52) DIPLDMATIC CDURIER Tyrone Power D—97 min. (222) (Rev. 6/10/52) WE'RE NOT MARRIED! Ginger Rogers Victor Moore C—85 min. (221) (Rev. 6/23/52) LADY IN THE IRON MASK (Color) Louis Hayward D—78 min. (218) (Rev. 6/11/52)	(Sid Kuller) ACTORS AND SIN Edward G. Robinson Eddie Albert D&C—85 min. (Rev. 5/23/52)	(July Releases) HAS ANYBODY SEEN MY GAL (Color) Piper Laurie C—89 min. (226) (Rev. 6/6/52) FRANCIS GDES TD WEST PDINT Donald O'Connor C—81 min. (224) (Rev. 6/13/52) SALLY AND SAINT ANNE Ann Blyth Edmund Gwenn C—90 min. (225) (Rev. 6/20/52)	SHE'S WDRKING HER WAY THRDUGH CDLLEGE (Color) Virginia Mayo Ronald Reagan MC—101 min. (Rev. 6/5/52)
July 20			HDLIDAY FDR SINNERS Gig Young Keenan Wynn D—72 min. (Rev. 6/25/52)	DEAD MAN'S TRAIL Johnny Mack Brown O—59 min. (5243)							
July 27	THE JUNGLE Rod Cameron Cesar Romero D—74 min. (5112) (Rev. 8/20/52)			SEA TIGER John Archer Marguerite Chapman D—71 min. (5218) (Rev. 7/30/52)			(Aug. Releases) THE BIG SKY Kirk Douglas Dewey Martin OD—140 min. (361) (Rev. 7/9/52) DNE MINUTE TD ZERD Robert Mitchum Ann Blyth D—105 min. (301) (Rev. 7/22/52) SUDDEN FEAR Joan Crawford D—110 min. (362) (Rev. 7/23/52) (Re-Releases) LDOK WHO'S LAUGHING Fiber McGee & Molly C—79 min. (363) (Rev. 9/17/41) TDO MANY GIRLS Desi Arnaz Lucille Ball MC—84 min. (364) (Rev. 10/8/40)	(Re-Releases) THE BLACK SWAN (Color) Tyrone Power Maureen D'Hara D—85 min. (258) (Rev. 10/16/42) TD THE SHORES DF TRIPDLI (Color) John Payne Maureen D'Hara D—86 min. (257) (Rev. 3/11/42) (Aug. Releases) DREAM BOAT Clifton Webb Ginger Rogers C—83 min. (223) (Rev. 7/22/52) DDN'T BOTHER TO KNOCK Richard Widmark Marilyn Monroe D—76 min. (224) (Rev. 7/11/52) LES MISERABLES Michael Rennie Debra Paget D—104 min. (225) (Rev. 7/24/52) WHAT PRICE GLDRY (Color) James Cagney Corinne Calvet CD—111 min. (226) (Rev. 7/28/52)	(Stanley Kramer) HIGH NODN Gary Cooper OD—85 min. (Rev. 4/30/52)		THE STDRY DF WILL RDGERS (Color) Jane Wyman Will Rogers, Jr. D—109 min. (129) (Rev. 7/11/52)
Aug. 3			YDU FOR ME Peter Lawford Jane Greer CD—71 min. (Rev. 7/23/52)						(David E. Rose) ISLAND DF DESIRE (Color) Linda Darnell Tab Hunter D—103 min. (Rev. 7/31/52)		
Aug. 10			FEARLESS FAGAN Janet Leigh Carleton Carpenter C—79 min. (Rev. 7/7/52)	MONTANA INCIDENT Whip Wilson O—54 min. (5253) ARCTIC FLIGHT Wayne Morris D—78 min. (5210) (Rev. 8/5/52)					(Samuel Fuller) PARK RDW Gene Evans D— 83 min. (Rev. 8/6/52)	(Aug. Releases) THE WORLD IN HIS ARMS (Color) Gregory Peck Ann Blyth D—104 min. (227) (Rev. 6/17/52)	
Aug. 17	(Aug. Releases) CAPTAIN PIRATE (Color) Louis Hayward D—85 min. (Rev. 7/25/52) LAST TRAIN FRDM BDMBAY Jon Hall D—72 min. (Rev. 7/30/52)			YUKON GOLD Kirby Grant D (5221) RDSE BDWL STORY (Color) Marshall Thompson D—71 min. (5204)	(Aug. Releases) CARRIE Laurence Olivier Jennifer Jones D—118 min. (5123) (Rev. 6/9/52) SON DF PALEFACE (Color) Bob Hope Jane Russell C—95 min. (5124) (Rev. 7/14/52)				(Zoltan Korda-Lopert) CRY THE BELDVED CDUNTRY Canada Lee D—105 min. (Rev. 1/24/52)	THE DUEL AT SILVER CREEK (Color) Audie Murphy Stephen McNally OD—77 min (228) (Rev. 7/14/52) LOST IN ALASKA Bud Abbott Lou Costello C—76 min. (229) (Rev. 7/28/52) (J. Arthur Rank) THE STRANGER IN BETWEEN Dirk Bogarde D—84 min. (282) (Rev. 8/20/52)	WHERE'S CHARLEY? (Color) Ray Bolger Allyn McLerie MC—97 min. (130) (Rev. 6/26/52)
Aug. 24	(J. Arthur Rank) THE CLOUDED YELLOW Jean Simmons Trevor Howard D—89 min. (Rev. 10/8/51) THE KID FRDM BROKEN GUN Charles Starrett Smiley Burnette O—56 min. (Rev. 8/8/52)	SECRET PEDPLE Valentina Cortesa Audrey Hepburn D—88 min. (5116)	IVANHOE (Color) Robert Taylor Elizabeth Taylor D—106 min. (Rev. 6/16/52)								
Aug. 31		HELLGATE Sterling Hayden Joan Leslie D—87 min. (5113) (Rev. 8/22/52)	THE MERRY WIDDW (Color) Lana Turner Fernando Lamas MC—105 min. (Rev. 7/8/52)			WDMAN DF THE NDRTH CDUNTRY (Color) Ruth Hussey Rod Cameron OD—90 min. (Rev. 7/30/52)	(Sept. Releases) BEWARE MY LDVELY Ida Lupino Robert Ryan D—77 min. (302) (Rev. 7/31/52) FACE TO FACE James Mason Robert Preston D—91 min. (Re-Releases) ANNIE DAKLEY Barbara Stanwyck Preston Foster D—91 min. (365) (Rev. 10/28/35) ALLEGHENY UPRISING John Wayne Claire Trevor D—81 min. (366) (Rev. 10/24/39)	(Sept. Releases) LURE DF THE WILDERNESS (Color) Jean Peters Jeffrey Hunter D—92 min. (Rev. 7/29/52) O. HENRY'S FULL HOUSE Fred Allen Anne Baxter C—D—117 min. (Rev. 8/18/52) MONKEY BUSINESS Cary Grant Ginger Rogers C—97 min.	(Re-Releases) IT'S IN THE BAG Jack Benny Fred Allen C—87 min. (Rev. 2/9/45) GUEST WIFE Claudette Colbert Don Ameche C—90 min. (Rev. 7/23/45) (Jewell) UNTAMED WDMEN D—70 min. (Rev. 8/13/52) (Re-Release) THE LADY VANISHES Michael Redgrave Margaret Lockwood D—85 min. (Rev. 10/11/38) (King Bros.) THE RING Gerald Mohr Lalos Rios D—79 min. (Rev. 8/26/52)	(Sept. Releases) UNTAMED FRONTIER (Color) Joseph Cotten Shelley Winters OD—75 min. (230) SDN DF ALI BABA (Color) Tony Curtis Piper Laurie D—75 min. (231) (Rev. 8/13/52) BONZD GDES TD COLLEGE Maureen O'Sullivan Edmund Gwenn C—80 min. (232)	BIG JIM McLAIN John Wayne Nancy Dlson D—90 min. (201) (Rev. 8/26/52)
Sept. 7	(Sept. Releases) RAINBDW 'ROUND MY SHOULDER (Color) Frankie Lane Billy Daniels M—78 min. (Rev. 8/8/52) AFFAIR IN TRINIDAD Rita Hayworth Glenn Ford D—98 min. (Rev. 7/30/52) WAGDN TEAM Gene Autry O—63 min.	TRDMBA, THE TIGER MAN Special Cast D (5201)	THE DEVIL MAKES THREE Gene Kelly Pier Angeli D—96 min. (Rev. 8/13/52)	FARGO Wild Bill Elliott O—70 min. (5226)	(Sept. Releases) JUST FOR YDU (Color) Bing Crosby Jane Wyman (5201) CD—M—95 min. (Rev. 7/31/52) CARIBBEAN (Color) John Payne Arlene Dahl D—97 min. (5202) (Rev. 8/4/52)						
Sept. 14			MY MAN AND I Shelley Winters Ricardo Montalban D—99 min. (Rev. 8/19/52)	FEUDIN' FDOLS Leo Gorcey C (5213)							
Sept. 21	(Re-Release) THE MINE WITH THE IRDN DDOR Richard Arlen Cecilia Parker D—66 min. (Rev. 4/20/36)										

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)



READ IT AUGUST 31,
in any of these great Sunday newspapers

Albany Times-Union
Baltimore American
Boston Advertiser
Buffalo Courier-Express
Chicago Herald-American
Cincinnati Enquirer
Cleveland Plain Dealer
Detroit Times
Los Angeles Examiner
Miami Herald
Milwaukee Sentinel
New Orleans Item
New York Journal-American
Philadelphia Bulletin
Pittsburgh Sun-Telegraph
Portland Oregonian
St. Paul Pioneer Press
San Antonio Light
San Francisco Examiner
Seattle Post-Intelligencer
Syracuse Herald-American
Washington, D. C. Times-Herald

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 42 NEW YORK, U. S. A., THURSDAY, AUGUST 28, 1952 TEN CENTS

COMPO Faces 3 Months of Tax Research

'Congress Wants Facts About Admissions Levy'

The Council of Motion Picture Organizations estimates that three months of intensive research work lie ahead if it is to be properly equipped with evidence designed to convince Congress that repeal of the 20 per cent Federal admissions tax is imperative. That work stands as the principal job facing COMPO's headquarters office here.

Officials of the industry agency emphasize that while it is equally important for exhibitors and distribution representatives in every section to enlist the support of Congressmen and Senators for the showdown battle, the House Ways and Means and Senate Finance committees are going to call for facts and figures at hearings on the question.

COMPO headquarters has assembled some 30 or 40 questions that it

(*Continued on page* 5)

SAG Will Bid AFL Probe 16mm. Suit

HOLLYWOOD, Aug. 27.—The board of directors of the Screen Actors Guild today formally condemned the Federal government's 16 millimeter suit and declared it will ask the national executive council of the AFL to "investigate this action by the Department of Justice, with a view to protecting the jobs of AFL members in the motion

(*Continued on page* 5)

Tent Puts Off Golf Tourney to Sept. 25

The date of the annual golf tournament and party of the Variety Club of New York, Tent No. 35 at the Vernon Hills Country Club has been changed from Sept. 11 to Sept. 25. The committee declares it felt "this advisable in view of the conflict with the Warner Club outing of Sept. 12, to which many of our barkers are invited."

Mono.-Allied Artists Sets National Sales Meet for September

Monogram-Allied Artists will hold a three-day national sales convention at the Blackstone Hotel, Chicago, Sept. 24-26, Morey Goldstein, vice-president and general sales manager, announced yesterday.

The meeting, first of its kind to be convened by the company since 1946, will be attended by all of the company's bookers, salesmen, branch managers, franchise holders and company executives.

Goldstein said: "It will give our sales staff an opportunity to learn fully about our program which offers the greatest box office potential ever presented by Monogram-Allied Artists."

Among those attending the convention will be: Steve Broidy, Harold Mirisch, G. Ralph Branton, Edward Morey, George D. Burrows, Walter Mirisch, Norton V. Ritchey, Harold Wirthwein, James Pritchard, L. E. Goldhammer and John C. Flinn.

Para. to Release 9 In Next 4 Months

Paramount has set nine productions, seven of them in color by Technicolor, for release during the remaining four months of 1952.

"Son of Paleface," is scheduled to open early in October at the Paramount Theatre here, and "Just for You," is slated for the Capitol here, also in early October. Both are in

(*Continued on page* 5)

May Finish Goldwyn Deposition in Month

San Francisco, Aug. 27.—The deposition of Samuel Goldwyn in his anti-trust suit against Fox West Coast Theatres and 11 other companies, which was not completed when taken here shortly after the suit was filed, will be finished within the next month or two in this city, it is reported.

Starr, Rhoden Due For Top TOA Posts

Theatre Owners of America's top echelon quartet for 1952-53 is virtually certain to consist of Alfred Starr as president; Elmer C. Rhoden, board chairman; Si H. Fabian, executive committee chairman, and Gael Sullivan, executive director.

This was indicated yesterday as word was received here that Mitchell Wolfson, incumbent president, would be unable to serve another term because of the pressure of his personal business. He is a Florida theatre circuit owner and has a Miami television station. Starr was said to be wholly receptive to the suggestion that he succeed Wolfson and is understood to be favored for the post in practically every TOA quarter. Starr is a Tennessee theatre operator.

Charles P. Skouras, incumbent board chairman, is president of National Theatres which is being reorganized into Wesco Theatres in connection with the divorcement from 20th Cen-

(*Continued on page* 5)

Tele-SessionsBroadensScope Of Theatre Video Medium

Broadening the scope of sponsored theatre television programming, through a tie-up with NBC-TV, was revealed here yesterday by Victor M. Ratner, director of theatre Tele-Sessions, a division of Theatre Network Television.

Ratner, in a brochure currently being distributed among advertising agencies, outlined the plan by which a commercial organization can have outlets in "all cities on the coaxial cable," which would add 28 cities to the 40 key communities throughout the country which now have television-equipped theatres.

The newly-appointed head of Tele-Sessions described the response of advertising agencies to the medium as very encouraging. He also pointed out that the projected use of hotels or TV

(*Continued on page* 4)

Start Installation of Cinerama Here

The Broadway Theatre here will be the first playhouse in the world to install Cinerama, the new multi-dimensional motion picture projection technique, Cinerama, Inc. reports. Work has already begun under the direction of William R. Latady, vice-president in charge of technical development and

(*Continued on page* 5)

TNT Acquires Rights to Walcott Bout

Cancellation Possible Under Guarantee Clause

Theatre television rights to the Jersey Joe Walcott-Rocky Marciano heavyweight title bout, slated for Sept. 23 in Philadelphia's Municipal Stadium, have been acquired by Theatre Network Television, it was disclosed here yesterday jointly by James D. Norris, president of the International Boxing Club, and Nathan Halpern, TNT president.

Acquisition of the exclusive theatre TV rights, it was learned, is subject to a contract provision for an option exercisable by the IBC to cancel theatre TV if the number of theatres taking the bout does not reach a certain level. In that event, IBC could elect to use home television and radio broadcasting.

The contract, it was further learned, calls for a theatre TV "blackout" in

(*Continued on page* 4)

Report Col. Seeks Mex. Studio Share

MEXICO CITY, Aug. 27.—It is reported here that Columbia Pictures is negotiating for the purchase of RKO Pictures' interest in the Churubusco-Azteca studio, Mexico's leading production lot. Local officials of neither company would comment.

It was reported some time ago that RKO Pictures had sold its interest to Mexican partners in the studio but more recently it was understood that RKO had retained part of its interest in the studio.

$2.40 for Walcott Bout in Baltimore

Baltimore, Aug. 27.—Frank Durkee's State Theatre has contracted for the telecast of the Walcott-Marciano bout, to be fought in Philadelphia, Sept. 23.

According to C. Elmer Nolte, general manager, the entire house will be sold at $2.40 admission with no reserved seats.

Personal Mention

SIR FRANK LEE, who is scheduled to inaugurate talks with industry leaders in Washington Sept. 8 on the reopening of the Anglo-U.S. film remittance agreement, is scheduled to arrive here from London, accompanied by SIDNEY GOLT of the British Board of Trade, early next week.

•

GEORGE PLANCK, owner of the Ohio Theatre in Loudenville, O., became a grandfather for the first time when his daughter, ELEANOR JONES, gave birth to a boy in Ann Arbor, Mich.

•

JERRY LIPOW, who resigned as an M-G-M salesman, has gone into partnership with Justin Spiegle of Roadshows, distributing exploitation pictures.

•

CLAYTON EASTMAN, manager of the Warner Brothers exchange in Buffalo, is ill and confined to the Millard Fillmore Hospital there.

•

MARGARET MACSAY SVEGEL, Republic booker in Cleveland, gave birth to a daughter, ROBERTA, in Deaconess Hospital in that city.

•

M. L. SIMONS, home office assistant to H. M. Richey, M-G-M exhibitor relations head, will return from vacation on Monday.

•

WALTER MORRIS, owner of theatres in Knoxville, Tenn., is recuperating from surgery performed there.

•

LOUIS S. SHECTER, Baltimore advertising and theatre executive, has returned home from a European tour.

•

MARILYN MONROE will make a special personal appearance at the Roxy Theatre here this evening.

•

JEFF LIVINGSTON, Universal Eastern advertising manager, was in Cincinnati yesterday from New York.

•

BILL HORNE, of Dietz and Horne, left here yesterday for Washington.

•

JEAN HERSHOLT arrived here from Hollywood yesterday.

Set 'U' Shorts Sales Drive Starting Oct. 1

SAN FRANCISCO, Aug. 27.—A Universal short subject sales drive, to be known as the "National Short Drive," is set to start Oct. 1, it is reported here. The drive, open to Universal bookers only, will be headed by Irving Sochin, chief of the company's short subject department. The set-up so far calls for three winning branches (one from each district), with the bookers in the winning branch, each receiving a 14-karat gold wrist watch, it is said.

Frank Bonoma Dead

ALBANY, Aug. 27.—Frank Bonoma, commercial artist who for many years did work for local theatres, died yesterday in Albany Hospital at the age of 51, following a brief illness. Services will be conducted in New Rochelle.

Expect Allport to Report on French Pact Next Week

The Motion Picture Export Association reported yesterday that it was expecting to receive information not earlier than Monday or Tuesday from Fayette W. Allport in Paris on the status of Franco-American film pact negotiations which are going on there.

The Association conceded the possibility that, with the U. S. negotiators having accepted France's cut in imports from 121 to 90, the talks until early next week will center on the procedure whereby remittances of American earnings, past and present, will be made, and also whether deals separate and apart from the official agreement could be made for subsidization of French production by American distributors who chose to do so.

Allport is one of the Association's observers at the negotiations, which are being conducted on the intergovernmental level. The Society of Independent Motion Picture Producers and the U. S. State Department have indicated they would not agree to an official pact that stipulated subsidization of French production. However, it was expected that if individual MPEA member companies chose to go for subsidization on their own they could thereby acquire additional French import permits.

Set 11 New Dates For 'Ivanhoe'

Eleven additional dates for "Ivanhoe" have been scheduled by M-G-M for September in Loew's theatres. The picture is currently playing at four Loew's houses and the Radio City Music Hall here.

The 11 additional dates are: Palace Theatre, Washington, D. C., Sept. 17; State and Orpheum, Boston, Buffalo, Buffalo; Loew's, Indianapolis; Midland, Kansas City; Palace, Memphis; Poli, New Haven; State, New Orleans; Penn, Pittsburgh; and State, St. Louis, Sept. 25.

Wyman Schedules Vacation for Press

Jane Wyman, co-star with Bing Crosby in Paramount's "Just for You," has sent a letter to trade press and other newspapermen all across the country inviting them to register for a name drawing which will provide the winner with an all expenses paid vacation next summer at Lake Arrowhead.

The drawing will take place Sept. 6 at Lake Arrowhead, date and place of the premiere of "Just for You."

W. B. Charlotte Changes

CHARLOTTE, N. C., Aug. 27.—R. T. Belcher has resigned as booker at Republic Pictures exchange here and joined Warners in the same capacity. "Mac" McAfree was moved up from head booker to sales representative at Warner's, succeeding Marsh Funderburke, who died recently. Bob Heffner was shifted to the head booker's spot and Belcher was made booker.

Nick Tronolone in Business for Self

Nick Tronolone, who resigned recently from Pathe Laboratories after 15 years as director and vice-president in charge of laboratory operations and sales, has opened his own offices here and will act as special sales representative for DeLuxe Laboratories and consultant to producers and distributors to the theatrical, non-theatrical and television film fields.



Nick Tronolone

Tronolone, an industry veteran, started with Biograph in 1904. For 14 years he was in charge of laboratory operations for Consolidated Film Industries. He supervised construction of the RKO Pictures laboratory at Churubusco, Mexico, and was consultant for CBS.

Part-Time SIMPP Basis for Arnall

WASHINGTON, Aug. 27.—Ellis Arnall, who will resume the presidency of the Society of Independent Motion Picture Producers next month, plans to return to his Atlanta law practice immediately after Monday. He said he would come back to Washington to represent SIMPP in the British talks, scheduled to begin Sept. 8, since SIMPP had requested him to do so.

The retiring Price Stabilizer added, however, that he would probably hold the SIMPP job "part time for a while," and that a definite arrangement for the future would be worked out after he met with the SIMPP board. of directors on the Coast, probably sometime in October.

Miss Blumenstock Weds

Haidee "Bebe," daughter of Mrs. Haidee Fried and Mort Blumenstock, Warner Bros. vice-president in charge of advertising and publicity, was married yesterday to Major Marvin Daniel Perskie, U.S.M.C., at the Sherry-Netherlands Hotel here. Major Perskie had five years of service in the Marine Corps, beginning at Guadalcanal, and subsequently served for one year with the Israeli Army.

After a wedding trip, the couple will make their home in San Diego, California. The bridegroom will be stationed at Fort Joseph Pendleton, California.

Ferrer for 'Matador'

LONDON, Aug. 27.—Jose Ferrer has been signed to star in Barnsby Conrad's "Matador," which John Huston will film in Spain following completion of "Moulin Rouge," now shooting.

How to Fill 3,500 Seats at 85 Cents

Cleveland, Aug. 27.—Again demonstrating the old ones will still pay off, Jack Silverthorne booked "Ghost of Frankenstein" and "Bride of Frankenstein" for a midnight horror show at the Hippodrome here after last Saturday's regular performance. His ads did not mention the films' titles but suggested the "spook" angle.

The 3,500 seat house was sold out at 85 cents per seat, and police had to help handle the crowds at the two box offices.

$60,000 to Toronto Tent's Charity

TORONTO, Aug. 27.—From Toronto Variety Tent No. 28 has come the delayed information that the club benefitted to the extent of approximately $60,000 from the recent annual baseball exhibition at the local ball park in aid of Variety Village Vocation School for Crippled Children.

The formal announcement will be made at a tent business meeting here Friday night along with the news that Chief Barker R. W. Bolstad and his executive committee will now proceed with expansion plans for the project. More than half of the game proceeds came from the souvenir program and special donations in connection with the benefit game.

FPC Wins Canadian Pioneers' Tourney

TORONTO, Aug. 27.—The first annual Canadian Picture Pioneers film industry golf tournament at the Uplands course Tuesday was captured by Famous Players Canadian in team play for the Nat Taylor trophy. The J. Arthur Rank foursome was runner-up.

The Famous Players' foursome consisted of L. 1. Bearg, Bob Eaves and the brothers Jim and George Georgas. Winner of the Famous Players' trophy for individual low gross was Fred Cross of the Studio Theatre. W. C. Tyers of Canadian Odeon took the projectionists' trophy for low gross in "B" flight.

Canadian Theatres May Get More Steel

OTTAWA, ONT., Aug. 27.—Though presently prohibited, Canadian theatres may get the necessary steel for construction purposes early in 1953, Canadian government officials hint.

CPP Banquet Nov. 4

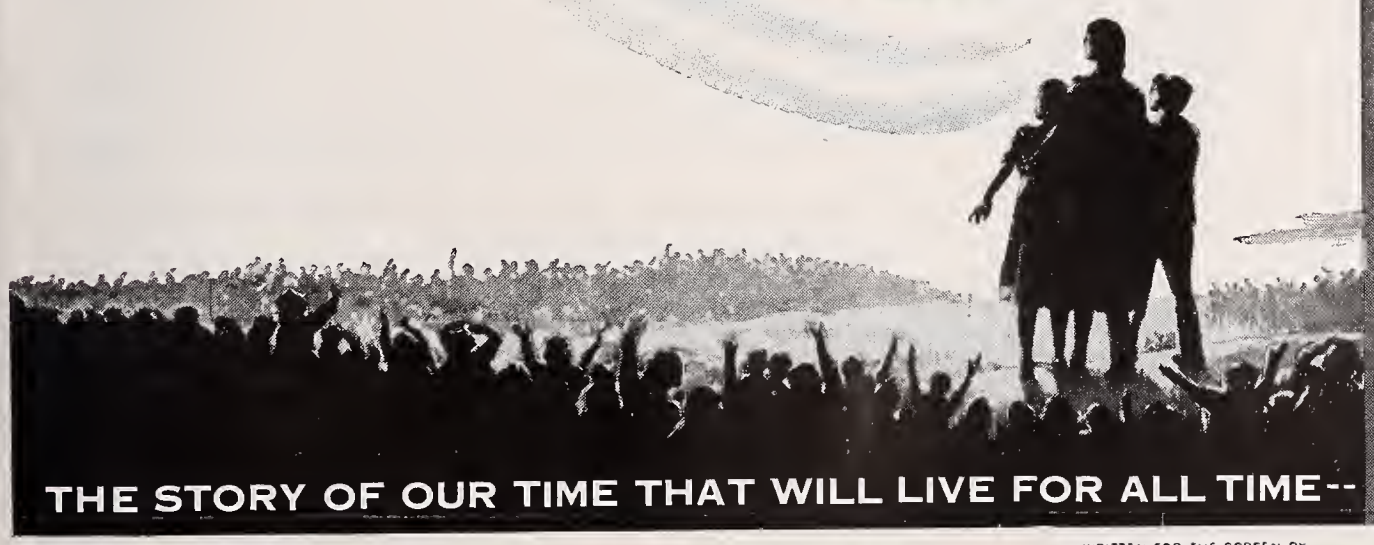
TORONTO, Aug. 27.—Canadian Picture Pioneers, headed by N. A. Taylor, is preparing to hold a banquet Nov. 4 at which the "Pioneer of the Year" will be named. An office of the unit has been opened here, where secretary Archie Laurie is now established.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"SEE IT! IT LIGHTS UP THE SCREEN LIKE A RAY OF SUNSHINE. A GOOD PICTURE IN THE HIGHEST MEANING OF THE WORD!" N. Y. JOURNAL-AMERICAN

"BOUNTIFUL CROWDS WILL WANT TO SEE HOLLYWOOD'S RESTAGING OF THE MIRACLE!" N. Y. WORLD-TELEGRAM AND SUN

"INSPIRATIONAL! AN IMPRESSIVE SPECTACLE!" N. Y. DAILY NEWS



THE STORY OF OUR TIME THAT WILL LIVE FOR ALL TIME--

The entertainment skies are bright with glowing praise for

THE Miracle OF OUR LADY OF Fatima

COLOR BY WARNERCOLOR

FROM WARNER BROS.

STARRING GILBERT ROLAND · ANGELA CLARK and The Children SUSAN WHITNEY · SHERRY JACKSON · SAMMY OGG

WRITTEN FOR THE SCREEN BY CRANE WILBUR AND JAMES O'HANLON

PRODUCED BY BRYAN FOY

DIRECTED BY JOHN BRAHM

Music By MAX STEINER

New Color Method Uses TV Cameras

WASHINGTON, Aug. 27.—The use of television cameras and receivers in the making of both color and black and white theatrical films is envisaged in a patent acquired by Lauriston E. Clark, director of research and engineering of the Technicolor Motion Picture Corp.

In his patent, the three benefits forecast by Clark for his system are: the noises made by the video camera are off in another room and do not get into the microphone picking up the actors' voices; the lights need not be so bright; and through the use of a monitor television screen, the director has before him a picture of exactly what will appear on the film later.

Tele-Sessions

(*Continued from page* 1)

studios in non-theatre TV-equipped cities was a stop-gap measure until theatres in those localities are equipped with large-screen television. In addition, it was pointed out that the Tele-Sessions' approach increases the choice of cities to a sponsor.

The Tele-Sessions program augments its outlets in "theatre" and "cable" cities with a classification called "kinescope" cities, according to Ratner. He explained that theatre Tele-Sessions for company field personnel, dealers, professional groups, or any other organization can also be held in all other U. S. cities, off the cable, within a day or two of the "live" meeting, by use of Kinescopes taken of the original meetings.

Among the facilities and services offered in the brochure with every theatre Tele-Session contract were:

The use of NBC-TV facilities for originations and TV pickups. In New York, it was pointed out, the origination of the program can be from the Center Theatre, International Theatre or other NBC studios.

The handling of all technical details such as providing NBC-TV cameras and technical crews.

Chelten in Chicago Goes to New Owners

CHICAGO, Aug. 27. — The Chelten Theatre here will be taken over by Charles and James Fitch, newcomers to the industry, on Monday. The house, formerly in the Gollos Circuit, has been operated by Norman Stone in recent months. Si Griever will book for the new operators.

With summer drawing to a close, many houses which have been closed for the season here are scheduled to reopen. Two reopenings announced today are the Charm, Chicago, and Rudd Lohrenz's Kee, Kewanee, Ill.

Plans New Drive-In

LOUISVILLE, Ky., Aug. 27.—Elizabethtown Amusements will construct a 700-car drive-in on a 13-acre tract near Ft. Knox, Ky., Robert Enoch, president, announced.

WANTED

Films for Italian Distribution

BOX 414, MOTION PICTURE DAILY
1270 - 6th Avenue, New York 20, N. Y.

Cash or Participation

Television--Radio

with Pinky Herman

ALTHOUGH it will be nationally known as a two-day telethon when Garry Moore (accompanied by Denise Lor, Ken Carson and Durward Kirby) go to WHAS-TV, Louisville, Ky., to raise funds for the United Cerebral Palsy Fund, Sept. 13 and 14, the crew-haircut comic of CBS will really be on a 'two-week telethon.' From Monday thru Friday Garry emcees his own afternoon TV series. Thursdays he's a regular on "I've Got a Secret" and directly following the Louisville stint, will again have his regular weekly routine. (Bill Bratter says, "Well, the Moore the merrier.") George Crook, 70 years young organist, featured with Toscanini's NBC Symphony and heard by millions for the past 17 years via his NBC Sunday Organades, started as a boy pianist-organist at the New Grand Central Theatre in St. Louis, later coming to New York for Roxy. . . . Rod Alexander & Bambi Lynn, the sensash dance team signed by Max Liebman for his "Your Show of Shows" may get the juicy terp part in the forthcoming flicker version of "Gentlemen Prefer Blondes" by 20th Century-Fox. . . . Sotto voce to Roxanne. Don't get mad, 'Beat the clock,' nor beat anything nor anyone else, for we'll keep secret the fact that you are taking dramatic lessons. . . .

☆ ☆ ☆

It is well known that racial discrimination and religious intolerance is non-existent in Show Business, a fact that we are justifiably proud of and glory in. We've just learned of the following which involves two well-known and admired men, Morris Steinman, formerly district manager for Republic Pictures with headquarters in Minneapolis, and Jack NBCostello, announcer and newscaster in New York. Recently when Jack visited his native Minnesota, he spent a great deal of time with his old pal Morris and when ready to leave asked him how he could reciprocate for the wonderful time Steinman showed him. Steinman replied, "Please don't think it strange, but I drive a car quite extensively and I'd appreciate it if you'd send me a St. Christopher's medallion." On his arrival home, Jack purchased a St. Christopher's medallion and also a St. Genesius medallion (patron saint of actors) and sent them to his friend. In return Morris sent Jack a Mezuzeh (ancient Hebrew Mosaic Law charm) which he carries with him at all times.

☆ ☆ ☆

Michael Minth, Jr., formerly with Gene Autry and Aspen Productions has resigned to join the film editing staff of Filmcraft Productions. . . . OOPS DEP'T. The phone rang and a sweet (too sweet, in fact) voice softly said, "You dear, DEAR boy—this is Lola Montez. Your recent item was slightly erroneous. You see, the beautiful dancing star of the 1880's was not my Grandmother but my GREAT Grandmother." Before you point that loaded musket, Lola dear, you must admit we at least spelled the name right.) . . . Don DeLeo, seen on many video shows including "Red Skelton Show," "Danny Thomas Show" and others, has returned East after three years in Hollywood for an important role in Doc Bender's forthcoming musical, "Saddle & Go." With Eddie Foy, Jr. and Betty & Jane Kean already signed, the show is scheduled for rehersal and tryout in Hollywood and is planned to bow into the Broadway scene sometime in November. . . . After 15 years as Director and Veep at Pathe Laboratories, Nick Tronolone, who is also a consultant for CBS, has opened his own offices and will function as special TV and film consultant to the industry. One of the industry's most popular figures, Nick started his colorful career with Biograph in 1904. . . . Screen star and former quiz kid, Vanessa Brown will grace the "Twenty Questions," panel Friday at 8:30 P.M. over WABDuMont net, produced by Gary Stevens and directed by Harry Coyle. . . .

☆ ☆ ☆

For an easy to listen to quarter hour of music and song, tune in Sundays at 7:15 P.M. to "Mac Perrin's Tune Room," on Channel 9. . . . Lovely Jayne Meadows has been CBSigned as a regular panelist on the Goodson-Todman "I've Got a Secret" TV series as a result of her excellent work on previous semesters as guest panelist. . . . The first of Peter Arnell's new ideas for CBS audience-participation shows since he became consultant there, will debut Monday, Sept. 29, when "Wheel of Fortune," with Tod Russell emceeing takes over the 3:30-4:00 P.M. slot. A Ted Ashley package . . . Red Benson, emcee of "Take a Number," WOR-MBShow recently quipped, "Never brag about your ancestors coming over on the Mayflower. Remember, in those days our immigration laws weren't as strict."

Walcott Bout

(*Continued from page* 1)

Philadelphia, Camden, Chester and the Boston-Providence New England area. New York City would not be "blacked-out," allowing nearly a dozen large New York theatres to participate in the projected network for one of the rare occasions involving a popular bout.

Halpern, queried as to the number of theatres required to assure keeping the event off home TV or the sum of money needed as a guarantee, declined comment. The tab to theatres was also not immediately divulged, but it is believed that theatres will be asked to pay more than the 75 cents to $1.05 per seat paid for the Robinson-Maxim fight.

It was learned, however, that the pricing formula for the Walcott bout will most probably allow TV-equipped theatres to charge patrons between $3 and $3.60, including admissions tax.

Expect $1,000,000 Gate

The fight, considered the greatest in a decade with an expected $1,000,000 gate, is likely to attract the largest theatre television net. TNT said its network will extend to all theatres with TV installations which can be reached by the long line facilities of the American Telephone and Telegraph Co., with the exception of "blacked out" areas.

The guarantee to the IBC and the principal fighters for theatre TV rights was said to be the largest for any event to date.

Halpern is expected to leave here tomorrow for the Coast on a combination business and pleasure trip, returning after the Labor Day weekend.

As to the film rights to the bout, an IBC spokesman said that no deal has been set as yet. William J. Heineman, United Artists distribution vice-president, confirmed that UA has made an offer to the IBC to film the bout for theatrical distribution. It is understood that RKO Radio Pictures is also negotiating with the IBC for film rights.

The offer made by Harry Brandt, of Brandt Theatres, and Joe Roberts for theatre TV and film rights has apparently been scotched by the TNT-IBC contract.

TV-Radio for 'Paleface'

Paramount will launch a television and radio campaign for "Son of Paleface" today on the Roy Rogers NBC radio show and Saturday on Rogers' TV network show. Rogers, in the picture's cast, also will plug it on his rodeo show appearances, starting at Madison Square Garden here next month.

EXPERIENCED FILM BUYER WANTED

A rare opportunity for the right man to join a top theatre chain. Applicants should state their qualifications fully.

BOX 416
MOTION PICTURE DAILY
1270 SIXTH AVE., NEW YORK 20

ITO Protests U.S. 16mm. TV Film Suit

COLUMBUS, Aug. 27.—"Emphatic protest" against the Government's 16 mm. suit was voiced in a resolution passed at a meeting here of the board of directors of Independent Theatre Owners of Ohio.

"No 'reasonable' amount of clearance as asked by the government between theatrical showings of these pictures and their free showings on television or by other competitive enterprises would protect the theatres' investments," said the resolution.

"This suit is an unjust and unreasonable attempt by the Government to give one industry an advantage over another," added the statement.

ITO offered its aid to producers and distributors who are defendants in the anti-trust action. The board pointed out that Ohio theatremen are especially concerned because there are now 13 TV stations operating in Ohio, more than in any other state.

SAG Will Bid AFL

(*Continued from page* 1)

picture industry throughout the nation."

The statement, which declares that the action "jeopardizes the livelihood of 250,000 workers in the film industry," asserts that the "guild board has been informed that lobbyists for competing interests persuaded the Department of Justice to file this most unfair suit" and that the "guild will make sure that all factors in the bringing of the suit eventually are brought to light."

The board's statement says, "If this suit should succeed, a great many of 22,000 motion picture theatres would be forced to close, and film producers then would not have enough monetary returns to finance the making of quality theatrical pictures in which hundreds and sometimes thousands of American workmen are employed."

Natural Vision to Use Bonded Theatre

Bonded Film Storage's Film Center theatre here has been selected as exclusive viewing headquarters for tri-dimensional films produced by Natural Vision Corp., it was announced here yesterday.

The Natural Vision tri-dimensional process is used by Arch Oboler on his film "Bwana Devil," yet to be released.

Cinerama

(*Continued from page* 1)

general manager of the company. "This is Cinerama," first production in the new medium, will have its world premiere there late in September.

In the way of structural changes to the theatre, two boxes have been eliminated to make way for the curved screen. It is six times the conventional size, 64 feet wide and 23 feet high. Three projection booths are being installed back of the orchestra to center, right and left, with the three images combined into one on the Cinerama screen.

The stereophonic sound that is said to give such a high degree of reality to Cinerama performances will be projected from 10 amplifiers, five of them from behind the screen, four in the orchestra and one back of the theatre.

Review

"Montana Incident"

(*Monogram*)

RUNNING to formula lines, "Montana Incident" shapes up as a standard Western which puts Whip Wilson and his partner, Rand Brooks through routine exercises as railroad surveyors in freeing a small Montana town from economic domination by a family ruled principally by Peggy Stewart, comely but icy elder daughter. She tries to bribe Whip and Rand to reroute the railroad, in order to keep the unhappy homesteaders dependent on her various enterprises. When they refuse her offer, she resorts to force which, in turn, unifies the opposition. The latter includes Miss Stewart's pretty younger sister, Noel Neill, and eventually the girl's father, Hugh Prosser.

After several minor skirmishes, the fight between the opposing parties leads to an attempted ambush of the surveyors by Miss Stewart and hired thugs. Her plans thwarted by the intervention of her father, she ultimately is murdered by her fiance. The story on the whole is short on action and suspense. Lewis Collins directed and Vincent M. Fennelly produced from the screen play by Dan Ullman.

Running time, 54 minutes. General audience classification. Release date, August 17.

COMPO Faces

(*Continued from page* 1)

believes must be answered if industry representatives are to be properly equipped to testify at the Congressional hearings. These relate to the exact number of theatres now operating, their grosses, their picture policies, the impact they have on other businesses in their areas, production and distribution costs, etc.

Highly important in this research will be the determination of the extent to which the Government itself could gain from repeal of the tax. Factors such as personal and corporate taxes that would be sustained if theatres themselves are not taxed out of business are regarded as having the makings of rich evidence in the anti-tax battle.

Robert W. Coyne, COMPO special counsel, urged at the last COMPO board meeting that the statistical research facilities of one or more colleges or universities be employed for the purpose of gathering such information. The idea received only a lukewarm reception at the time, but that was before the decision was made by COMPO to initiate an all-out fight for tax repeal.

It has yet to be determined whether COMPO itself could accomplish the research in the time it has allotted itself. If not, the COMPO board may be called upon to decide whether professional researchers should be employed.

K.C. COMPO Unit Pushes Tax Fight

KANSAS CITY, Aug. 27.—The Council of Motion Picture Organizations' unit for the Kansas City exchange area met yesterday and named chairmen and committees for each congressional district of the area for making contacts with Senators and Representatives, and candidates, regarding proposed abolition of the 20 per cent admissions tax. The district committees so named will add exhibitors to the committees as deemed advisable.

Appel Is Named

TORONTO, Aug. 27.—The Motion Picture Industry Council of Canada, of which J. J. Fitzgibbons is president, has appointed C. J. Appel to the chairmanship of the council's public relations committee until the annual meeting Oct. 27-29 at Ottawa. Appel is executive secretary of the Motion Picture Distributors Association of Canada.

Starr, Rhoden

(*Continued from page* 1)

tury-Fox. The work of reorganization is expected to monopolize Skouras' attention, thereby making it impossible for him to accept another term as head of the TOA board. Rhoden, head of Fox Midwest Theatres, appears to be the general choice as his successor.

Elections Sept. 14-18

Elections will take place at the TOA annual convention in Washington Sept. 14-18.

Fabian now is executive committee chairman and is seen due for reelection on the basis of his performance in the post and because his headquarters are in New York, which makes him readily accessable for consultation, since TOA's headquarters also are here. Sullivan has served as TOA executive director for several years.

Oil Firm Thinks 20th-Fox Has It

Los Angeles, Aug. 27.—Universal Consolidated Oil Co. has applied to the City Planning Commission for permission to sink a 5,000-foot test shaft on 20th Century-Fox's 200-acre back lot, using soundproof drilling equipment and, if oil is found, will install pumping equipment below ground.

Para. Sets 9

(*Continued from page* 1)

Technicolor. The first, a Bob Hope starrer, and the second a Bing Crosby picture, will put the two in direct competition with each other for the first time on Broadway.

Hutton in October

Completing the October releases are "Somebody Loves Me," Betty Hutton musical, and Nat Holt's "Hurricane Smith," both in color by Technicolor.

For September, the Pine-Thomas "Caribbean" is on the schedule, also in Technicolor.

November will see the release of "The Turning Point" and "The Savage," the latter in Technicolor, and in December there will be "Road to Bali" and "The Blazing Forest," both in Technicolor.

ANSWER TO YOUR TECHNICAL PROBLEMS...



The Altec Service Man

The Altec Service Man and the organization behind him

ALTEC SERVICE CORPORATION

161 Sixth Avenue,
New York 13, N. Y.

PROTECTING THE THEATRE—FIRST PLACE IN ENTERTAINMENT



Stars must be glamorous — always

• Everybody loves the star. She's the darling of the box office . . . the apple of the producer's eye. Her glamour is everybody's good fortune— an inspiration to writers, directors, cameramen— a responsibility to technicians.

In the studio, technicians frequently collaborate with representatives of the Eastman Technical Service for Motion Picture Film . . . consider the best type of film, black-and-white or color, to use . . . to set control systems for the laboratory that assure standards of high image quality. Help is also made available for exchanges, exhibitors to make sure that prints and theater equipment are right for finest projection— that every foot of film gets the star the best possible showing.

To maintain this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address:

Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 43 NEW YORK, U.S.A., FRIDAY, AUGUST 29, 1952 TEN CENTS

Universal Will Produce 36 In Next Year

26 to Be in Technicolor; Rackmil Is Optimistic

HOLLYWOOD, Aug. 28.—Universal-International reported it will produce 36 top-budget features during the fiscal year beginning Nov. 1. Of these a record 26 will be in color by Technicolor.



Milton Rackmil

The schedule was decided upon at a series of meetings at the studio among Milton R. Rackmil, president; N. J. Blumberg, board chairman; William Goetz, production head; Alfred E. Daff, executive vice-president; Edward Muhl, studio vice-president,

(Continued on page 4)

Levy Urges States' Action vs. Censors

In light of the Supreme Court's "Miracle" and "Pinky" case decisions, states and municipalities of their own volition should take steps to repeal their censorship laws if they offend the principles laid down by the court, according to Herman M. Levy, Theatre Owners of America general counsel.

Levy made this assertion in a special bulletin to TOA members, in

(Continued on page 4)

FCC Approves of 3 More TV Take-overs

WASHINGTON, Aug. 28.—The Federal Communications Commission today approved two commercial television stations and a non-commercial educational television station.

The two commercial approvals were to West Central Broadcasting Company, Peoria, Ill., and the South Bend *Tribune*, South Bend, Ind. The non-commercial grant was to the University of Southern California, Allen Hancock Foundation, Los Angeles.

(Continued on page 2)

Favor Taking Films' Side Of U.S. Suit to Public

A majority in production and distribution polled by *Motion Picture Herald's* Institute of Industry Opinion favors presentation to the public of the industry's views of the government's anti-trust suit to force the sale of 16mm. films to television and other non-theatrical users, the current issue of the *Herald* reports. Exhibition, by a small majority, disapproves that course.

If the fight is taken to the public, an overwhelming majority of all three branches of the industry favors the use of both the theatre screens and newspapers to tell the industry's story.

The poll also revealed that the industry is virtually unanimous in feeling that "determined, industry-wide opposition" to the suit is called for. However, even on that point, 7.5 per cent of production and 1.1 per cent of exhibition voted in the negative. Distribution is 100 per cent for it.

On the question of carrying the industry's side to the public, the vote for was: production, 79.1 per cent;

(Continued on page 2)

Compo to Meet in 3 Weeks on Tax Fight, Other Plans

Important decisions with respect to the handling of a number of Council of Motion Picture Organizations projects will be made in about three weeks when COMPO's governing committee, administrative officials and tax committee co-chairman will meet again in New York.

Foremost among the questions to be dealt with is whether COMPO should

(Continued on page 2)

Loew-Poli Circuit Plans Fall Drive

NEW HAVEN, Aug. 28.—Loew-Poli Circuit plans for an extensive promotion drive were discussed at a conference yesterday of Loew's theatre managers of New Haven, Hartford, Bridgeport, Meriden, Norwich, Springfield, Worcester and Waterbury. Loew division manager Harry Shaw presided.

The campaign will be launched Sept. 11 to promote the new film season in each city. Parades of floats, bands,

(Continued on page 2)

Launch Para. Sales Drive on Sunday

Paramount's "Greater Confidence Parade of 1952" sales drive will get under way on Sunday with the official launching of Paramount Week, traditional seven-day period during which the company's sales force seeks to place a Paramount feature, short or newsreel in every theatre in the country.

Labeled "the most important sales drive in the history of the company" by A. W. Schwalberg, president of

(Continued on page 2)

New 'N. Y. Post' Survey Finds Industry Going Forward in Healthy Condition

In what the trade regards as a move to repair injustice done the industry in a New York *Post* article last July by economics writer Sylvia Porter, that newspaper yesterday published an enthusiastic survey of present industry conditions and future prospects.

Written by *Post* film critic Irene Thirer, yesterday's article, entitled "The Movies Carry On—and Nobly," said "TV never will replace the motion picture—even though, it is admitted, there was a dip in film business after the war years, and up to July 1 of this year."

Continued the long Thirer article: "We find television great in its place; newsreels, forums, quizzes, coverage of important events. However, if ever it offered a threat to the movie theatre, it must have been because film producers were curtailing. They were too worried to know what to do. Then they caught on."

Published in consequence of efforts of the Organization of the Motion Picture Industry of New York City, the article lists current and forthcoming pictures and names many of the stars who will be seen in them.

Walcott Bout Film Rights Go to RKO

Contract to Be Signed Shortly, IBC Discloses

Film rights to the Jersey Joe Walcott-Rocky Marciano heavyweight title bout, to be fought in Philadelphia's Municipal Stadium on Sept. 23, will go to RKO Pictures, the International Boxing Club, co-promoters of the event, disclosed here yesterday.

An IBC spokesman said terms of the agreement for theatrical distribution of the film have been reached and the only remaining "formality" was the drawing up and signing of a contract.

The spokesman, who declined to divulge how much will be paid for the film rights, did stress that there were no guarantee contingencies in the projected contract which could possibly result in no fight film being made.

Disclosure of the sale of film rights came on the heels of Theatre Net-

(Continued on page 2)

Extend Time for UPT Divestiture

WASHINGTON, Aug. 28. — United Paramount Theatres will be granted an extension of time until Dec. 3 in which to divest itself of one-third of its remaining theatres, a Justice Department official said today.

Last April the New York statutory court set as Sept. 3 the deadline for UPT to divest itself of 60 theatres—one third of its remaining 180. UPT has only been able to dispose of about

(Continued on page 4)

Await Decision In Ohio Censor Case

TOLEDO, O., Aug. 28.—Judge Frank W. Wiley of Municipal Court tomorrow will receive from attorneys for exhibitor Martin G. Smith what is expected to be the final brief in the Ohio newsreel censorship case. The judge's decision as to the constitutionality of the State's censoring of newsreels is likely to be rendered around Oct. 1 as Judge Wiley will leave soon on vacation.

The Smith brief, prepared with the

(Continued on page 4)

Personal Mention

LEON J. BAMBERGER, RKO Radio sales promotion chief, will speak before the annual convention of the West Virginia Allied Theatres Association in Clarksburg on Sept. 10 on the subject of "Censorship vs. Self-Regulation."

•

JOHN G. MCCARTHY, Motion Picture Association of America international division chief, will return to his desk on Tuesday after a week's vacation.

•

RUSSELL M. MOSS, executive vice-president of IATSE Motion Picture Home Office Employes Local No. H-63 here, is confined to his home with illness.

•

MAJOR HARRY W. MILLER, assistant to WILLIAM B. ZOELLNER, head of M-G-M short subjects and newsreel sales, is vacationing.

•

CLIFF BROWN, Universal publicist on leave for Navy duty, will return to the company soon upon discharge.

Lamar Trotti Dies At 53 on Coast

HOLLYWOOD, Aug. 28.—Funeral services will be held Tuesday morning at St. Albans Episcopal Church, Westwood, for producer-writer Lamar Trotti, 53, who died of a heart attack early today.

Trotti began his Hollywood career in 1933, when he wrote "Men Who Dared" in collaboration with Dudley Nichols. His recent films include: "My Blue Heaven," "You're My Everything," "Cheaper by the Dozen," "American Guerilla in the Philippines," "I'd Climb the Highest Mountain" and "Will You Love Me in December?"

The widow, a son and a daughter survive.

Young Services Today

BALTIMORE, Aug. 28.—Funeral services will be held tomorrow for Joseph Young, 55, who died suddenly Tuesday from a heart attack. At the time of his death he was advertising and publicity director for the Ritz Enterprises. Previously he had been with the sales force of Universal-International, United Artists and Monogram.

Roxy Sets Extra Shows

Over the Labor Day weekend, Saturday through Monday, the Roxy Theatre will open its doors early and give special extra performances of the screen attraction, "What Price Glory" and the ice and stage revues, executive director David T. Katz reports.

No Paper Monday

Motion Picture Daily **will not be published Monday, Sept. 1, Labor Day, a legal holiday.**

Film Rights to Walcott Bout

(*Continued from page* 1)

work Television announcement that it has acquired the theatre TV rights to the bout, considered one of the most popular title matches in a decade. Clarification was obtained yesterday on the contingency provision of the TNT contract. It was authoritatively learned that the bout will not appear on home television or be radio broadcast in the event that a sufficient number of theatres is not obtained for the event.

The contingency provision of the TNT contract, as disclosed Wednesday, allows the IBC to cancel the sale of theatre TV rights to TNT if an undisclosed sufficient number of television-equipped theatres fail to book the fight. In that event, an authoritative source said that no medium, neither home television or radio, will be utilized by the IBC.

The pricing formula under which the bout will be sold to theatres was learned from trade quarters. Theatres booking the bout, according to informed sources, will be required to pay a minimum guarantee of 90 cents per seat. The pricing formula is graduated according to the number of seats of a theatre, from $1.15 to $1.35 per seat sold, whichever is the highest in comparison to the 90 cents minimum.

For theatres with fewer than 1,500 seats, the plan calls for a payment of $1.15 per seat sold, or 90 cents per seat for every seat in the theatre, whichever is the highest.

For 1,500-2,000 seaters, the per seat sold figure is $1.25, while for a theatre which has a capacity of over 2,000 seats, the per seat sold figure is $1.35.

The current 90 cents to $1.50 formula is higher than the 75 cents to $1.05 formula paid for the Robinson-Maxim bout, but less, as far as the guarantee for the Robinson-Turpin bout, which was $1.05.

Eight Started, Six Completed on Coast

HOLLYWOOD, Aug. 28.—Eight pictures were started and six others were finished in a week of average activity.

Starting pictures were: "By the Light of the Silvery Moon" and "I Confess," Warner Brothers; "Invitation to the Dance," M-G-M; "Man from the Alamo," Universal; "Serpent of the Nile" and "Story of a Bad Girl," Columbia; "The Sun Shines Bright," Republic; and "The Scarlet Spear," Breakston-Stahl.

Completed, as to shooting, were: "My Mother and Mr. McChesney" and "Sombrero," M-G-M; "Lone Hand" and "Desert Legion," Universal; "On Top of Old Smokey," Columbia; and "The Monster from Beneath the Sea," Mutual.

Launch Para. Drive

(*Continued from page* 1)

Paramount Film Distributing Corp., the drive will continue for 13 weeks through Nov. 29.

A total of approximately $40,000 in prize money is being offered to winners of the drive, with an additional $5,000 to be split among members of non-winning branches, who display outstanding individual effort.

Favor Taking

(*Continued from page* 1)

distribution, 66.7 per cent; exhibition, 45 per cent.

On the media (screen and newspapers) for telling the industry's story: screens 33.3, 35 and 18.2 for production, distribution and exhibition, respectively; newspapers: 4.8, 5 and 16.8, respectively. For a combination of both: 61.9, 60 and 65 per cent.

To Remodel Ore. House

PORTLAND, Ore., Aug. 28.—Evergreen Theatres has acquired sole ownership of the Mayfair Theatre here and plans to spend $250,000 in remodeling the 1,800-seat house.

COMPO to Meet

(*Continued from page* 1)

employ a professional research organization to gather the vast amount of data deemed necessary for the waging of a successful campaign in Congress against the 20 per cent Federal admissions tax. The alternative to employing a professional research outfit is for COMPO itself, with possibly an increased staff, to uncover the necessary information.

Drive Ends Today

This decision will be influenced primarily by the results of COMPO's nationwide dues collection drive which ran two weeks, the second of which, ending today, was devoted to a "clean-up" campaign. The industry agency's administrative officials will begin tabulating the returns from exhibitors on Tuesday, and shortly thereafter will be in a position to recommend allocations for specific projects, the principal one being the anti-tax fight.

A co-ordinator for the anti-tax campaign also is expected to be named at the meeting.

A definite date for the meeting is expected to be set shortly by Robert W. Coyne, special counsel, following consultation with the governing committee made up of Al Lichtman, Trueman T. Rembusch and Samuel Pinanski.

Pat McGee of Denver and Col. H. A. Cole of Texas are the co-chairmen of the COMPO tax committee.

Loew-Poli Circuit

(*Continued from page* 1)

banners; full-page newspaper pages; school contests; radio and TV stunts; special electrical theatre decorations and other exploitation plans are included in the campaign.

Attending today's meeting were Ernie Emerling, Loew advertising head, and Oscar A. Doob, circuit executive. Another meeting will be held Tuesday to which distributor advertising men have been invited.

Mono. Board Meets On Coast Sept. 7

Hollywood, Aug. 28.—The meeting of the board of directors of Monogram Pictures Corp. will be held Sept. 7, at the company's studio headquarters, following a stockholders meeting the same morning.

FCC Approves

(*Continued from page* 1)

At the same time the Commission approved the sale of KOA, KOA-FM, Denver, and nine remote pick-up stations to Metropolitan Television Company, whose principal stockholder is Bob Hope. Metropolitan will purchase the group from the National Broadcasting Company for $2,250,000.

FCC Okays Permits For 3 TV Stations

WASHINGTON, Aug. 28.—The Federal Communications Commission has authorized the construction of three other commercial television stations.

Two construction permits were granted to Tom Potter for stations in Chattanooga, Tenn., and Austin, Tex. The third was to Chattanooga T-V, Inc., for a Chattanooga station.

The commission also authorized construction of a non-commercial educational television station at Houston, Tex., by the University of Houston and the Houston Independent School District.

Name Nat Nathanson To Mono. Sales Post

Nat Nathanson has been named a Monogram sales executive with headquarters in New York, it was announced here yesterday by vice-president Morey Goldstein.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

BURT LANCASTER
The Crimson Pirate
Color by TECHNICOLOR
in person LOUIS ARMSTRONG MR. BALLANTINE GORDON JENKINS And His Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

HOWARD HAWKS'
THE BIG SKY
co-starring
KIRK DOUGLAS - DEWEY MARTIN
ELIZABETH THREATT
ARTHUR HUNNICUTT
CRITERION B'way & 45 St.
Distributed by RKO Radio Pictures

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

These M-G-Musicals will raise LANA with Boxoffice Records!



-G-M presents Lana Turner as
THE MERRY WIDOW" co-
tarring Fernando Lamas • with
Una Merkel • Richard Haydn
Thomas Gomez • Color by Tech-
nicolor • Screen Play by Sonya
Levien and William Ludwig
Based on the Operetta Written
by Composer Franz Lehar and
Authors Victor Leon and Leo Stein
Directed by Curtis Bernhardt
Produced by Joe Pasternak

They love it! This is IT with music! The screen has not radiated in years such sheer excitement as sparks from the kisses of exquisite Lana Turner and the screen's new hot-blooded Latin lover, Fernando Lamas. In every theatre where it plays, packed audiences sit tense at the love scenes, thrill to the glorious Lehar music, enjoy the hilarious situations and the beauty of the Technicolor spectacle. This is why movies were born!

LANZA



MGM presents Mario Lanza in
"BECAUSE YOU'RE MINE"
Introducing Doretta Morrow
with James Whitmore • Color
by Technicolor • Screen Play
by Karl Tunberg and Leonard
Spigelgass • Based on a Story
by Ruth Brooks Flippen and
Sy Gomberg • Directed by
Alexander Hall • Produced by
Joe Pasternak

Lanza sings again! The star who thrilled America as it's never been thrilled before goes on to even greater triumphs. More than a year in the making, "BECAUSE YOU'RE MINE" is unquestionably the most eagerly awaited attraction of the New Movie Season. But M-G-M has not taken for granted this ready-made audience. The New Lanza Musical, destined to be a bigger hit than even "The Great Caruso", is preceded by a long-range campaign reaching hundreds of millions throughout the nation.

Levy Urges

(Continued from page 1)

which he reviewed the court's opinion and commented on its implications.

The TOA attorney held that the governments should either analyze their laws and repeal them if they offend the principles, or, jointly with "exhibitor and/or distributor groups, seek the advice of courts as to constitutionality through suits in the nature of declaratory judgment, or other appropriate procedure."

Levy advised local exhibitor leaders to "bring this to the attention of their governments in the hope that favorable action will be taken, and that, thereby, expensive and debilitating litigation may be avoided." Further Levy stated, in instances where censors are operating under statutes or ordinances "that are clearly offensive to the principles" and those censors are being paid out of public funds or otherwise, refusal or neglet to repeal "is inexusable and unjustifiable."

He reminded, however, that in extending the privileges of the free press Constitutional protection to films, the Supreme Court had not invalidated all censorship, *per se,* nor had it found that all films are entitled to exhibition without prior scrutiny.

Ohio Censor Case

(Continued from page 1)

cooperation of the Motion Picture Association of America, is intended to destroy each of the arguments in defense of censorship which city attorneys set forth in a brief filed a week ago.

The city's contention that newsreels cannot be equated with newspapers and periodicals in general and therefore do not qualify for the constitutional guarantees against censorship is said to be the target of heavily documented counter arguments in the Smith reply. So also are the city's assertion that "little restraint" is exercised under the Ohio newsreel censorship law, and its contention that fees for censoring reels are not "confiscatory."

Maine House Destroyed

BOSTON, Aug. 28.—The Rudy Theatre in Caribou, Me., owned and operated by William Flora, was completely destroyed when a fire burned out the whole block on which the house was located.

Commonwealth Meet

KANSAS CITY, Mo., Aug. 28.—The fall meeting of the Commonwealth Theatres will be held here Sept. 9-10 at the Hotel Muehlebach.

EXPERIENCED FILM BUYER WANTED

A rare opportunity for the right man to join a top theatre chain. Applicants should state their qualifications fully.

BOX 416
MOTION PICTURE DAILY
1270 SIXTH AVE., NEW YORK 20

Reviews

"Because You're Mine"

(Metro-Goldwyn-Mayer)

A STRONG follow-up on "The Great Caruso" awaits showmen in this new Mario Lanza starring vehicle. It is a showcase for the popular star from beginning to end but its appeal and strength are fortified significantly by the fresh talents and comeliness of Doretta Morrow, who came to popular attention only recently in the stage hit, "The King and I." Her voice and beguiling mannerisms are certain to win her a large motion picture following, despite the fact that the screenplay by Karl Tunberg and Leonard Spigelgass affords no opportunity for the full exercise of her obvious talents.

Exhibitors, particularly those with happy "Great Caruso" experience, will fully appreciate the strong box office possibilities being offered them in this first Lanza release in more than a year, which is in color by Technicolor.

The story, from an original by Ruth Brooks Flippen and Sy Gomberg, follows a popular opera star into the Army after he receives his "greetings." James Whitmore plays the top-sergeant who is also an enthusiastic fan of the opera star. Miss Morrow is the sergeant's sister, whom Lanza uses as a convenient means of obtaining weekend passes, at first, and later comes to love. Complications invade the romance momentarily near the end but are resolved to the satisfaction of audiences eventually.

Lanza is in excellent voice for this one and audiences are offered generous servings of his vocal talent. He is provided with more than 15 selections, including arias from the operas "Norma," "Il Trovatore" and "Cavalleria Rusticana." There are also the title song, "Granada," "Lee-ah-Loo" and several satirized singing commercials.

Decorative Paula Corday as an impish opera diva, and with voice provided by Peggy Bonini, does several operatic duets with Lanza. Miss Morrow offers "Be My Love" and "You Do Something to Me" in fashion calculated to make audiences remember her. Whitmore's comedy relief is engaging and his contributions to story progress are substantial.

The Joe Pasternak production is in the traditional lavish MGM style. Alexander Hall directed for the most effective display of the talents being put on view.

Running time, 103 minutes. General audience classification. Release date, Oct. 3.

"Bonzo Goes to College"

(Universal-International)

"BONZO GOES TO COLLEGE" is box-office by virtue of highly exploitable qualities of cast, the timely approaching opening of schools and football kick-offs and a promise to the paying customers of an hour-and-a-half of solid entertainment—almost always funwise—for which a really educated chimpanzee with a pronounced personality is to a large degree responsible.

Universal "sneaked" this one recently before a typical New York neighborhood cross-section audience, at the end of a hot day when the theatre's cooling system was the looked-for relief of many a jaded Jim and Jane. The "cooler inside" atmosphere was enjoyable. Director Frederick de Cordova's production was even more enjoyable.

Bonzo runs away from a carnival, wanders into the small-town residence of the Malcolm Drews (Charles Drake and Maureen O'Sullivan) and daughter Betsy (Gigi Perreau), and Malcolm's father (Edmund Gwenn). The complications leading up to the adoption of Bonzo as Gigi's "baby brother" are hilarious, and lead to a visit by Betsy's very wealthy grandfather (Gene Lockhart), who, answering Gigi's letter announcing the arrival of a "baby brother," expects to find just that. His reactions to the discovery of being the "grandfather" of a chimp are exactly what one would expect to tickle the risibilities no end.

Gwenn is the coach of the local Pawlton College football team, which is dated to play the rival Owens College. Pawlton is on the losing side when Bonzo, a full-accredited student and team member, makes several miraculous plays and carries the team to victory. How Bonzo enters college and his antics in school must be seen to be appreciated. Guidance of the chimp is really remarkable.

Production credit goes to Ted Richmond, with merit. Leo Lieberman and Jack Henley wrote the screenplay, quite satisfactorily suited to, and for Bonzo. 'Twas Lieberman's story, based upon the character "Bonzo," created by Raphael David Blau and Ted Berkman. Others in the cast are Irene Ryan, Guy Williams, John Miljan, David Janssen, Jerry Paris and Frank Nelson.

Running time, 79½ minutes. General audience classification. Release in September.

JAMES P. CUNNINGHAM

Extend UPT

(Continued from page 1)

one-half of the 60 to date, the Justice Department spokesman said, and has therefore requested an extension of time.

A court order granting the extension will be necessary, but the Department will make no objection to it, he added. The deadline now set for the divestiture of the second third of the 180 theatres is March 3, 1953.

2 Reopen in Hartford

HARTFORD, Aug. 28.—Changes in the status of two Hartford theatres are reported. The Hartford Theatre Circuit will resume a first-run, foreign film policy at its 750-seat Art Theatre on Sunday. Closed since mid-June, the house will be managed by Joseph Dolgin, succeeding Henry L. Needles, resigned. This territory's only theatre with vaudeville, the 4,200-seat State, closed during the summer months as usual, will resume operations with its regular policy on Sept. 6.

Universal

(Continued from page 1)

and David A. Lipton, advertising-publicity vice-president.

Rackmil, who will return to New York on Tuesday, said he was "highly gratified by the efficient and effective operation of the studio. The best evidence of it is the number of successful pictures the studio is producing. The studio is operating under a realistic policy in which I wholly concur," he said.

The new U-I president expressed confidence in the future of the industry. He emphasized that there will be no change in the production policies of the studio, in effect for the past few years. As an indication of the company's confidence in the future, Rackmil pointed out that the U-I Technicolor commitments for the coming fiscal year will be the highest in its history.

The new schedule stipulates eight more features in color by Technicolor than were produced by the company during the current year. The company said this will make it the leading producer of Technicolor films for the third year in succession.

On the 1952-53 schedule are such Technicolor films as "Against All Flags," "City Beneath the Sea," "Meet Me at the Fair," "Mississippi Gambler," "Desert Legion," "Lone Hand," "Man From the Alamo," "Thunder Bay," "Vermilion O'Toole" and "Law and Order."

Black and white films will include "It Grows on Trees," "Because of You" and "Back at the Front."

Legion Reviews 9; All in Class A

Nine films were reviewed this week by the National Legion of Decency, all of which were put in Class A. Under Section 1, Class A were: "Because You're Mine," M-G-M; "Bonzo Goes to College," Universal-International; "Old Oklahoma Plains," Republic; and "Wagon Team," Columbia.

The following were under Section 11, Class A: "Captain Black Jack" (British), Classic Pictures; "Caribbean," Paramount; "The Devil Makes Three," M-G-M; "Eight Iron Men," Columbia; and "The Stranger in Between," (British), Universal-International.

To Open House on Guam

SAN FRANCISCO, Aug. 28.—Guam Theatres, Inc., owned by Pedro B. Leon Guerrero, will open a theatre on the Island of Guam within a month or two. Ed Rowden Theatre Service of this city will do the booking.

NEWSREEL FOOTAGE?

Wanted: Newsreel footage covering 1920 through 1940. If available for network TV show, please send full details immediately.

BOX 415, MOTION PICTURE DAILY
1270 Sixth Avenue, New York 20, N. Y.

WHENEVER YOU NEED SPECIAL TRAILERS
YOU CAN GET THEM Specially 'GOOD' AND FAST
FROM RELIABLE FILMACK
1327 S. WABASH AV. CHICAGO 5, ILLINOIS
630 NINTH AVENUE NEW YORK 36, N. Y.



"IVANHOE" IS QUOLOSSAL!

Within just a year, hitting the BIG JACKPOT twice is an achievement that's good not only for M-G-M customers but for the entire industry.

M-G-M's "IVANHOE" continues its phenomenal course. IMAGINE! One out of every seven persons in Cleveland, Houston, Frisco and Atlanta saw it in its first 25 days, and it's rolling merrily along. In New York City, 533,182 persons saw the picture in its first 25 days. Many of these are visitors who will carry back to their home towns, word-of-mouth praise of "IVANHOE", which sets a new all-time gross for any picture at the Music Hall in a similiar period. You'll soon be able to answer for yourself:

HOW BIG IS "IVANHOE"?

GET HOLD OF THOSE SENSATIONAL FIGURES FOR YOURSELVES, BOYS!



Results are in on the first fifty dates of Bob's biggest ever!

Check with showmen who've already grabbed it. They have the proof that it "leaves the cash register with that full, satisfied feeling" and "registers a clean sweep at the nation's boxoffices' —just as M. P. Herald and Showmen's Trade Review predicted it would!

BOB HOPE · JANE RUSSELL · ROY ROGERS and TRIGGER IN

SON OF Paleface

COLOR BY TECHNICOLOR

Produced by ROBERT L. WELCH
Directed by FRANK TASHLIN
Written by Frank Tashlin,
Robert L. Welch and Joseph Quillan

Paramount

AIR MAIL EDITION

MOTION PICTURE DAILY

NEWS WHILE IT IS NEWS

VOL. 72. NO. 44 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 2, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

HOW WELL the New York *Times'* editorial writers know Ellis Arnall, president of the Society of Independent Motion Picture Producers, is immaterial in view of the observations they had to make of him last week in commenting upon his retirement as Federal Price Stabilizer.

The *Times'* editorial indicated the writer had been reviewing Arnall's activities and pronouncements only since last February when he accepted the Federal post. Yet many in the industry who have known Arnall well for the four years in which he has been president of SIMPP marvelled out loud at what they regarded as the accuracy of the *Times'* portrayal of the Arnall personality.

"Mr. Arnall's formula for keeping in the public eye," said the *Times,* "by issuing dire and quite unsupportable prophecies of ruinous inflation in the offing, was unique and highly successful in his case. . . . He reinforced the already widely held conviction that the job of price controller has some kind of magnetic attraction for 'colorful' personalities.

"Mr. Arnall had the faculty of making statements with which few agreed and which outraged many. But it was also completely in the tradition of his predecessors, and a tribute to his evident good intentions, that no matter how mad his critics may have got at Mr. Arnall's statistics, they rarely if ever thought of getting mad at the author himself."

That seems to be the same impression of Arnall which prevails in a large part of the industry. The *Times'* editorial served to remind many of the latter that much of Arnall's particular value to SIMPP lies in his ability to make those quite unsupported statements which outrage many, leaving them madder at the statements than at Arnall.

• •

UNIVERSAL'S domestic billings week before last reached the magnificent total of $950,000, compared with a fine recent average of around $750,000.

There was no sales drive in progress; nothing special to account for it. Just a lot of "corny" pictures in release which some other studios say they will produce no more of because the market for them has "disappeared."

Seek Biggest Theatre TV Net for Bout

Negotiations looking toward the formation of the largest theatre television network to date will get underway here today with the return from the Coast of Nathan Halpern, president of Theatre Network Television, the company which has acquired the theatre TV rights to the Jersey Joe Walcott-Rocky Marciano heavyweight title bout.

Talks are due to begin here with such circuits as Loew's, United Paramount Theatres, Warner Brothers and RKO Theatres.

Due to the proximity of the date of

(*Continued on page 5*)

Skouras, Loew's Set Move-up Agreement

Terms of an agreement adjusting a clearance complaint by Skouras Theatre Circuit and Loew's governing a group of Skouras and Loew's Metropolitan houses here were completed last week.

Under the agreement, which will

(*Continued on page 3*)

Company Heads to Meet Thursday on French, UK Deals

The presidents and foreign managers of the Motion Picture Association of America member companies will meet here Thursday to vote on acceptance of a proposed new Franco-American film agreement and outline for themselves the position the companies will take in the negotiations for a new U. S.-British pact which will get underway here or in Washington next Monday.

Fayette W. Allport, who has been attending the inter-government negotiations in Paris, will bring to the Thursday meeting a deal with France that now is being completed in the

(*Continued on page 3*)

Report June B.O. Highest in '52

WASHINGTON, Sept. 1. — General admission tax collections in July, reflecting June box-office business, were the highest of any 1952 month, the Bureau of Internal Revenue reported. The real upturn in the industry, still in progress, was not in full swing until July.

Collections this July were $28,369,934, compared with $28,620,413 a year

(*Continued on page 4*)

ATT Replies To MPA's TV Cost Request

Response Leaves Many Questions Begging

By MURRAY HOROWITZ

The American Telephone and Telegraph Co. has mailed its answer to the Motion Picture Association of America's request for theatre television transmission cost information.

The six-page response, while it does give copious cost data, leaves many questions begging, it was learned, and it is an open question whether the industry will feel the response is adequate. The request for the data also was made by the National Exhibitors Theatre Television Committee.

The contents of the letter, sought by MPAA and NETTC before the opening of the Federal Communications Commission theatre TV hearings in October, were not disclosed. A spokesman for A.T.&T. said, however, that a diligent attempt was made to answer everything which the company felt could be worked out with the specifications forwarded to it. He

(*Continued on page 5*)

Reels Censorship Is Worst Kind, Ohio Court Is Told

TOLEDO, O., Sept. 1.—Several hard-hitting anti-censorship arguments, topped with the assertion that censorship of newsreels is "censorship in its most objectionable form," were contained in the final reply brief filed at the weekend by attorneys for exhibitor Martin G. Smith in the industry's campaign to wipe out newsreel censorship in Ohio.

Received in Toledo Municipal Court by Judge Frank W. Wiley, who will rule on the test case around Oct. 1, the Smith brief stated:

"The import of the decisions of the U. S. Supreme Court (in the "Pinky" and "Miracle" cases) is to impose upon the state responsibility for justifying the restraint in the censorship of newsreels, for the state has such responsibility when rights protected by the First and 14th Amendments to the Constitution are affected."

The final reply brief, prepared with the cooperation of the Motion Picture Association of America which joined with the Independent Theatre Owners of Ohio in initiating the court test, holds also that the brief filed by the city attorneys "overlooks the real meaning of the Burstyn ("Miracle")

(*Continued on page 4*)

1st N. Y. Theatre TV Fight Sale at $4.20

The 50th Street Guild Theatre in Rockefeller Center here was the first in New York to put reserved seats for the theatre telecast of the Walcott-Marciano heavyweight title fight in Philadelphia, Sept. 23, on sale. A dozen other TV-equipped metropolitan houses still are dickering on terms.

All seats in the 450-seat house are priced at $4.20, including tax. Seat sale was opened last Friday and demand was reported good from the start.

NEWS FLASHES

For the three months ended June 28 the operations of RKO Pictures Corp. and subsidiary companies resulted in a net loss (unaudited), after all charges, of $1,756,181. This compares with a profit of $351,645 for the corresponding quarter last year.

•

WASHINGTON, Sept. 1.--Loew's and United Artists Theatre Circuit were given another brief extension of the deadlines for terminating joint interests in a few remaining theatres. The Justice Department says the companies now have until Sept. 6 to submit a dissolution plan or until Sept. 13 to start action.

Personal Mention

DAVID GOLDING, advertising-publicity director of Samuel Goldwyn Productions, is scheduled to return here today or tomorrow by plane from France.

•

HENDERSON M. RICHEY, M-G-M exhibitor relations head, will return here Thursday following two weeks of meetings with Western Theatre Owners members in California, Oregon and Washington State.

•

L. H. (LEW) FRANCIS prominent in Eastern theatre equipment circles as sales representative for many years in New York for Heywood-Wakefield Co., Gardner, Mass., is vacationing on his mother's farm in Creswell, Ore.

•

JACK KEPPNER, son of MORRIS KEPPNER, partner in the Burnside Theatre, East Hartford, Conn., has been appointed assistant chief of the service staff at Loew's Poli, Hartford.

•

WILLIAM C. MACMILLEN, JR., president of Chesapeake Industries (formerly Pathe Industries), will return to New York today following a three-week vacation at Saratoga, New York.

•

ELIZABETH BONTURI has been named assistant manager of the Warner Regal Theatre, Hartford.

•

JOANNE LINGER, Columbia biller in Cleveland, will be married to MERLE MISHNE of that city on Sept. 7.

•

MARCIA TENZER, Columbia contract clerk in Cleveland, has been married to PHILIP TARTAGLIO.

•

HAL WALLIS is scheduled to arrive here from the Coast tomorrow.

Plan Rodner Unit At Rogers Hospital

A campaign to establish a Harold Rodner Research Section in the Will Rogers Memorial Hospital at Saranac Lake, N. Y., is being organized under the sponsorship of four Warner Brothers executives. Members of the committee are Samuel Schneider, chairman; Ben Kalmenson, Harry M. Kalmine and Herman Starr. Max B. Blackman of Warner's real estate department is secretary-treasurer.

Harold Rodner, Warner executive who died recently, had devoted a large part of his life to the maintenance and development of the institution at Saranac Lake.

Galaxy of Fox Stars To 'Snows' Premiere

HOLLYWOOD, Sept. 1.—Twentieth Century-Fox will rearrange shooting plans to enable a large number of its stars to fly en masse to the world premiere of Darryl F. Zanuck's "The Snows of Kilimanjaro" at New York's Rivoli Theatre, Sept. 17. Zanuck, now in Europe, will fly back for the premiere.

The stars' contingent will make the Coast-to-Coast trip by special plane, which will permit them only a few hours in New York for the opening. However, Ava Gardner, one of the picture's leading players, will arrive in New York from Hollywood Sept. 10, one week before the invitational premiere.

'Research' Is Ignored In Outline of TOA Meeting

Contrary to earlier publicity that top priority would be given at the forthcoming Theatre Owners of America annual convention to a program of scientific research for the industry, an outline by Mitchell Wolfson, president, to members of the top subjects to be discussed and acted upon makes no mention whatever of scientific research.

The outline, contained in a letter sent at the weekend, lists these major convention topics: (1) 16mm., (2) arbitration, (3) elimination of the 20 per cent Federal tax, and (4) theatre television.

The letter indicated that Wolfson expected the final arbitration draft, which the distributors have not officially approved as yet, would "be ready for discussion and approval." It was agreed during the drafting that exhibition would not act on the document until the distributors had approved it.

Wolfson's letter stated also that "there must be a thorough investigation of the problems and latest developments in all phases of exhibition, including concessions, drive-ins, etc." by the convention, which will be held Sept. 14-18 in Washington. "You must help us solve our mutual problems by attending all business sessions and by giving your voice and counsel" on the topics listed, Wolfson admonished.

The convention will be asked by Herman M. Levy, TOA counsel, to decide whether or not it wishes to take the necessary steps to have TOA made a party defendant in the government's 16mm. anti-trust suit to force the sale of such films to TV and other outlets competing with theatres. While it was named co-conspirator in the government's complaint, TOA was not included among the defendants. The latter included only producer-distributors.

The Pierre Balmain American collection will be shown in a world premiere to the wives of TOA members attending the convention. The collection will be presented by Julius Garfinckel and Co., on Sept. 16, at the ladies luncheon. Also on the TOA calendar will be a "Southern hospitality" brunch to all members and their wives on Sept. 15. Other social events will include a reception by President Truman, card parties, swimming, a Coca-Cola Showboat Party to Mount Vernon, a dinner sponsored by Pepsi-Cola and a cocktail party sponsored by Schenley's. The final evening will feature the president's banquet.

A. Julian Brylawski is convention chairman.

TOA Conciliation Panel for Memphis

MEMPHIS, Sept. 1.—Establishment of a Theatre Owners of America conciliation panel for the Memphis exchange area was announced at the weekend by M. A. Lightman, Jr., president of the Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee.

The panel, which will hear exhibitor trade practice complaints, includes: Herbert Kohn (chairman), Nathan Flexer, Jack Bomar, Terry Axley, R. B. Cox, T. E. Williams and R. X. Williams (alternate). After hearings the panel will take up the complaints with distributors.

Appeal to Mayor on Chi. 'Miracle' Ban

CHICAGO, Sept. 1.—The American Civil Liberties Union today appealed to Mayor Kennelly to reverse the Chicago police censor board's ban on "The Miracle." An earlier appeal to Police Commissioner O'Connor had been turned down, and according to city ordinance, the final decision rests with the mayor.

The Civil Liberties Union has intimated that should the mayor refuse their request, legal action, based on the Supreme Court decision forbidding censorship on religious grounds, will be taken to assure exhibition of the picture.

The appeal was signed by Leon M. Despres, counsel for the ACLU, and Charles Liebman, attorney.

The A. Teitel Film Co. holds distribution rights to the picture in this exchange area.

'U,' Robert Goldstein Abrogate Contract

HOLLYWOOD, Sept. 1.—Universal-International studios and Robert Goldstein, executive in charge of talent, mutually agreed to abrogate their contract, effective immediately.

Goldstein joined U-I in 1946, serving as studio representative in the New York office. He came to the studio in an executive capacity in 1950.

RKO Radio Detroit Manager Resigns

Murray Devaney has resigned his post as RKO Radio branch manager for Detroit, Robert Mochrie, vice-president and general sales manager, announced here at the weekend.

Devaney was succeeded by Otto N. Ebert, Jr., salesman from the Indianapolis exchange.

Newsreel Parade

GOV. STEVENSON occupies the current newsreels' political spotlight to the exclusion of all other candidates. Additional subjects covered include the Berlin Catholic Congress, testing of a new American submarine, Korean fighting and football practice at Annapolis. Complete synopses follow:

MOVIETONE NEWS, No. 71—American Legion parades on Fifth Avenue. Gov. Stevenson addresses Legion. U. S. Navy gets big new submarine. Foreign attaches hear big guns. Virgil Trucks in baseball's Hall of Fame. Navy gridders get in shape.

NEWS OF THE DAY, No. 201—Legionaires on parade. Stevenson addresses Legion on Red issue. German Catholic Congress. Civil Defense rescue work. Test new submarine. Fighting on Korea's Bunker Hill.

PARAMOUNT NEWS, No. 4—Outpouring of faith in Berlin. "Greatest Show on Earth" voted most enjoyable film. American Legion's New York show. Legionaires hear address by Democratic candidate Stevenson.

TELENEWS DIGEST, No. 35-B—Stevenson makes Legion speech. New sub on trial run. Kentucky cigarette poll smokes out presidential winner. Germany mourns Schumacher's death. Jet aces at air show. Civil Defense training.

UNIVERSAL NEWSREEL, No. 591—American Legion parade. Stevenson talks to Legionaires. Submarine "Trigger." Korea's Battle of Bunker Hill. Navy football training starts.

WARNER PATHE NEWS, No. 6—Battle of Bunker Hill, 1952. American Legion hears Stevenson and parades in New York. New super-"sub" joins Navy. Berlin Catholic mass defies Reds. Canadian national exhibition. Navy gridders train. AAU diving championships.

Sam Schneider Returns

Samuel Schneider, Warner Brothers vice-president, accompanied by his wife, flew into New York over the weekend from Paris. Schneider was abroad four weeks, during which time he visited the company's offices in London, Rome and Paris.

Mono. Board Mtg. Sept. 9

The meetings of Monogram-Allied Artists stockholders and board of directors will be held in Hollywood on Sept. 9, instead of Sept. 7, as erroneously reported here last week.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

BURT LANCASTER
The Crimson Pirate
Color by TECHNICOLOR
in person LOUIS ARMSTRONG MR. BALLANTINE GORDON JENKINS And His Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Coming Events

Sept. 5—Allied Theatre Owners of Iowa-Nebraska luncheon-meeting for local newspaper executives, Des Moines.

Sept. 9-10 — Commonwealth Theatres fall meeting, Hotel Muehlebach, Kansas City.

Sept. 10—West Virginia Allied Theatres Association annual convention, Stonewall Jackson Hotel, Clarksburg.

Sept. 14-18—Theatre Owners of America convention and trade show, Shoreham Hotel, Washington, D. C.

Sept. 24-26—Monogram-Allied Artists national sales convention, Blackstone Hotel, Chicago.

Sept. 30-Oct. 1 — Kansas-Missouri Theatre Association annual convention, Hotel President, Kansas City.

Oct. 6-7—Motion Picture Theatre Owners of Eastern Missouri, St. Louis and Southern Illinois annual meeting, Chase Hotel, St. Louis.

Oct. 6-10—Society of Motion Picture and Television Engineers 72nd semi-annual convention, Hotel Statler, Washington, D. C.

French, UK Deals

(*Continued from page* 1)

French capital. Before the State Department can accept the deal as a final agreement, the American companies must ratify it.

Having accepted the French decree slashing imports of American pictures from 121 to 90, the American negotiators in recent days have been aiming at an arrangement that would most favorably serve the U. S. companies in the remittance of earnings, said to total some $6,000,000.

The French issued their decree by making use of an escape clause in the international General Agreement on Trades and Tariffs. The French government, in other words, escaped the obligation to refrain from cutting imports by citing its present unfavorable fiscal position. This compelled the Motion Picture Export Association to accept what to it is an anathema, namely an out-and-out quota restriction. Hence, the U. S. negotiators took the position that they were entitled to be compensated for this with a remittance deal that the American companies could look upon as "favorable," it was said.

Allport will remain here to participate with Eric A. Johnston, MPAA president, other Association officials and Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, in the negotiations with Sir Frank Lee, Undersecretary of the British Board of Trade. Johnston will be present at the Thursday meeting.

Ed Levin to Universal

CHICAGO, Sept. 1.—Ed Levin of the Balaban and Katz advertising and publicity department will join the advertising department of Universal-International on the West Coast Sept. 15.

Mpls. Neighborhood Houses Fight Loop's Trade Bid

MINNEAPOLIS, Sept. 1.—Neighborhood Minneapolis independent theatre owners are calling on outskirt business associations to lead an attack in opposition to the plan launched recently by the Street Railway company and downtown theatres to carry passengers free into the loop on Thursday evenings between 7 and 9 P.M. as part of a plan to bolster business there.

One protest meeting was held last Monday at the instigation of Martin Lebedoff, northside exhibitor, but action was postponed. Lebedoff contends the free rides into the loop are unlawful and he proposed counsel should be hired by the neighborhood business groups, including theatremen, to take action to halt the practice on legal grounds.

Ups Transit Patronage

Meantime, the street car company reports the initial tryouts of the free rides resulted in an overall increase of three and a half times in patronage for the 7-9 hour into and out of the Loop. Some Loop theatres, however, reported they could see "no appreciable" increase in ticket sales for the free ride period. Nevertheless, the neighborhood theatres are fighting the plan as being injurious to their business.

The streetcar company, which also operates in St. Paul, will extend the free ride plan into the loop there between 7 and 9 P.M., starting Sept. 4.

Minneapolis' COMPO Fund Drive Succeeds

MINNEAPOLIS, Sept. 1. — Almost unanimous exhibitor support was given in this zone to the Council of Motion Picture Organizations dues collections drive, which terminated Friday.

According to W. H. Workman, acting distributor committee chairman here, a number of small town exhibitors as well as some in larger situations have voluntarily made larger contributions than the committee had recommended to the salesmen-solicitors. When donations were made they were made wholeheartedly, he said. He termed the donations evidence of the seriousness with which exhibitors view COMPO's No. 1 project: repeal of the 20 per cent Federal admissions tax.

Berger Expanding Mpls. Operations

MINNEAPOLIS, Sept. 1.—The Jeub estate, owners of the Paradise Theatre here, has taken under consideration an offer for the house by Ben Berger, Minneapolis circuit operator. No price has been revealed, but reports estimate it at just below $60,000. It is understood Berger will completely remodel and re-equip the Paradise if his bid is accepted. The house has recently been operated by Clyde Cutter on a week-to-week basis. The Paradise was operated by Berger in partnership with the late Al Steffes a number of years ago. Berger also recently acquired the Aster Theatre property, closed, which is under lease to Minnesota Amusement Co. until Oct. 31, 1953.

O'Donnell to Address So. Dakota Showmen

MINNEAPOLIS, Sept. 1. — R. J. O'Donnell is expected to reveal plans for a new "Movietime, U.S.A." campaign at the South Dakota Exhibitors meeting in Huron on Thursday. In addition to a speech on the Compo fight to repeal the 20 per cent admission tax, O'Donnell may report on details of the progress made at the recent Compo conferences in Hollywood with production executives, in which he participated.

Skouras, Loew's

(*Continued from page* 1)

reportedly go into effect shortly, the playing time of a group of Skouras theatres, said to number between six and nine, has been moved up, allowing them the same day and dates for product as an equal number of Loew's Metropolitan theatres.

The pact, apparently the culmination of months of negotiations, came on the heels of a threatened multi-million dollar suit by Skouras Theatres. Also involved in the Skouras complaint was RKO Theatres here, with which no settlement has been reached yet.

The move-up affects product of major distributors played by Loew's here, such as M-G-M, Paramount, United Artists and Columbia.

Loew's and Skouras executives declined to comment on the settlement details.

250,000 See Film Exhibit

COLUMBUS, O., Sept. 1.—Biggest "boxoffice" attraction here last week was the "Hollywood At The Fair" exhibit at Ohio State Fair, sponsored by the Independent Theatre Owners of Ohio, according to Robert Wile, ITO executive secretary, who estimated that total attendance for the week was over 250,000.

Marjorie Main, was the stellar attraction at the exhibit. She also appeared in several fair parades and was presented to grandstand crowds.

Columbus theatremen manned the fair during the week, aided by salesmen from the Cincinnati exchanges. The list of workers included: Arthur Miller, Miles circuit; Lee Hofheimer and Charles Sugarman, H. and S. theatres; Charles Fisher, Neth Theatres; Milton Yassenoff, Academy circuit; C. Harry Schreiber, RKO theatres; William Queen, Bernard Ginley and Lou Holleb, independents, and Walter Kessler and Fred Oestreicher, Loew's.

Cincinnati salesmen included Dave Little, RKO Radio; Arthur Adams, M-G-M; Sam Weiss, 20th Century-Fox; James Gentile, Paramount; Robert Burns, Warner Brothers; Dave Stenger, Columbia and James Grady, Universal.

The whole exhibit was moved to the Indiana State Fair, Indianapolis, Saturday. William A. Carroll, secretary of Indiana Allied and William Green, exploitation representative, visited the exhibit here.

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

Independent Producer DOUGLAS FAIRBANKS, Jr., says:

"I never take a chance on any *phase of production. That's why I insist upon laboratory work by Pathé."*



If you, too, would like to make *sure* your lab work and processing meet every requirement of your creative staff, why not *specify* Pathé Labs on your next picture?



Both New York and Hollywood Have *Complete* Pathé Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

Censorship

(Continued from page 1)

case, which is the overruling of the Mutual case in holding that motion pictures are within the protection of the First Amendment to the Constitution and are within the guarantees provided in that Amendment for freedom of speech and the press."

The basic premise of the city's brief, which reflected the views of the Ohio attorney-general, was that there is "little restraint" on the showing of newsreels in Ohio. In that particular quote, the Smith reply asserted, is testimony that "restraint exists in every case whether or not a deletion is made." This restraint, continued the reply, has "two aspects: the requirement of prior submission of every film to the censors, and exaction of a tax on every newsreel print shown in Ohio. The prior restraint is apparent. The number of deletions has no relevance in determining the existing of a prior restraint."

The defense stated also that "The state has made no move to demonstrate that the censorship of newsreels under the standards imposed by the Ohio statute is justified for any purpose."

The Smith brief also charged that the censorship fee in Ohio is a "flat license tax imposed on the exercise of a Constitutional right." Even if the Constitutional immunity from censorship provided by the First Amendment was not involved in this case, it continued, "the state would have the burden of showing that the license fee was suffjcient only to defray the expense of licensing. This the state could not do because the Ohio statutes and the evidence in this case show conclusively that the censorship charges are many times in excess of the cost."

The final brief derided the claim that the defense would have to show that the tax was "confiscatory."

On the question whether newsreels could be equated with newspapers, Smith replied: "The court will recall that the evidence showed that newsreels are prepared in much the same way as the news is gathered by newspapers and that newsreel cameramen have the same privileges as newspaper reporters. It is apparent that newsreels disseminate news through pictures and sound just as newspapers disseminate news in print and pictorial form and that in a functional sense newsreels are as much the press as newspapers themselves. To impose prior restraint and a performance tax on only one form of news dissemination is obviously discriminatory and unlawful."

MITCHELL MAY, Jr. CO., INC.

INSURANCE

•

Specializing

in requirements of the

Motion Picture Industry

75 Maiden Lane, New York

3720 W. 6th St., Los Angeles

Reviews

"Monkey Business"

(20th Century-Fox)

YOUTH APPEARS TO BE a particularly unattractive time of life, if the zany goings-on in Howard Hawks' "Monkey Business" are any criterion. Cary Grant, Ginger Rogers and Charles Coburn turn back the clock and revert from well-adjusted maturity to irresponsible, scatterbrained youth while Marilyn Monroe looks on wide-eyed, with all her assets visible, in this hilarious tale of a chemist in search of a youth serum. Sol C. Siegel produced and Howard Hawks directed the lively series of incredible events.

Grant, absent-minded but charming research chemist, is blessed with an understanding wife, Miss Rogers, who patiently puts up with her husband's peculiarities while he is absorbed in the problem of discovering a formula that will cancel the infirmities of age and which his boss, Coburn, is impatiently waiting to sample as well as to market. Grant decides to try the mixture on himself. Unknowingly, he washes it down with water into which an imitative chimpanzee has poured a less-scientific but more effective concoction, whereupon he experiences a temporary rejuvenation during which he gets a crew haircut, buys a loud sports jacket and an equally loud car, and rollerskates with Miss Monroe, the boss' beautiful-but-dumb secretary. Successively, the same water source is tapped by Miss Rogers, by Grant and Miss Rogers together and by Coburn and his entire board of directors with equally ludicrous results. Coburn, while under the influence of the mixture, makes Grant chief researcher of the company for life, so that when everyone returns to his original age one bit of permanent good has resulted even though only the chimp knows what the highly-effective formula contained.

The screen play by Ben Hecht, Charles Lederer and I. A. L. Diamond, from a story by Harry Segall, is sprinkled with much very adult *double entendre* and an equal amount of extremely juvenile slapstick, a most unusual combination. Grant, Coburn and Miss Rogers enter into the proceedings wholeheartedly but seem a trifle wasted in such obvious roles. Miss Monroe performs adequately in a rather slim part. Supporting roles are well cast, most noteworthy being Hugh Marlowe as a former beau of Miss Rogers; the bass-voiced child, George Winslow, and Peggy, the chimp.

Running time, 97 minutes. General audience classification. September release.

DOROTHY ALTMANN

"Casque d'Or"

(Discina)

GOOD performances by a cast headed by Simone Signoret and Claude Dauphin fail to overcome the near-depressing sordidness of much of this film of lust and murder in the Paris of a half-century ago. It is strictly adult fare for the houses specializing in imported film fare. The English subtitles are adequate for the French production of the Frenchman's preoccupation.

As the "moll" of a small-time Parisian mobster, Mlle. Signoret first attracts the attention of Serge Reggiani, a carpenter who is goaded into murdering her boy friend for her affections. Once done, the couple are able to spend several days in a tryst outside Paris, but return when one of Reggiani's pals is picked up on the murder charge. He gives himself up, only to escape to seek revenge on the informer who, like all the other men in the cast, also has designs on Mlle. Signoret. The carpenter pays for his deeds on the guillotine and Mlle. Signoret goes on, presumably, sadder and wiser.

Jacques Becker directed the screenplay which he wrote in collaboration with Jacques Companeez. Production was supervised by Henri Baum.

Running time, 96 minutes. Adult audience classification. Release date, Aug. 18.

June Box-office

(Continued from page 1)

earlier. The June 1952 figure was only $23,039,083 and the previous highest 1952 month was April, with $25,787,461.

Total admission tax collections, including general admission taxes, roof garden and cabaret taxes and various overcharges, were up over last July. They amounted to $32,692,511, compared with $32,454,427.

Meanwhile, the Census Bureau reported over the weekend that amusement taxes collected by states during fiscal 1952 reached a total of $13,940,000, topping the 1951 figures by a little more than a million dollars.

Collections for licenses in the amusement field were $5,044,000 in 1952, the bureau said, a small drop from the 1951 total of $5,066,000. Amusement tax figures for both years included 32 states. The license figures for the two years covered 37 states.

Bureau spokesmen said that although they had no figure on how much theatre admissions taxes or motion picture theatre licenses represented in the total tax collections, they thought other taxes accounted for the bulk of the totals in most states. For example, they said, gambling taxes accounted for by far the largest part of the Nevada totals, and horse racing taxes bulked largest in the Kentucky totals. The figures cover the 1952 fiscal year, ending last June.

Cinerama Promotes Latady and Fling

William R. Latady, who has been in charge of technical development for Cinerama, Inc., owners of the new multi-dimensional motion picture process, has been made vice-president and general manager of the firm. Latady will handle installation of Cinerama equipment in theatres showing the new medium.

In another organizational change, Wentworth Fling, formerly director of sound development for Cinerama, has been made vice-president in charge of engineering. Fling just finished directing the sound recording of "This Is Cinerama," its first production, which will be shown at the Broadway Theatre here this month.

In the THEATRE

Equipment World . . .

. . . *with RAY GALLO*

INSTALLATION of Motiograph "Trad" dual large screen television equipment in the Paramount theatre at Lynn, Mass., has been announced by George Hornstein, president of Joe Hornstein, Inc., New York representatives of Motiograph, Inc., Chicago. The 2500-seat Paramount is owned by New England Theatres, Inc., a division of United Paramount Theatres, Inc.

•

A "mechanical hand" designed for changing attraction board letters at heights that cannot be reached without use of a ladder, has been developed by Wagner Sign Service, Inc., Chicago. The device comes in both 10-and-14-foot lengths. It is designed to grasp the letter and takes it completely away or to place it elsewhere on the sign face by use of a tensioning lever at the end of the handle. The unit can be used only with Wagner letters.

•

A new twin-head, two-flavor continuous freezer for frozen custard and all types of soft frozen produets has been added to the line of Mills Industries, Inc., Chicago. Among the new features of the unit are fully automatie performanee of both barrels, and independent action by eaeh barrel. Floor and counter models are available, with a choice of three eondensing unit sizes. Frozen custard eapaeity is up to 10 gallons of finished product per hour, depending upon temperature, mix and eondensing unit used.

•

A convention-type, dry insecticide vaporizer for insect eradication has been announced by the Lindavap Corporation, Ann Arbor, Mich. Called the "Bug-git," the unit consists of a shallow perforated retaining cup for pellets of "Lindane" (rather than granules). The unit is hung on the wall and plugged into an electrical outlet.

•

Plastic upholstery material with a backing of nylon and virgin wool designed to produce uniform stretchability in all directions has been placed on the market by Bolta Products Sales, Inc., Lawrence, Mass. Trade-named "Nylonized Boltaflex," the material has been developed to avoid stiffness, strike-through and directional tearing. Because of its pliancy, the manufacturer states, it fits easily around the corners of furniture and provides a cushioned appearance even when the material goes over a sharp, wooden corner. The face sheet of the material is standard 20-gauge Boltaflex plastic while the back has ten component parts, primarily nylon and virgin wool.

Theatre TV

(*Continued from page* 1)

the fight, slated for Sept. 23 in Philadelphia's Municipal Stadium, commitments by theatres will have to be made shortly.

The availability of the bout to television equipped theatres in New York just about offsets the number of theatres lost due to the "black-out" in Philadelphia, Chester, Camden and the Boston-Providence area. There are about a dozen theatres in the New York area equipped with theatre TV.

The Robinson-Maxim bout last June 23, which attracted 38 theatres in 24 cities, is expected to be surpassed by the upcoming Walcott bout, considered one of the greatest in the last decade and which is expected to draw a $1,000,000 gate.

Like the Robinson-Maxim bout little possibility was seen that the Walcott bout could be made available to West Coast TV-equipped theatres due to the lack of American Telephone and Telegraph long line facilities.

Meanwhile, RKO Radio has confirmed that it acquired the motion picture rights to the bout but declined to disclose terms or the basis on which the fight film will be sold to theatres. For the Robinson-Turpin fight film last year, RKO Radio posted a substantial guaranty and asked exhibitors to close contracts for the film in advance.

ATT Responds

(*Continued from page* 1)

added that many price quotations sought could not be forwarded.

MPAA and NETTC in their letter to A.T.&T. sought cost data especially on a projected theatre television network between New York and Washington, D. C., in addition to other networks throughout the country.

Based upon present charges, A.T.&T. responded to "several" projected theatre TV systems, it was disclosed. Four pages of the response, it was further learned, dealt with a statement of charges for theatre television program transmission systems computed in accordance with Bell System tariffs.

The A.T.&T. response was mailed late Thursday and should have been received in Washington headquarters of NETTC and MPAA over the weekend.

Todd Show's Closing Balks Video Test

Mike Todd's "A Night in Venice" show, staged at Jones Beach's Marine Stadium, N. Y., will close Saturday, thus killing the possibility of it being utilized as an experimental theatre television program as envisioned by Si Fabian of Fabian Theatres.

According to a Todd spokesman the closing forestalls any possible success of negotiations with Actors Equity. It was Equity's demand for a full week's wage for every member of the cast which blocked the original plan to theatre telecast a part of the show at the Warner Theatre here.

Launch New Radio D.C.-N.Y. Link

Outside construction work on a new chain of radio-relay stations between New York City and Washington, D. C., has been completed by the long lines department of the American Telephone & Telegraph Co.

Television--Radio

with Pinky Herman

NBC and CBS are once again reported to be bidding for the dark Warner's Strand Theatre on Broadway in New York. This would be an important addition to a net's telecasting operations. . . . Robert G. Hamilton has been named to head the radio and TV sales division of Sylvania Electric Products by John K. McDonough, general manager. . . . Danny Leeds Production has acquired American release rights to a new film TV series, "Passport To Danger," written by George and Gertrude Pass, authors of the popular "Foreign Intrigue" episodes. Starred in the new program is George Nader. The reels were shot in Stockholm, Sweden. . . . The WOR-Mutual radio whodunit, "The Shadow," will observe its 20th year on the air, Sept. 14. Title role featured in the two decades of production, Orson Welles, John Carradine, Bill Johnstone, James Meighan and the present startist, Bret Morrison, who first donned the black cloak in 1943. . . . Thomas B. McFadden has appointed Joseph Goodfellow eastern manager of NBC's spot sales. With NBC since 1949, Goodfellow was formerly acc't. exec. at KIGI, Des Moines, and later manager of KSJB, Jamestown, N. D. . . .

☆ ☆ ☆

Several years ago we toured the South and spent some time in Nashville doing a couple of columns on "Grand Ole Opry" and its colorful artists. A young cowboy singer named Pee Wee King took us in hand and helped us considerably in getting to see the right people and right places. Since then the good-looking and talented lad has branched out as a top Victor Recording Artist and composer of "Tennessee Waltz" and "Slow Poke." He went to the Coast to appear in Gene Autry's "Goldmine In The Sky" flicker and returned to Louisville to head "The Pee Wee King Show," a new NBCountry-style radio series starting Sat. Sept. 6, 9:00-9:30 P.M. Pee Wee in name but Big Time in talent, personality and character. . . .



Pee Wee King

☆ ☆ ☆

Dick Haymes will portray a harassed and disgruntled husband in the forthcoming Screen Gem telefilm production, "National Honeymoon," for the "Ford Theatre Hour," adapted by Betty Reinhardt from a "Collier's" story by Paul Horgan. This humorous episode is produced by Jules Bricken with direction by James Neilson. . . . A new George Foley package, "The Herman Hickman Show," with Rex Marshall as the ex-Yale football mentor's 'straight man,' will have its kickoff Friday, Oct. 3, at 7:15-7:30 P.M., via NBC-TV. Deal was set by Donahue and Coe and the sponsor of the 52-week program is Robert Burns Cigars. . . . WE LIKE: Fred Vandeventer's MBSmooth and authoritative newscasts. . . . Bill Harrington's daily TV songfests via ABCycles. . . . Randy Merriman's free and easy chatter which seems to calm excited and nervous hubbies seeking to win "The Big Payoff" for their wives. . . . Stan Fritts' Korn Kobblers, currently regaling Herman Amron's customers at Jack Dempsey's Restaurant on Broadway. What's the matter with TV execs overlooking this aggregation which is definitely made to order for TV? . . . .

☆ ☆ ☆

James Melton collects ancient automobiles, Deejay Joe Franklin collects recordings, some of our best songs are collecting dust on music pubs' shelves, Uncle Sam just collects and collects, but Gene Autry's collections seem the oddest of all. Trigger's gum chewing (Wrigley's-free ad) pal of the range has just acquired his tenth authentic stage coach, a Concord model that was built in 1732 and recently unearthed in an old barn in Hopkinton, Mass. . . . Thomas Edison, when he invented the electric light, did more to prevent crime than any one man in history. In 1904 he built the old Bedford Park Film Studios, where strangely enough the Fall TV series of "Man Against Crime," CBStarring Ralph Bellamy, is now being filmed. . . . One can't help but get a lift after watching and listening to the youthful octogenarians on the unusual "Life Begins At Eighty," WABD-DuMontage, narrated by Jack Barry and Directed by David Lowe. . . . Don Bishop succeeds Allen Kalmus as TV manager of the NBC press department, with Aeriel Macfie taking over as magazine editor. Kalmus resigned to head the press department at Lever Bros. . . . Tenoriole Jimmy Carroll resumes his WOR song series today for Wise Potato Chips. Tony Mottola's Trio will supply background music. . . .

Greshler In 3-Way Activity Expansion

Hollywood producer Abner J. Greshler who is visiting here, disclosed expansion of his activities on three separate planes.

He has (1) acquired world rights to "Emergency Call" from Butchers Films of England and has purchased rights for all world markets for several other Butchers' productions; (2) purchased a collection of short subjects produced as far back as 1895 and will edit these into a 40-minute subject; (3) arranged to produce 14 features in Great Britain with casts of American stars.

Here from the Coast to arrange a distribution deal for "Emergency Call," Greshler reminded that he is committed also to produce the next Martin and Lewis picture for Paramount. It is scheduled to be finished before February, 1953. He is credited with having "discovered" the comedy team for pictures.

The first three of the 14 he will make in England are titled "Paul Temple Returns," "Love Is a Luxury," and "Madam Louise." Robert Parish and Lewis Gilbert have been engaged to direct them.

Included in the collection of short subjects Greshler has purchased for welding into a single subject are some starring John Bunny, Roland Young and Walter Huston. Many of them were made in Italy, Spain, France, Portugal and Great Britain. Merian Cooper will collaborate on the editing.

Denied TV License, FPC Gets Telemeter

TORONTO, Sept. 1.—Famous Players Canadan Corp. will compete with the government television monopoly, about to be operated by Canadian Broadcasting Corp., with the use of Paramount's Telemeter device for which wired programs would be sent out.

Famous Players has signed a 25-year contract for all Canadian rights, including manufacture of equipment.

The Federal Department of Transport, which has jurisdiction over all broadcasting in Canada, has ignored the application of Famous Players for a television license and the theatre chain has now gone ahead with the Telemeter circuit system for the Dominion, which will not require a TV broadcasting license as the programs will not go over the air.

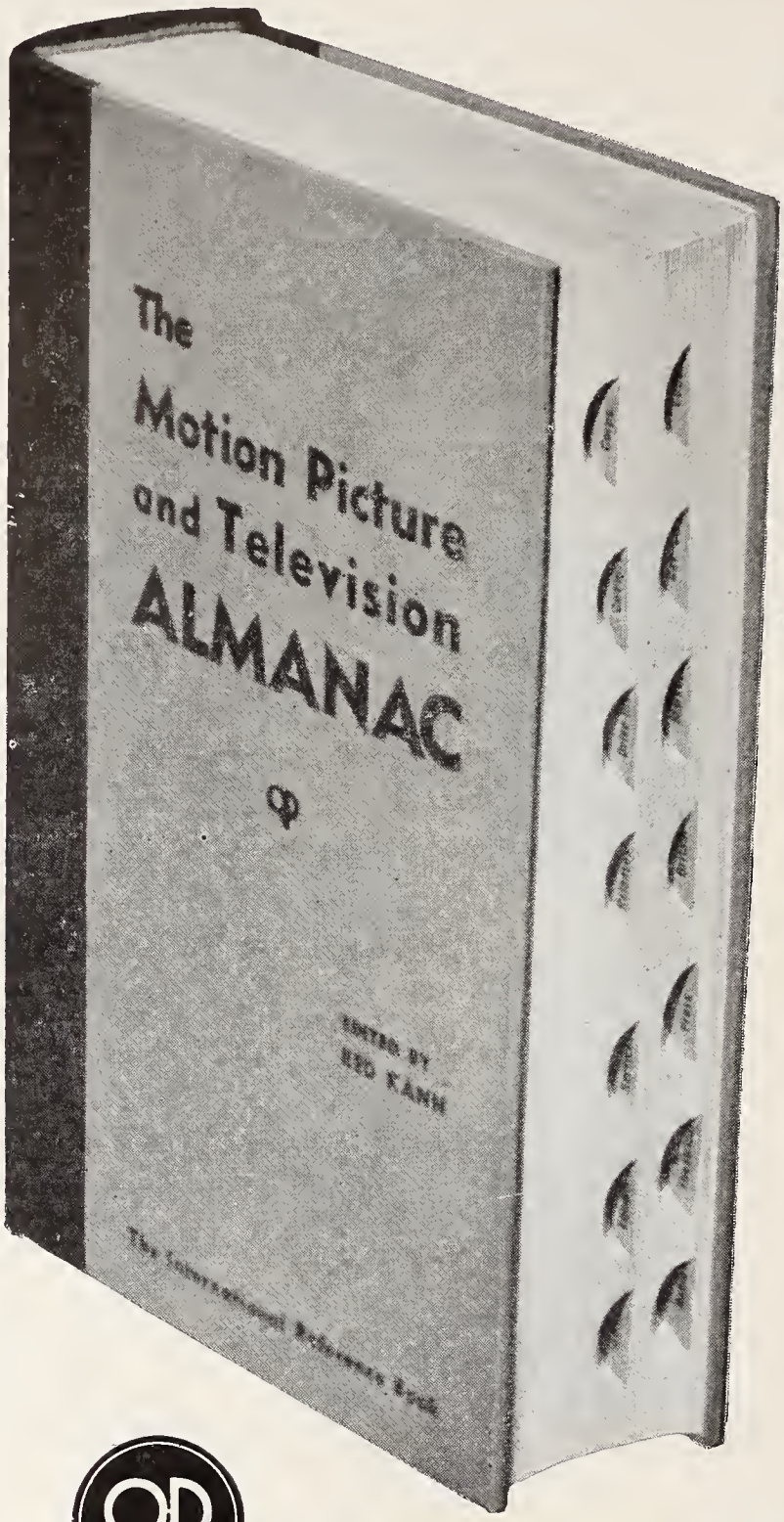
'Androcles' Ads Set For 40 Magazines

About 40 national magazines with a combined circulation of over 70 million, are being used by RKO Radio to promote Gabriel Pascal's "Androcles and the Lion," S. Barret McCormick, director of advertising, has announced.

The campaign gets under way in the first of the magazines Sept. 4 and will run through September, October and into November.



The Industry's Most-Wanted, Most-Often-Used Reference Book



No other publication contains this valuable information*

* The WHO'S WHO section alone—which is but one of the 15 thumb-indexed sections of the ALMANAC—is worth several times the price of the complete volume of highly useful information. The WHO'S WHO section contains over 12,000 concise biographies of executives, producers, performers and other personalities, covering the fields of *both* motion pictures and television.

* It is the *ONLY* WHO'S WHO in these fields, and it is being considerably enlarged for the 1952-53 edition of the ALMANAC, to include hundreds of additional names, with up-to-date biographies and career credits.

Also, the separately thumb-indexed TV data section has been expanded to include a wealth of additional information for many purposes, in—

Thumb Indexed . . .

- Who's Who
- Corps.
- Codes
- Circuits
- Gov. Case
- Drive-Ins
- Television and Radio
- Pictures
- Great Britain
- Services
- Press
- Equipment
- Organizations
- World Market

The 1952-53 Motion Picture and Television ALMANAC

A QUIGLEY PUBLICATION

Revised E-x-p-a-n-d-e-d 1952-53 Edition Now on the Presses

The previous edition was a sell-out!
To make sure of your copy, order NOW.

QUIGLEY PUBLISHING CO.
Rockefeller Center, 1270 Sixth Ave.
New York 20, N. Y.

Please reserve a copy of the 1952-53

Motion Picture and Television **ALMANAC**

Enclosed please find check for $5.00 in full payment, including shi
ping charges.
Mail to—

Name_____

Address_____

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 44 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 2, 1952 TEN CENTS

Tradewise...

By SHERWIN KANE

HOW WELL the New York *Times*' editorial writers know Ellis Arnall, president of the Society of Independent Motion Picture Producers, is immaterial in view of the observations they had to make of him last week in commenting upon his retirement as Federal Price Stabilizer.

The *Times*' editorial indicated the writer had been reviewing Arnall's activities and pronouncements only since last February when he accepted the Federal post. Yet many in the industry who have known Arnall well for the four years in which he has been president of SIMPP marvelled out loud at what they regarded as the accuracy of the *Times*' portrayal of the Arnall personality.

"Mr. Arnall's formula for keeping in the public eye," said the *Times,* "by issuing dire and quite unsupportable prophecies of ruinous inflation in the offing, was unique and highly successful in his case. . . . He reinforced the already widely held conviction that the job of price controller has some kind of magnetic attraction for 'colorful' personalities.

"Mr. Arnall had the faculty of making statements with which few agreed and which outraged many. But it was also completely in the tradition of his predecessors, and a tribute to his evident good intentions, that no matter how mad his critics may have got at Mr. Arnall's statistics, they rarely if ever thought of getting mad at the author himself."

That seems to be the same impression of Arnall which prevails in a large part of the industry. The *Times*' editorial served to remind many of the latter that much of Arnall's particular value to SIMPP lies in his ability to make those quite unsupported statements which outrage many, leaving them madder at the statements than at Arnall.

• •

UNIVERSAL'S domestic billings week before last reached the magnificent total of $950,000, compared with a fine recent average of around $750,000.

There was no sales drive in progress; nothing special to account for it. Just a lot of "corny" pictures in release which some other studios say they will produce no more of because the market for them has "disappeared."

Seek Biggest Theatre TV Net for Bout

Negotiations looking toward the formation of the largest theatre television network to date will get underway here today with the return from the Coast of Nathan Halpern, president of Theatre Network Television, the company which has acquired the theatre TV rights to the Jersey Joe Walcott-Rocky Marciano heavyweight title bout.

Talks are due to begin here with such circuits as Loew's, United Paramount Theatres, Warner Brothers and RKO Theatres.

Due to the proximity of the date of

(*Continued on page 5*)

Skouras, Loew's Set Move-up Agreement

Terms of an agreement adjusting a clearance complaint by Skouras Theatre Circuit and Loew's governing a group of Skouras and Loew's Metropolitan houses here were completed last week.

Under the agreement, which will

(*Continued on page 3*)

Company Heads to Meet Thursday on French, UK Deals

The presidents and foreign managers of the Motion Picture Association of America member companies will meet here Thursday to vote on acceptance of a proposed new Franco-American film agreement and outline for themselves the position the companies will take in the negotiations for a new U. S.-British pact which will get underway here or in Washington next Monday.

Fayette W. Allport, who has been attending the inter-government negotiations in Paris, will bring to the Thursday meeting a deal with France that now is being completed in the

(*Continued on page 3*)

Report June B.O. Highest in '52

WASHINGTON, Sept. 1.—General admission tax collections in July, reflecting June box-office business, were the highest of any 1952 month, the Bureau of Internal Revenue reported. The real upturn in the industry, still in progress, was not in full swing until July.

Collections this July were $28,369,934, compared with $28,620,413 a year

(*Continued on page 4*)

ATT Replies To MPA's TV Cost Request

Response Leaves Many Questions Begging

By MURRAY HOROWITZ

The American Telephone and Telegraph Co. has mailed its answer to the Motion Picture Association of America's request for theatre television transmission cost information.

The six-page response, while it does give copious cost data, leaves many questions begging, it was learned, and it is an open question whether the industry will feel the response is adequate. The request for the data also was made by the National Exhibitors Theatre Television Committee.

The contents of the letter, sought by MPAA and NETTC before the opening of the Federal Communications Commission theatre TV hearings in October, were not disclosed. A spokesman for A.T.&T. said, however, that a diligent attempt was made to answer everything which the company felt could be worked out with the specifications forwarded to it. He

(*Continued on page 5*)

Reels Censorship Is Worst Kind, Ohio Court Is Told

TOLEDO, O., Sept. 1.—Several hard-hitting anti-censorship arguments, topped with the assertion that censorship of newsreels is "censorship in its most objectionable form," were contained in the final reply brief filed at the weekend by attorneys for exhibitor Martin G. Smith in the industry's campaign to wipe out newsreel censorship in Ohio.

Received in Toledo Municipal Court by Judge Frank W. Wiley, who will rule on the test case around Oct. 1, the Smith brief stated:

"The import of the decisions of the U. S. Supreme Court (in the "Pinky" and "Miracle" cases) is to impose upon the state responsibility for justifying the restraint in the censorship of newsreels, for the state has such responsibility when rights protected by the First and 14th Amendments to the Constitution are affected."

The final reply brief, prepared with the cooperation of the Motion Picture Association of America which joined with the Independent Theatre Owners of Ohio in initiating the court test, holds also that the brief filed by the city attorneys "overlooks the real meaning of the Burstyn ("Miracle")

(*Continued on page 4*)

1st N. Y. Theatre TV Fight Sale at $4.20

The 50th Street Guild Theatre in Rockefeller Center here was the first in New York to put reserved seats for the theatre telecast of the Walcott-Marciano heavyweight title fight in Philadelphia, Sept. 23, on sale. A dozen other TV-equipped metropolitan houses still are dickering on terms.

All seats in the 450-seat house are priced at $4.20, including tax. Seat sale was opened last Friday and demand was reported good from the start.

RKO Pictures 6 Mos. Loss Is $3,712,834

Operations of RKO Pictures Corp. and subsidiary companies for the three months ended June 28 resulted in a net loss (unaudited), after all charges, of $1,756,181. The result compares with profit of $351,645 for the corresponding quarter last year.

For the six months ended June 28, RKO Pictures' operations resulted in a net loss (unaudited), after all charges, of $3,712,834, which compares with a loss of $734,720 for the same period of 1951.

Loew's, UATC Get More Split-up Time

WASHINGTON, Sept. 1.—The Justice Department has given Loew's and United Artists Theatre Circuit another brief extension of the deadlines for terminating joint interests in a few remaining theatres.

The companies now have until Sept. 6 to submit a dissolution plan or until Sept. 13 to actually start court action to dissolve the interests.

Personal Mention

DAVID GOLDING, advertising-publicity director of Samuel Goldwyn Productions, is scheduled to return here today or tomorrow by plane from France.

•

HENDERSON M. RICHEY, M-G-M exhibitor relations head, will return here Thursday following two weeks of meetings with Western Theatre Owners members in California, Oregon and Washington State.

•

L. H. (LEW) FRANCIS prominent in Eastern theatre equipment circles as sales representative for many years in New York for Heywood-Wakefield Co., Gardner, Mass., is vacationing on his mother's farm in Creswell, Ore.

•

JACK KEPPNER, son of MORRIS KEPPNER, partner in the Burnside Theatre, East Hartford, Conn., has been appointed assistant chief of the service staff at Loew's Poli, Hartford.

•

WILLIAM C. MACMILLEN, JR.,, president of Chesapeake Industries (formerly Pathe Industries), will return to New York today following a three-week vacation at Saratoga, New York.

•

ELIZABETH BONTURI has been named assistant manager of the Warner Regal Theatre, Hartford.

•

JOANNE LINGER, Columbia biller in Cleveland, will be married to MERLE MISHNE of that city on Sept. 7.

•

MARCIA TENZER, Columbia contract clerk in Cleveland, has been married to PHILIP TARTAGLIO.

•

HAL WALLIS is scheduled to arrive here from the Coast tomorrow.

Plan Rodner Unit At Rogers Hospital

A campaign to establish a Harold Rodner Research Section in the Will Rogers Memorial Hospital at Saranac Lake, N. Y., is being organized under the sponsorship of four Warner Brothers executives. Members of the committee are Samuel Schneider, chairman; Ben Kalmenson, Harry M. Kalmine and Herman Starr. Max B. Blackman of Warner's real estate department is secretary-treasurer.

Harold Rodner, Warner executive who died recently, had devoted a large part of his life to the maintenance and development of the institution at Saranac Lake.

Galaxy of Fox Stars To 'Snows' Premiere

HOLLYWOOD, Sept. 1.—Twentieth Century-Fox will rearrange shooting plans to enable a large number of its stars to fly en masse to the world premiere of Darryl F. Zanuck's "The Snows of Kilimanjaro" at New York's Rivoli Theatre, Sept. 17. Zanuck, now in Europe, will fly back for the premiere.

The stars' contingent will make the Coast-to-Coast trip by special plane, which will permit them only a few hours in New York for the opening. However, Ava Gardner, one of the picture's leading players, will arrive in New York from Hollywood Sept. 10, one week before the invitational premiere.

'Research' Is Ignored In Outline of TOA Meeting

TOA Conciliation Panel for Memphis

MEMPHIS, Sept. 1.—Establishment of a Theatre Owners of America conciliation panel for the Memphis exchange area was announced at the weekend by M. A. Lightman, Jr., president of the Motion Picture Theatre Owners of Arkansas, Mississippi and Tennessee.

The panel, which will hear exhibitor trade practice complaints, includes: Herbert Kohn (chairman), Nathan Flexer, Jack Bomar, Terry Axley, R. B. Cox, T. E. Williams and R. X. Williams (alternate). After hearings the panel will take up the complaints with distributors.

Contrary to earlier publicity that top priority would be given at the forthcoming Theatre Owners of America annual convention to a program of scientific research for the industry, an outline by Mitchell Wolfson, president, to members of the top subjects to be discussed and acted upon makes no mention whatever of scientific research.

The outline, contained in a letter sent at the weekend, lists these major convention topics: (1) 16mm., (2) arbitration, (3) elimination of the 20 per cent Federal tax, and (4) theatre television.

The letter indicated that Wolfson expected the final arbitration draft, which the distributors have not officially approved as yet, would "be ready for discussion and approval." It was agreed during the drafting that exhibition would not act on the document until the distributors had approved it.

Wolfson's letter stated also that "there must be a thorough investigation of the problems and latest developments in all phases of exhibition, including concessions, drive-ins, etc." by the convention, which will be held Sept. 14-18 in Washington. "You must help us solve our mutual problems by attending all business sessions and by giving your voice and counsel" on the topics listed, Wolfson admonished.

The convention will be asked by Herman M. Levy, TOA counsel, to decide whether or not it wishes to take the necessary steps to have TOA made a party defendant in the government's 16mm. anti-trust suit to force the sale of such films to TV and other outlets competing with theatres. While it was named co-conspirator in the government's complaint, TOA was not included among the defendants. The latter included only producer-distributors.

The Pierre Balmain American collection will be shown in a world premiere to the wives of TOA members attending the convention. The collection will be presented by Julius Garfinckel and Co., on Sept. 16, at the ladies luncheon. Also on the TOA calendar will be a "Southern hospitality" brunch to all members and their wives on Sept. 15. Other social events will include a reception by President Truman, card parties, swimming, a Coca-Cola Showboat Party to Mount Vernon, a dinner sponsored by Pepsi-Cola and a cocktail party sponsored by Schenley's. The final evening will feature the president's banquet.

A. Julian Brylawski is convention chairman.

Appeal to Mayor on Chi. 'Miracle' Ban

CHICAGO, Sept. 1.—The American Civil Liberties Union today appealed to Mayor Kennelly to reverse the Chicago police censor board's ban on "The Miracle." An earlier appeal to Police Commissioner O'Connor had been turned down, and according to city ordinance, the final decision rests with the mayor.

The Civil Liberties Union has intimated that should the mayor refuse their request, legal action, based on the Supreme Court decision forbidding censorship on religious grounds, will be taken to assure exhibition of the picture.

The appeal was signed by Leon M. Despres, counsel for the ACLU, and Charles Liebman, attorney.

The A. Teitel Film Co. holds distribution rights to the picture in this exchange area.

'U,' Robert Goldstein Abrogate Contract

HOLLYWOOD, Sept. 1.—Universal-International studios and Robert Goldstein, executive in charge of talent, mutually agreed to abrogate their contract, effective immediately.

Goldstein joined U-I in 1946, serving as studio representative in the New York office. He came to the studio in an executive capacity in 1950.

RKO Radio Detroit Manager Resigns

Murray Devaney has resigned his post as RKO Radio branch manager for Detroit, Robert Mochrie, vice-president and general sales manager, announced here at the weekend.

Devaney was succeeded by Otto N. Ebert, Jr., salesman from the Indianapolis exchange.

Newsreel Parade

GOV. STEVENSON occupies the current newsreels' political spotlight to the exclusion of all other candidates. Additional subjects covered include the Berlin Catholic Congress, testing of a new American submarine, Korean fighting and football practice at Annapolis. Complete synopses follow:

MOVIETONE NEWS, No. 71—American Legion parades on Fifth Avenue. Gov. Stevenson addresses Legion. U. S. Navy gets big new submarine. Foreign attaches hear big guns. Virgil Trucks in baseball's Hall of Fame. Navy gridders get in shape.

NEWS OF THE DAY, No. 201—Legionaires on parade. Stevenson addresses Legion on Red issue. German Catholic Congress. Civil Defense rescue work. Test new submarine. Fighting on Korea's Bunker Hill.

PARAMOUNT NEWS, No. 4—Outpouring of faith in Berlin. "Greatest Show on Earth" voted most enjoyable film. American Legion's New York show. Legionaires hear address by Democratic candidate Stevenson.

TELENEWS DIGEST, No. 35-B—Stevenson makes Legion speech. New sub on trial run. Kentucky cigarette poll smokes out presidential winner. Germany mourns Schumacher's death. Jet aces at air show. Civil Defense training.

UNIVERSAL NEWSREEL, No. 591—American Legion parade. Stevenson talks to Legionaires. Submarine "Trigger." Korea's Battle of Bunker Hill. Navy football training starts.

WARNER PATHE NEWS, No. 6—Battle of Bunker Hill, 1952. American Legion hears Stevenson and parades in New York. New super-"sub" joins Navy. Berlin Catholic mass defies Reds. Canadian national exhibition. Navy gridders train. AAU diving championships.

Sam Schneider Returns

Samuel Schneider, Warner Brothers vice-president, accompanied by his wife, flew into New York over the weekend from Paris. Schneider was abroad four weeks, during which time he visited the company's offices in London, Rome and Paris.

Mono. Board Mtg. Sept. 9

The meetings of Monogram-Allied Artists stockholders and board of directors will be held in Hollywood on Sept. 9, instead of Sept. 7, as erroneously reported here last week.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

BURT LANCASTER
The Crimson Pirate
Color by TECHNICOLOR
in person LOUIS ARMSTRONG MR. BALLANTINE GORDON JENKINS And His Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Coming Events

Sept. 5—Allied Theatre Owners of Iowa-Nebraska luncheon-meeting for local newspaper executives, Des Moines.

Sept. 9-10 — Commonwealth Theatres fall meeting, Hotel Muehlebach, Kansas City.

Sept. 10—West Virginia Allied Theatres Association annual convention, Stonewall Jackson Hotel, Clarksburg.

Sept. 14-18—Theatre Owners of America convention and trade show, Shoreham Hotel, Washington, D. C.

Sept. 24-26—Monogram-Allied Artists national sales convention, Blackstone Hotel, Chicago.

Sept. 30-Oct. 1 — Kansas-Missouri Theatre Association annual convention, Hotel President, Kansas City.

Oct. 6-7—Motion Picture Theatre Owners of Eastern Missouri, St. Louis and Southern Illinois annual meeting, Chase Hotel, St. Louis.

Oct. 6-10—Society of Motion Picture and Television Engineers 72nd semi-annual convention, Hotel Statler, Washington, D. C.

French, UK Deals

(*Continued from page* 1)

French capital. Before the State Department can accept the deal as a final agreement, the American companies must ratify it.

Having accepted the French decree slashing imports of American pictures from 121 to 90, the American negotiators in recent days have been aiming at an arrangement that would most favorably serve the U. S. companies in the remittance of earnings, said to total some $6,000,000.

The French issued their decree by making use of an escape clause in the international General Agreement on Trades and Tariffs. The French government, in other words, escaped the obligation to refrain from cutting imports by citing its present unfavorable fiscal position. This compelled the Motion Picture Export Association to accept what to it is an anathema, namely an out-and-out quota restriction. Hence, the U. S. negotiators took the position that they were entitled to be compensated for this with a remittance deal that the American companies could look upon as "favorable," it was said.

Allport will remain here to participate with Eric A. Johnston, MPAA president, other Association officials and Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, in the negotiations with Sir Frank Lee, Undersecretary of the British Board of Trade. Johnston will be present at the Thursday meeting.

Ed Levin to Universal

CHICAGO, Sept. 1.—Ed Levin of the Balaban and Katz advertising and publicity department will join the advertising department of Universal-International on the West Coast Sept. 15.

Mpls. Neighborhood Houses Fight Loop's Trade Bid

MINNEAPOLIS, Sept. 1.—Neighborhood Minneapolis independent theatre owners are calling on outskirt business associations to lead an attack in opposition to the plan launched recently by the Street Railway company and downtown theatres to carry passengers free into the loop on Thursday evenings between 7 and 9 P.M. as part of a plan to bolster business there.

One protest meeting was held last Monday at the instigation of Martin Lebedoff, northside exhibitor, but action was postponed. Lebedoff contends the free rides into the loop are unlawful and he proposed counsel should be hired by the neighborhood business groups, including theatremen, to take action to halt the practice on legal grounds.

Ups Transit Patronage

Meantime, the street car company reports the initial tryouts of the free rides resulted in an overall increase of three and a half times in patronage for the 7-9 hour into and out of the Loop. Some Loop theatres, however, reported they could see "no appreciable" increase in ticket sales for the free ride period. Nevertheless, the neighborhood theatres are fighting the plan as being injurious to their business.

The streetcar company, which also operates in St. Paul, will extend the free ride plan into the loop there between 7 and 9 P.M., starting Sept. 4.

Minneapolis' COMPO Fund Drive Succeeds

MINNEAPOLIS, Sept. 1. — Almost unanimous exhibitor support was given in this zone to the Council of Motion Picture Organizations dues collections drive, which terminated Friday.

According to W. H. Workman, acting distributor committee chairman here, a number of small town exhibitors as well as some in larger situations have voluntarily made larger contributions than the committee had recommended to the salesmen-solicitors. When donations were made they were made wholeheartedly, he said. He termed the donations evidence of the seriousness with which exhibitors view COMPO's No. 1 project: repeal of the 20 per cent Federal admissions tax.

Berger Expanding Mpls. Operations

MINNEAPOLIS, Sept. 1.—The Jeub estate, owners of the Paradise Theatre here, has taken under consideration an offer for the house by Ben Berger, Minneapolis circuit operator. No price has been revealed, but reports estimate it at just below $60,000. It is understood Berger will completely remodel and re-equip the Paradise if his bid is accepted. The house has recently been operated by Clyde Cutter on a week-to-week basis. The Paradise was operated by Berger in partnership with the late Al Steffes a number of years ago. Berger also recently acquired the Aster Theatre property, closed, which is under lease to Minnesota Amusement Co. until Oct. 31, 1953.

O'Donnell to Address So. Dakota Showmen

MINNEAPOLIS, Sept. 1. — R. J. O'Donnell is expected to reveal plans for a new "Movietime, U.S.A." campaign at the South Dakota Exhibitors meeting in Huron on Thursday. In addition to a speech on the Compo fight to repeal the 20 per cent admission tax, O'Donnell may report on details of the progress made at the recent Compo conferences in Hollywood with production executives, in which he participated.

Skouras, Loew's

(*Continued from page* 1)

reportedly go into effect shortly, the playing time of a group of Skouras theatres, said to number between six and nine, has been moved up, allowing them the same day and dates for product as an equal number of Loew's Metropolitan theatres.

The pact, apparently the culmination of months of negotiations, came on the heels of a threatened multi-million dollar suit by Skouras Theatres. Also involved in the Skouras complaint was RKO Theatres here, with which no settlement has been reached yet.

The move-up affects product of major distributors played by Loew's here, such as M-G-M, Paramount, United Artists and Columbia.

Loew's and Skouras executives declined to comment on the settlement details.

250,000 See Film Exhibit

COLUMBUS, O., Sept. 1.—Biggest "boxoffice" attraction here last week was the "Hollywood At The Fair" exhibit at Ohio State Fair, sponsored by the Independent Theatre Owners of Ohio, according to Robert Wile, ITO executive secretary, who estimated that total attendance for the week was over 250,000.

Marjorie Main, was the stellar attraction at the exhibit. She also appeared in several fair parades and was presented to grandstand crowds.

Columbus theatremen manned the fair during the week, aided by salesmen from the Cincinnati exchanges. The list of workers included: Arthur Miller, Miles circuit; Lee Hofheimer and Charles Sugarman, H. and S. theatres; Charles Fisher, Neth Theatres; Milton Yassenoff, Academy circuit; C. Harry Schreiber, RKO theatres; William Queen, Bernard Ginley and Lou Holleb, independents, and Walter Kessler and Fred Oestreicher, Loew's.

Cincinnati salesmen included Dave Little, RKO Radio; Arthur Adams, M-G-M; Sam Weiss, 20th Century-Fox; James Gentile, Paramount; Robert Burns, Warner Brothers; Dave Stenger, Columbia and James Grady, Universal.

The whole exhibit was moved to the Indiana State Fair, Indianapolis, Saturday. William A. Carroll, secretary of Indiana Allied and William Green, exploitation representative, visited the exhibit here.

GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

Independent Producer DOUGLAS FAIRBANKS, Jr., says:

"I never take a chance on any *phase of production. That's why I insist upon laboratory work by Pathé."*



If you, too, would like to make *sure* your lab work and processing meet every requirement of your creative staff, why not *specify* Pathé Labs on your next picture?

PATHÉ—PROCESSING · SOMETHING TO CROW ABOUT · TRADE MARK

Both New York and Hollywood Have *Complete* Pathé Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

Censorship

(Continued from page 1)

case, which is the overruling of the Mutual case in holding that motion pictures are within the protection of the First Amendment to the Constitution and are within the guarantees provided in that Amendment for freedom of speech and the press."

The basic premise of the city's brief, which reflected the views of the Ohio attorney-general, was that there is "little restraint" on the showing of newsreels in Ohio. In that particular quote, the Smith reply asserted, is testimony that "restraint exists in every case whether or not a deletion is made." This restraint, continued the reply, has "two aspects: the requirement of prior submission of every film to the censors, and exaction of a tax on every newsreel print shown in Ohio. The prior restraint is apparent. The number of deletions has no relevance in determining the existing of a prior restraint."

The defense stated also that "The state has made no move to demonstrate that the censorship of newsreels under the standards imposed by the Ohio statute is justified for any purpose."

The Smith brief also charged that the censorship fee in Ohio is a "flat license tax imposed on the exercise of a Constitutional right." Even if the Constitutional immunity from censorship provided by the First Amendment was not involved in this case, it continued, "the state would have the burden of showing that the license fee was suffjcient only to defray the expense of licensing. This the state could not do because the Ohio statutes and the evidence in this case show conclusively that the censorship charges are many times in excess of the cost."

The final brief derided the claim that the defense would have to show that the tax was "confiscatory."

On the question whether newsreels could be equated with newspapers, Smith replied: "The court will recall that the evidence showed that newsreels are prepared in much the same way as the news is gathered by newspapers and that newsreel cameramen have the same privileges as newspaper reporters. It is apparent that newsreels disseminate news through pictures and sound just as newspapers disseminate news in print and pictorial form and that in a functional sense newsreels are as much the press as newspapers themselves. To impose prior restraint and a performance tax on only one form of news dissemination is obviously discriminatory and unlawful."

MITCHELL MAY, Jr. CO., INC.

INSURANCE

•

Specializing

in requirements of the

Motion Picture Industry

75 Maiden Lane, New York

3720 W. 6th St., Los Angeles

Reviews

"Monkey Business"

(20th Century-Fox)

YOUTH APPEARS TO BE a particularly unattractive time of life, if the zany goings-on in Howard Hawks' "Monkey Business" are any criterion. Cary Grant, Ginger Rogers and Charles Coburn turn back the clock and revert from well-adjusted maturity to irresponsible, scatterbrained youth while Marilyn Monroe looks on wide-eyed, with all her assets visible, in this hilarious tale of a chemist in search of a youth serum. Sol C. Siegel produced and Howard Hawks directed the lively series of incredible events.

Grant, absent-minded but charming research chemist, is blessed with an understanding wife, Miss Rogers, who patiently puts up with her husband's peculiarities while he is absorbed in the problem of discovering a formula that will cancel the infirmities of age and which his boss, Coburn, is impatiently waiting to sample as well as to market. Grant decides to try the mixture on himself. Unknowingly, he washes it down with water into which an imitative chimpanzee has poured a less-scientific but more effective concoction, whereupon he experiences a temporary rejuvenation during which he gets a crew haircut, buys a loud sports jacket and an equally loud car, and rollerskates with Miss Monroe, the boss' beautiful-but-dumb secretary. Successively, the same water source is tapped by Miss Rogers, by Grant and Miss Rogers together and by Coburn and his entire board of directors with equally ludicrous results. Coburn, while under the influence of the mixture, makes Grant chief researcher of the company for life, so that when everyone returns to his original age one bit of permanent good has resulted even though only the chimp knows what the highly-effective formula contained.

The screen play by Ben Hecht, Charles Lederer and I. A. L. Diamond, from a story by Harry Segall, is sprinkled with much very adult *double entendre* and an equal amount of extremely juvenile slapstick, a most unusual combination. Grant, Coburn and Miss Rogers enter into the proceedings wholeheartedly but seem a trifle wasted in such obvious roles. Miss Monroe performs adequately in a rather slim part. Supporting roles are well cast, most noteworthy being Hugh Marlowe as a former beau of Miss Rogers; the bass-voiced child, George Winslow, and Peggy, the chimp.

Running time, 97 minutes. General audience classification. September release.

DOROTHY ALTMANN

"Casque d'Or"

(Discina)

GOOD performances by a cast headed by Simone Signoret and Claude Dauphin fail to overcome the near-depressing sordidness of much of this film of lust and murder in the Paris of a half-century ago. It is strictly adult fare for the houses specializing in imported film fare. The English subtitles are adequate for the French production of the Frenchman's preoccupation.

As the "moll" of a small-time Parisian mobster, Mlle. Signoret first attracts the attention of Serge Reggiani, a carpenter who is goaded into murdering her boy friend for her affections. Once done, the couple are able to spend several days in a tryst outside Paris, but return when one of Reggiani's pals is picked up on the murder charge. He gives himself up, only to escape to seek revenge on the informer who, like all the other men in the cast, also has designs on Mlle. Signoret. The carpenter pays for his deeds on the guillotine and Mlle. Signoret goes on, presumably, sadder and wiser.

Jacques Becker directed the screenplay which he wrote in collaboration with Jacques Companeez. Production was supervised by Henri Baum.

Running time, 96 minutes. Adult audience classification. Release date, Aug. 18.

June Box-office

(Continued from page 1)

earlier. The June 1952 figure was only $23,039,083 and the previous highest 1952 month was April, with $25,787,461.

Total admission tax collections, including general admission taxes, roof garden and cabaret taxes and various overcharges, were up over last July. They amounted to $32,692,511, compared with $32,454,427.

Meanwhile, the Census Bureau reported over the weekend that amusement taxes collected by states during fiscal 1952 reached a total of $13,940,000, topping the 1951 figures by a little more than a million dollars.

Collections for licenses in the amusement field were $5,044,000 in 1952, the bureau said, a small drop from the 1951 total of $5,066,000. Amusement tax figures for both years included 32 states. The license figures for the two years covered 37 states.

Bureau spokesmen said that although they had no figure on how much theatre admissions taxes or motion picture theatre licenses represented in the total tax collections, they thought other taxes accounted for the bulk of the totals in most states. For example, they said, gambling taxes accounted for by far the largest part of the Nevada totals, and horse racing taxes bulked largest in the Kentucky totals. The figures cover the 1952 fiscal year, ending last June.

Cinerama Promotes Latady and Fling

William R. Latady, who has been in charge of technical development for Cinerama, Inc., owners of the new multi-dimensional motion picture process, has been made vice-president and general manager of the firm. Latady will handle installation of Cinerama equipment in theatres showing the new medium.

In another organizational change, Wentworth Fling, formerly director of sound development for Cinerama, has been made vice-president in charge of engineering. Fling just finished directing the sound recording of "This Is Cinerama," its first production, which will be shown at the Broadway Theatre here this month.

In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

INSTALLATION of Motiograph "Trad" dual large screen television equipment in the Paramount theatre at Lynn, Mass., has been announced by George Hornstein, president of Joe Hornstein, Inc., New York representatives of Motiograph, Inc., Chicago. The 2500-seat Paramount is owned by New England Theatres, Inc., a division of United Paramount Theatres, Inc.

•

A "mechanical hand" designed for changing attraction board letters at heights that cannot be reached without use of a ladder, has been developed by Wagner Sign Service, Inc., Chicago. The device comes in both 10-and-14-foot lengths. It is designed to grasp the letter and takes it completely away or to place it elsewhere on the sign face by use of a tensioning lever at the end of the handle. The unit can be used only with Wagner letters.

•

A new twin-head, two-flavor continuous freezer for frozen custard and all types of soft frozen products has been added to the line of Mills Industries, Inc., Chicago. Among the new features of the unit are fully automatic performance of both barrels, and independent action by each barrel. Floor and counter models are available, with a choice of three condensing unit sizes. Frozen custard capacity is up to 10 gallons of finished product per hour, depending upon temperature, mix and condensing unit used.

•

A convention-type, dry insecticide vaporizer for insect eradication has been announced by the Lindavap Corporation, Ann Arbor, Mich. Called the "Bug-git," the unit consists of a shallow perforated retaining cup for pellets of "Lindane" (rather than granules). The unit is hung on the wall and plugged into an electrical outlet.

•

Plastic upholstery material with a backing of nylon and virgin wool designed to produce uniform stretchability in all directions has been placed on the market by Bolta Products Sales, Inc., Lawrence, Mass. Trade-named "Nylonized Boltaflex," the material has been developed to avoid stiffness, strike-through and directional tearing. Because of its pliancy, the manufacturer states, it fits easily around the corners of furniture and provides a cushioned appearance even when the material goes over a sharp, wooden corner. The face sheet of the material is standard 20-gauge Boltaflex plastic while the back has ten component parts, primarily nylon and virgin wool.

Theatre TV

(*Continued from page* 1)

the fight, slated for Sept. 23 in Philadelphia's Municipal Stadium, commitments by theatres will have to be made shortly.

The availability of the bout to television equipped theatres in New York just about offsets the number of theatres lost due to the "black-out" in Philadelphia, Chester, Camden and the Boston-Providence area. There are about a dozen theatres in the New York area equipped with theatre TV.

The Robinson-Maxim bout last June 23, which attracted 38 theatres in 24 cities, is expected to be surpassed by the upcoming Walcott bout, considered one of the greatest in the last decade and which is expected to draw a $1,000,000 gate.

Like the Robinson-Maxim bout little possibility was seen that the Walcott bout could be made available to West Coast TV-equipped theatres due to the lack of American Telephone and Telegraph long line facilities.

Meanwhile, RKO Radio has confirmed that it acquired the motion picture rights to the bout but declined to disclose terms or the basis on which the fight film will be sold to theatres. For the Robinson-Turpin fight film last year, RKO Radio posted a substantial guaranty and asked exhibitors to close contracts for the film in advance.

ATT Responds

(*Continued from page* 1)

added that many price quotations sought could not be forwarded.

MPAA and NETTC in their letter to A.T.&T. sought cost data especially on a projected theatre television network between New York and Washington, D. C., in addition to other networks throughout the country.

Based upon present charges, A.T.&T. responded to "several" projected theatre TV systems, it was disclosed. Four pages of the response, it was further learned, dealt with a statement of charges for theatre television program transmission systems computed in accordance with Bell System tariffs.

The A.T.&T. response was mailed late Thursday and should have been received in Washington headquarters of NETTC and MPAA over the weekend.

Todd Show's Closing Balks Video Test

Mike Todd's "A Night in Venice" show, staged at Jones Beach's Marine Stadium, N. Y., will close Saturday, thus killing the possibility of it being utilized as an experimental theatre television program as envisioned by Si Fabian of Fabian Theatres.

According to a Todd spokesman the closing forestalls any possible success of negotiations with Actors Equity. It was Equity's demand for a full week's wage for every member of the cast which blocked the original plan to theatre telecast a part of the show at the Warner Theatre here.

Launch New Radio D.C.-N.Y. Link

Outside construction work on a new chain of radio-relay stations between New York City and Washington, D. C., has been completed by the long lines department of the American Telephone & Telegraph Co.

Television--Radio

with Pinky Herman

NBC and CBS are once again reported to be bidding for the dark Warner's Strand Theatre on Broadway in New York. This would be an important addition to a net's telecasting operations. . . . Robert G. Hamilton has been named to head the radio and TV sales division of Sylvania Electric Products by John K. McDonough, general manager. . . . Danny Leeds Production has acquired American release rights to a new film TV series, "Passport To Danger," written by George and Gertrude Pass, authors of the popular "Foreign Intrigue" episodes. Starred in the new program is George Nader. The reels were shot in Stockholm, Sweden. . . . The WOR-Mutual radio whodunit, "The Shadow," will observe its 20th year on the air, Sept. 14. Title role featured in the two decades of production, Orson Welles, John Carradine, Bill Johnstone, James Meighan and the present startist, Bret Morrison, who first donned the black cloak in 1943. . . . Thomas B. McFadden has appointed Joseph Goodfellow eastern manager of NBC's spot sales. With NBC since 1949, Goodfellow was formerly acc't. exec. at KIGI, Des Moines, and later manager of KSJB, Jamestown, N. D. . . .

☆ ☆ ☆

Several years ago we toured the South and spent some time in Nashville doing a couple of columns on "Grand Ole Opry" and its colorful artists. A young cowboy singer named Pee Wee King took us in hand and helped us considerably in getting to see the right people and right places. Since then the good-looking and talented lad has branched out as a top Victor Recording Artist and composer of "Tennessee Waltz" and "Slow Poke." He went to the Coast to appear in Gene Autry's "Goldmine In The Sky" flicker and returned to Louisville to head "The Pee Wee King Show," a new NBCountry-style radio series starting Sat. Sept. 6, 9:00-9:30 P.M. Pee Wee in name but Big Time in talent, personality and character. . . .



Pee Wee King

☆ ☆ ☆

Dick Haymes will portray a harassed and disgruntled husband in the forthcoming Screen Gem telefilm production, "National Honeymoon," for the "Ford Theatre Hour," adapted by Betty Reinhardt from a "Collier's" story by Paul Horgan. This humorous episode is produced by Jules Bricken with direction by James Neilson. . . . A new George Foley package, "The Herman Hickman Show," with Rex Marshall as the ex-Yale football mentor's 'straight man,' will have its kickoff Friday, Oct. 3, at 7:15-7:30 P.M., via NBC-TV. Deal was set by Donahue and Coe and the sponsor of the 52-week program is Robert Burns Cigars. . . . WE LIKE: Fred Vandeventer's MBSmooth and authoritative newscasts. . . . Bill Harrington's daily TV songfests via ABCycles. . . . Randy Merriman's free and easy chatter which seems to calm excited and nervous hubbies seeking to win "The Big Payoff" for their wives. . . . Stan Fritts' Korn Kobblers, currently regaling Herman Amron's customers at Jack Dempsey's Restaurant on Broadway. What's the matter with TV execs overlooking this aggregation which is definitely made to order for TV? . . . .

☆ ☆ ☆

James Melton collects ancient automobiles, Deejay Joe Franklin collects recordings, some of our best songs are collecting dust on music pubs' shelves, Uncle Sam just collects and collects, but Gene Autry's collections seem the oddest of all. Trigger's gum chewing (Wrigley's-free ad) pal of the range has just acquired his tenth authentic stage coach, a Concord model that was built in 1732 and recently unearthed in an old barn in Hopkinton, Mass. . . . Thomas Edison, when he invented the electric light, did more to prevent crime than any one man in history. In 1904 he built the old Bedford Park Film Studios, where strangely enough the Fall TV series of "Man Against Crime," CBStarring Ralph Bellamy, is now being filmed. . . . One can't help but get a lift after watching and listening to the youthful octogenarians on the unusual "Life Begins At Eighty," WABD-DuMontage, narrated by Jack Barry and Directed by David Lowe. . . . Don Bishop succeeds Allen Kalmus as TV manager of the NBC press department, with Aeriel Macfie taking over as magazine editor. Kalmus resigned to head the press department at Lever Bros. . . . Tenoriole Jimmy Carroll resumes his WOR song series today for Wise Potato Chips. Tony Mottola's Trio will supply background music. . . .

Greshler In 3-Way Activity Expansion

Hollywood producer Abner J. Greshler who is visiting here, disclosed expansion of his activities on three separate planes.

He has (1) acquired world rights to "Emergency Call" from Butchers Films of England and has purchased rights for all world markets for several other Butchers' productions; (2) purchased a collection of short subjects produced as far back as 1895 and will edit these into a 40-minute subject; (3) arranged to produce 14 features in Great Britain with casts of American stars.

Here from the Coast to arrange a distribution deal for "Emergency Call," Greshler reminded that he is committed also to produce the next Martin and Lewis picture for Paramount. It is scheduled to be finished before February, 1953. He is credited with having "discovered" the comedy team for pictures.

The first three of the 14 he will make in England are titled "Paul Temple Returns," "Love Is a Luxury," and "Madam Louise." Robert Parish and Lewis Gilbert have been engaged to direct them.

Included in the collection of short subjects Greshler has purchased for welding into a single subject are some starring John Bunny, Roland Young and Walter Huston. Many of them were made in Italy, Spain, France, Portugal and Great Britain. Merian Cooper will collaborate on the editing.

Denied TV License, FPC Gets Telemeter

TORONTO, Sept. 1.—Famous Players Canadan Corp. will compete with the government television monopoly, about to be operated by Canadian Broadcasting Corp., with the use of Paramount's Telemeter device for which wired programs would be sent out.

Famous Players has signed a 25-year contract for all Canadian rights, including manufacture of equipment.

The Federal Department of Transport, which has jurisdiction over all broadcasting in Canada, has ignored the application of Famous Players for a television license and the theatre chain has now gone ahead with the Telemeter circuit system for the Dominion, which will not require a TV broadcasting license as the programs will not go over the air.

'Androcles' Ads Set For 40 Magazines

About 40 national magazines with a combined circulation of over 70 million, are being used by RKO Radio to promote Gabriel Pascal's "Androcles and the Lion," S. Barret McCormick, director of advertising, has announced.

The campaign gets under way in the first of the magazines Sept. 4 and will run through September, October and into November.



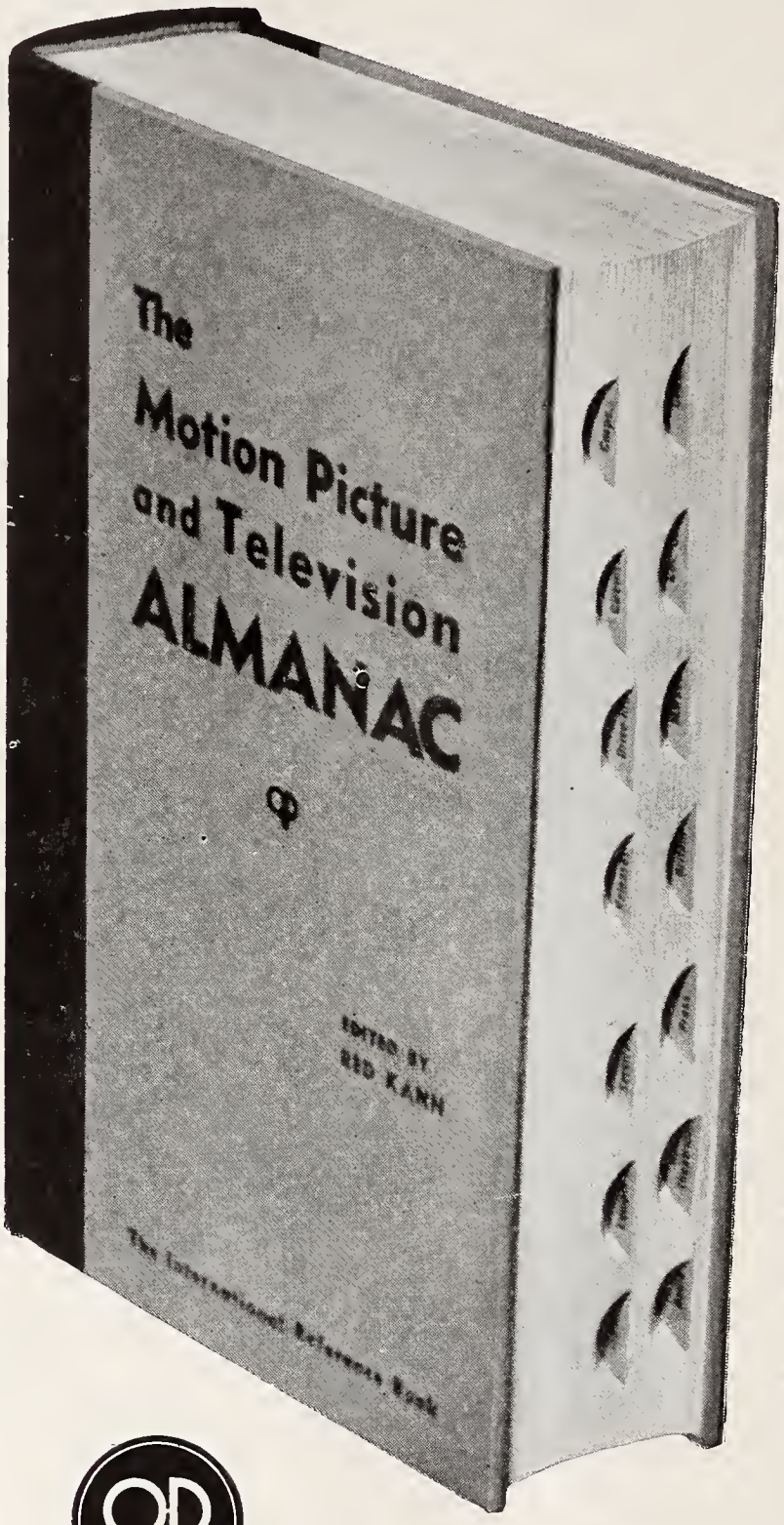
The Industry's Most-Wanted, Most-Often-Used Reference Book

No other publication contains this valuable information*

* The WHO'S WHO section alone—which is but one of the 15 thumb-indexed sections of the ALMANAC—is worth several times the price of the complete volume of highly useful information. The WHO'S WHO section contains over 12,000 concise biographies of executives, producers, performers and other personalities, covering the fields of *both* motion pictures and television.

* It is the *ONLY* WHO'S WHO in these fields, and it is being considerably enlarged for the 1952-53 edition of the ALMANAC, to include hundreds of additional names, with up-to-date biographies and career credits.

Also, the separately thumb-indexed TV data section has been expanded to include a wealth of additional information for many purposes, in—



Thumb Indexed . . .

- Who's Who
- Corps.
- Codes
- Circuits
- Gov. Case
- Drive-Ins
- Television and Radio
- Pictures
- Great Britain
- Services
- Press
- Equipment
- Organizations
- World Market

The 1952-53 Motion Picture and Television ALMANAC

A QUIGLEY PUBLICATION

The previous edition was a sell-out!
To make sure of your copy, order NOW.

Revised E-x-p-a-n-d-e-d 1952-53 Edition Now on the Presses

QUIGLEY PUBLISHING CO.
Rockefeller Center, 1270 Sixth Ave.
New York 20, N. Y.

Please reserve a copy of the 1952-53
Motion Picture and Television **ALMANAC**

Enclosed please find check for $5.00 in full payment, including shipping charges.
Mail to—

Name_____

Address_____

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 45 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 3, 1952 TEN CENTS

Holiday Sends NY Grosses to Summer High

Weekend Records Scored At Para., Astor, Capitol

The combination of strong product along Broadway and a rainy Labor Day weekend sent first-run grosses to a summer high.

One showman's description of the weekend business was: "an exhibitor's dream come true." It was backed up by record-breaking weekend reports from the Capitol, Astor and Paramount. Other outstanding grosses were reported by Radio City Music Hall, Criterion, Loew's State, Mayfair and Roxy.

The opening week of "The Crimson Pirate," coupled with Louis Armstrong and Gordon Jenkins' orchestra on stage at the Paramount is expected to hit a sturdy $102,000. The $23,800 grossed at the Paramount on Sunday was described as a new record for Sunday business.

The second week of "The Miracle of Our Lady of Fatima" at the Astor is due to rack up a healthy $42,000, following a weekend which saw the

(Continued on page 4)

Censors Commend US, UK Product

WASHINGTON, Sept. 2.—The Ontario (Canada) Censorship Board has praised recent film productions from the U.S. and Britain, the U.S. Commerce Department reports.

Film chief Nathan D. Golden said that during the year ending March 31, 1952, the board reviewed 556 features, of which 461 were U. S., 61 were British and 34 were from other countries. Of the U. S. films, 404 were released in their entirety, 20

(Continued on page 4)

$125,076 Damage Award to Lebedoffs

MINNEAPOLIS, Sept. 2. — Judge Nordbye today awarded S. G. and Martin Lebedoff $41,692 in triple damages totalling $125,076 in the suit charging six major distributors and Minnesota Amusement Co. with conspiring to deprive their Homewood of runs in favor of the Paradise, operated by the late Al Steffes.

Distributor defendants were Paramount, Loew's, Warner Brothers, 20th Century-Fox, Universal and

(Continued on page 4)

French Remittance Offer Is Less Than Original Proposal

The meeting here tomorrow of the presidents and foreign managers of Motion Picture Association of America member companies will wrestle with the problem of whether to accept or reject remittance proposals from France that fall considerably short of the kind of deal the companies had sought.

Not only is the French offer said to be below what the companies and the State Department aimed at in the Paris negotiations; it is described also as representing less than the remittance proposal made by France in the early stages of the talks. In the interim, moreover, France by decree slashed American film imports from 121 to 90 annually.

Fayette W. Allport, who has been

(Continued on page 4)

Rank's Report Due; Improvement Seen

LONDON, Sept. 2.—Preliminary figures for the year's operations of the J. Arthur Rank Organization, scheduled to be released this week, are expected to show another marked improvement in the company's fiscal recovery.

Last year's accounts disclosed that the Organization's bank indebtedness

(Continued on page 4)

A. T. & T. TV DATA 'UNSATISFACTORY'

NY-DC TV Net Cost Runs As High As $207,000 A Month

Monthly charges for projected theatre television networks between New York and Washington, D. C., would vary from about $48,000 to $207,000, the American Telephone and Telegraph Co. has informed the Motion Picture Association of America and the National Exhibitors Theatre Television Committee.

A. T. & T.'s breakdown of cost data, however, was predicated on its regular

(Continued on page 5)

Reade Finds Public Receptive to Bout

The public's response to the scheduled theatre telecast of the Walcott-Marciano heavyweight bout was described yesterday as "the best" of any previous fights by Walter Reade, Jr., head of the circuit bearing his name.

He said that inquiries were heavy at the St. James Theatre, Asbury

(Continued on page 4)

Industry May Press Company, FCC for Information on Costs

By J. A. OTTEN

WASHINGTON, Sept. 2.—Industry spokesmen here today termed "completely unsatisfactory" the reply from the American Telephone and Telegraph Co. to the industry's request for financial data on various proposed theatre television systems.

They said they had not decided what their next move would be but that they would probably write again to the company or to the Federal Communications Commission or to both. Their attitude is that while A. T. and T. did give some information in its letter, received over the weekend, it did not give very much of the information sought by the industry, and that "they have no business telling us what information we ought to have."

Significantly, the A.T. and T. reply was dated Aug. 28, the very day that

(Continued on page 5)

N. J. Blumberg Is Named Film 'Pioneer of the Year'

N. J. Blumberg, chairman of the board of directors of Universal Pictures, who is currently observing his 40th anniversary in the motion picture business, has been unanimously selected as the "Motion Picture Pioneer of the Year 1952" by the board of directors of the Motion Picture Pioneers, Jack Cohn, president, announced.



N. J. Blumberg

Blumberg's selection will be formally observed at the annual dinner-meeting of the Pioneers to be held at New York's Hotel Astor on Tuesday evening, Nov. 25. This year's event has been designated as the "Jubilee Dinner."

On behalf of the board of the Pioneers, Cohn issued the following statement:

"In honoring Nate Blumberg as the Pioneer of the Year, we recognize one of the true leaders of our industry.

"Nate Blumberg is a true Pioneer, having entered this business in 1912 when all the attributes of a real pioneer meant so much to the advancement of our industry.

"His devotion and adherence to the principles of the motion picture business, together with his significant contributions and constructive participation in all its branches, exemplify all that we mean by a pioneer.

"His rise from poster clerk to the chairmanship of the board of Universal Pictures Company, is really a thrilling American success story.

"His career may well serve as evidence that America is a land of opportunity."

NEWS FLASHES

WASHINGTON, Sept. 2.--Kenneth Clark, MPAA information chief, will head a delegation of MPA officials that will meet tomorrow with Senate Small Business Committee investigators Gillis W. Long and William D. Amis to discuss the committee's investigation of film industry trade practices.

•

WASHINGTON, Sept. 2.--TOA convention chairman A. Julian Brylawski has announced that theatre managers and other theatre and exchange employes can register for the coming TOA convention at a reduced rate -- that is, $20 instead of the usual $40. The meet will be held here Sept. 14-18.

Personal Mention

WALT DISNEY will return here today on the *S.S. Independence* from a three-month trip abroad.

•

MARTIN G. SMITH, Toledo exhibitor and board chairman of the Independent Theatre Owners of Ohio, and MRS. SMITH became grandparents when their daughter-in-law, MRS. JAMES SMITH, gave birth to a girl on Thursday in the United States Army Hospital at Camp Polk, La.

•

ERIC A. JOHNSTON, Motion Picture Association of America president, was in New York yesterday from Washington, to where he was scheduled to return last night. He will be here again tomorrow.

•

JAMES A. FITZPATRICK, producer of M-G-M's "Traveltalks," left here yesterday for Lisbon. He will also visit Spain before returning to the Coast studio.

•

OSCAR MORGAN, general sales manager of short subjects and Paramount News, returned here yesterday from Des Moines, Kansas City and St. Louis.

•

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., was in Buffalo from New York over the Labor Day weekend.

•

WILLIAM RITER, manager of the Norval Theatre in Cleveland, and MRS. RITER annouce the birth of a son.

•

ARTHUR CANTON, M-G-M Eastern division press representative, was in Boston yesterday from New York.

•

WILLIAM F. RODGERS, Loew's vice-president, left here yesterday for Washington.

Kalmenson Returns From Coast Confabs

Ben Kalmenson, Warner Brothers vice-president in charge of distribution, has returned to the company's home office from Burbank, where he conferred with Harry M. and Jack L. Warner, Steve Trilling, William Orr, Walter MacEwen, Mort Blumenstock and Alex Evelove.

The confabs were alternated with screenings of six future Warner releases, including "Springfield Rifle," starring Gary Cooper, in WarnerColor; "Operation Secret," starring Cornel Wilde, Steve Cochran, Phyllis Thaxter and Karl Malden; "The Iron Mistress," starring Alan Ladd and Virginia Mayo, with color in Technicolor; "April In Paris," starring Doris Day and Ray Bolger, in Technicolor; "The Desert Song," starring Kathryn Grayson, Gordon MacRae and Steve Cochran, in Technicolor, and "Stop, You're Killing me," starring Broderick Crawford and Claire Trevor, in WarnerColor.

U. K. Fiscal Status Better As Film Pact Talks Near

By PETER BURNUP

LONDON, Sept. 2.—The United Kingdom's balance of overseas payments, key to the pattern of the talks to be held in Washington next week on a new monetary agreement between Britain and the American film industry, is undergoing an unexpected but marked improvement; greater even than suggested by the Chancellor of the Exchequer's preliminary estimates to the House of Commons last month.

To some extent, the improvement, it is said, is due to non-recurring factors, like the speeding up in foreign payments for British exports. However, there are other factors which have not yet made their full impact on the U. K. accounts; notably the import cuts and the improvement in the terms of trade which have been greater than was forecast in the Budget speech.

F. W. Allport, Motion Picture Association of America representative here, is scheduled to leave for the States by plane today and will be on hand for the monetary talks next week. Sir Frank Lee and Sidney Golt, who will represent Britain in the talks, will leave here by plane on Friday.

Both parties persist in their refusal to afford information on the talks but Allport permitted himself the comment: "The talks have always been tough but on each previous occasion we have broken up better friends than ever. I don't see why that shouldn't happen this time."

Commenting on the talks the politically well-informed *News of the World*—newspaper with the largest circulation in the world—says that the likely outcome of the parley is that, following tough talks with Sir Frank, the American industry will agree to a reduction in the basic permitted remittances with an increase in the amount devoted to British production. The only alternative would be an import quota which neither the Americans nor British exhibitors want, the newspaper adds.

O'Brien Slated to Head Trades Union

LONDON, Sept. 2.—Tom O'Brien, general secretary of the National Association of Theatrical and Kine Employees, is slated for the presidency of the Trades Union Congress, whose 84th annual meeting opened at Margate yesterday.

Richard Walsh, IATSE president, is attending the Congress as a delegate and will address it on behalf of American trade-unions.

Sturdy $8,000 for 'Monkey Business'

ATLANTIC CITY, Sept. 2.—A sturdy $8,000 was registered by "Monkey Business" at the Stanley Theatre for the Labor Day weekend.

The picture, which had its world premiere here on Friday, was aided by the personal appearance of Marilyn Monroe on the opening day.

Film, Equipment Exports Drop 7%

WASHINGTON, Sept. 2.—U. S. exports of motion picture films and equipment during the first six months of 1952 were about seven per cent below the shipments in the first half of last year, in terms of dollar value, the Commerce Department reported today.

Nathan D. Golden, department film chief, said shipments in the first half of this year were valued at $13,229,329, compared with 1951 first half exports of $14,207,967. Nearly all categories of films and equipment shared in the drop, although a few groups increased.

Shipments of exposed feature film rose in terms of linear feet but fell in dollar value. In the first half of 1951, shipments were 153,972,897 feet, valued at $4,980,456, while this year the six months total was 157,514,536 feet, valued at $4,830,212.

Increases were in the 16mm. negative and positive groups, while 35mm. negative and positive exposed film shipments fell considerably in terms of dollar value.

Raw stock shipments were put at 146,184,313 feet, valued at $3,453,737 in the first half of last year, and were 142,444,688 feet, valued at $3,166,601 in the January-June period this year. Shipments of 35mm. positive raw stock rose sharply and those of 8mm. negative raw stock rose slightly, but all other groups fell off.

There were 8,782 cameras, valued at $731,801, shipped in the first six months of this year, compared to 8,886 cameras, valued at $801,659 last year. Projector exports dropped from 11,594 units, valued at $2,301,915, to 9,473, valued at $2,121,154. Other equipment dropped from $2,670,200 worth in the first half of last year to $2,379,561 in the first half of 1952.

Isley Will Handle Texas Star Tours

DALLAS, Sept. 2.—Phil Isley has been appointed chairman of the Texas Star Tours Committee, it was disclosed here by Robert J. O'Donnell and Col. H. A. Cole, co-chairman of the Texas Council of Motion Picture Organizations.

The tours, which are scheduled for the latter part of October, are being arranged by Isley, who is now on the West Coast.

Isley, who operates theatres in Texas and California, was selected for this post "in view of the fact that he did such an excellent job as chairman of the Star Tours in Texas last year and the War Bond Drives held in previous years," it was stated.

Newsreel Parade

POLITICAL personalities, aviation activities, the oil industry in Venezuela and sports predominate as current newsreel topics. The politicos in the spotlight, of course, are Eisenhower, Stevenson and Truman. Complete synopses follow:

MOVIETONE NEWS, No. 72—Eisenhower speaks in New York, Stevenson in Detroit, Truman in Milwaukee. U. S. fliers airlift pilgrims. Louis Gough heads Legion. Venezuelan oil from the sea. Jap Reds mark 30th birthday.

NEWS OF THE DAY, No. 202—Political roundup. Airlift for pilgrims. Venezuela oil. Legion's new head. Bicycle classic.

PARAMOUNT NEWS, No. 5—Flood in India. Rare art in Canada. Big 1952 campaign kickoff.

TELENEWS DIGEST, No. 36A—American fleet in Valencia. Peacetime Messerschmitts. Tiny raft sails for Canary Islands. Fall leather fashions. West Coast battles disease. Venezuela oil.

UNIVERSAL NEWS, No. 592—Political roundup. Butter statue of Queen Elizabeth. Lourdes pilgrimage. New Legion head.

WARNER PATHE NEWS, No. 7—Political kick off: Truman, Eisenhower, Stevenson. Olympic champion home. New British jet flying boat. New jeep. Gen. Vandenberg welcomed back. Queen Elizabeth sculptured in butter. Nancy Olson named "Miss Stereo."

Showmen Find 18% Of Films Are Hits

DETROIT, Sept. 2.—Of 339 features released since last September, 63 or better than 18 per cent were outstanding hits and more than 50 per cent achieved substantial success, according to a survey made by a local exhibitors' fact-finding committee.

The result, according to the survey, compares with 6.1 per cent of novels published which made the best-seller class, and 13.1 per cent of stage plays produced which were in the hit category.

The film record for the year was the best in a decade, the committee said. Members of the committee are: Earl J. Hudson, president of United Detroit Theatres; Lou Wisper of W. & W. Theatres; David M. Idzal, managing director of the Fox; Irving Goldberg of Community Theatres; Carl L. Buermele of General Theatre Service Corp.; Allan Dowzer of Mutual Theatres; Samuel Barrett and David Newman of Cooperative Theatres; Richard Sloan of the Mercury Theatre; Fred De Lodder of De Lodder Theatres, and Oscar Gorelich of the Carmen.

Michigan Allied Bids Solons to Convention

DETROIT, Sept. 2.—Michigan Congressmen will be luncheon guests at the Allied Theatres of Michigan annual convention, to be held Oct. 20-22 at the Tuller Hotel here, Robert Pennell, convention chairman, announced.

Speakers will include Wilbur Snaper, national Allied president; Abram Myers, chairman of the board and general counsel, and H. M. Richey of M-G-M.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

ROBERT E. SHERWOOD *world-famous playwright*

writes SAMUEL GOLDWYN

BEVERLY HILLS HOTEL
BEVERLY HILLS · CALIFORNIA

August 8, 1952

Dear Sam,

Having attended a preview of "Hans Christian Andersen", I want to see this glorious picture again and again. It is surely one of the greatest entertainments of all time. It is beautiful and tender, romantic and colorful and gay, and it is wonderfully different from anything I have ever seen. Children will absolutely love it and so will grown-up people who want to forget their troubles and feel like children again.

You never devoted your time, your energy, your courage and your imagination (not to mention your money) to better effect. "Hans Christian Andersen" will make millions of people happy for many, many years to come -- and these are the years when people need it most.

Congratulations and thanks to Danny Kaye, Farley Granger, Jeanmaire, Charles Vidor, Roland Petit, Moss Hart, Frank Loesser and everyone else responsible for this marvelous entertainment, including yourself.

Yours,

Bob

Robert E. Sherwood

Mr. Samuel Goldwyn

French Pact

(Continued from page 1)

sitting in on the Paris negotiations for the MPAA, will arrive here today by plane with the report the companies will weigh tomorrow. If the companies accept the report the State Department negotiators would proceed at once to sign the agreement; if they reject it in whole or in part the negotiations are expected to continue.

France's earlier proposal was for remittance of $1,200,000 at the official rate of exchange, and the remainder of some $6,000,000 at the capital account rate, which is somewhat less favorable.

Proposal Rejected

A French subsidy proposal, which has been rejected by both the MPAA and the Society of Independent Motion Picture Producers, provided for a 12½ per cent discount on earnings already frozen in France. There has been conjecture, meanwhile, that while subsidy provisions will not be embodied in the official Franco-American pact; some of the MPAA companies may "go for" such an arrangement on their own as a means of securing additional import licenses.

Rank Report

(Continued from page 1)

had been reduced from £16,300,000 to £9,200,000. It is anticipated that an even greater reduction will be recorded this year, due partly to non-recurring factors like the sale of the Universal Pictures common stock to Decca Records and the sale of other assets, and also the economy measures adhered to throughout the Organization.

John Davis, managing director, recently stated that current operations show a profit. Arrears on Odeon's preferred stock are in process of being met. In the market over the last month, Odeon's ordinary shares have appreciated steadily.

Censors Commend

(Continued from page 1)

were "treated" before release, 28 were classified "adult," seven were classified and "treated," and two were rejected. The last two were characterized in the report as third-rate productions based on chorus girls and burlesque.

According to Golden, the board said the films reviewed during the year "attained a high level in good taste and skillful handling of adult themes. Less material of an objectionable character was observed than ever before. It reflects an impressive development in the maturity of consideration given to production in the U. S. and the United Kingdom."

'Movie Memory Club' Formed by Franklin

A "Movie Memory Club" for the purpose of screening old-time silent films Saturday evenings at the President Theatre here starting this Saturday has been formed by Joe Franklin, radio-TV "disc jockey." The first two- hour, two-feature program will include "Peck's Bad Boy," made in 1920, and "Dr. Jekyl and Mr. Hyde," produced in the same year.

Ten per cent of the net proceeds will be donated to the Freda Whitaker Foundation, a charitable group set up to help underprivileged youngsters, it was said.

Washington Critic Hits U.S. 16mm. Suit

Washington, Sept. 2.—Harry MacArthur, film critic for the Washington *Star*, has added his voice to the chorus of newspaper criticism against the Justice Department's 16mm. anti-trust suit.

In a piece in Sunday's *Star*, MacArthur said it seemed to him that the Department was "on shaky ground."

Receptive to Bout

(Continued from page 1)

Park, following an announcement Saturday that the theatre will carry the bout, slated for Sept. 23. Tickets are being scaled from $4.80, which includes the admission tax, for loge seats, and $3.60 for orchestra seats. Reade said that he expects all tickets to be sold within two weeks.

Meanwhile, the 50th Street Guild Theatre in Rockefeller Center has jumped its prices for the event from $4.20 to $4.80, including tax. Norman Elson, head of the circuit, said the theatre received over 200 phone calls and inquiries with only a sign outside the theatre heralding the telecast. So far, he added, about 40 tickets have been sold, with 410 to go to fill all seats. Elson said the increased price was warranted by the smallness of the theatre, which, said he, offers a ringside seat to the patrons watching the large-screen telecast.

It was learned, in the meantime, that Nathan Halpern, president of Theatre Network Television, which acquired the TV rights for the bout, has delayed his departure from the Coast until tonight. He is expected to return to his New York office tomorrow. Many circuit executives are awaiting his arrival to complete negotiations for the bout.

G. M. to Sponsor NCAA Eleven Games

DETROIT, Sept. 2.—General Motors has concluded a deal with NBC-TV and the National Collegiate Athletic Association for the sponsorship of 11 football games this fall, to run each consecutive Saturday over the entire NBC-TV network.

Among the games for which television arrangements have been completed are: Texas Christian vs. Kansas at Lawrence, Kan., Sept. 20; Columbia vs. Princeton at New York, Sept. 27; Stanford vs. Michigan at Stanford, Oct. 4; Michigan State vs. Texas A. & M. at East Lansing, Mich., Oct. 11; Army vs. Navy at Philadelphia, Nov. 29.

Unlike last year's schedule, which was on an experimental basis, there will be no "blackouts" this year and all contests will be televised nationally on the full NBC network. No team will be televised more than once during the season.

Joseph Now Sole Owner of Essanjay

CHICAGO, Sept. 2—Leo B. Salkin, formerly joint owner with Irwin S. Joseph of Essanjay Films here, has sold his interest in the company in order to devote himself to his theatrical agency. Joseph is now the sole owner.

N. Y. Grosses

(Continued from page 1)

largest attendance at the theatre in three years. The picture is also doing fine at the two-a-day Bijou, with $7,500 forecast there.

At the Capitol, "The Quiet Man" is expected to hit a very big $72,000 for its third week, highlighted by a record Labor Day weekend attendance.

"Terrific" still describes the grosses of "Ivanhoe" at Radio City Music Hall, which sees $173,000 for the fifth inning of the picture. The pace of business at the Hall, which also features its regular stage show, is record-breaking.

'Glory' Solid

The second week of "What Price Glory," coupled with a stage show featuring an ice revue, at the Roxy, is due to chalk up a solid $95,000. This sum, like most of the figures for outstanding product on Broadway, is higher than the sturdy grosses of the previous week.

A very good $30,000 is seen for the second stanza of "The Big Sky" at the Criterion. Also doing fine is "Sudden Fear" at Loew's State, where $38,000 is due for its fourth week.

A non-holiday second week house record of $12,300 was set by "Ivory Hunter" at the Trans-Lux 52nd Street. Still drawing strong is "Affair in Trinidad" at the Victoria, with $21,000 forecast for its fifth week, and "High Noon" at the Mayfair, where $26,000 is indicated for the sixth stanza.

$22,000 for 'Devil'

A nice $22,000 is seen for the opening week of "Devil Makes Three" at the Globe, while a fair $14,000 is forecast for the third inning of "Les Miserables" at the Rivoli.

Among off-Broadway houses, the long-standing "Man in the White Suit" is expected to hit a solid $7,500 for its 22nd week. "Encore," also in its 22nd week, is due to rack up a fine $6,500.

"The Stranger in Between" at the Fine Arts is predicted to do an excellent $7,200 for its second week. At the Park Avenue, a very good $4,100 is indicated for the third inning of "Brandy for the Parson," while a good $3,000 is seen for the third week of "The Strange Ones" at the Baronet.

Roxy 'Streamlining,' Economies Indicated

David P. Katz, executive director of New York's Roxy Theatre, has returned here following conferences in Los Angeles with Charles P. Skouras, National Theatres president, and Ed Zabel, Fox West Coast executive, on National's take-over of the house on Sept. 27 from 20th Century-Fox under the divorcement and reorganization plans of the companies. Katz reported that under NT the immediate aim will be to "streamline" the organization of the Roxy and effect changes in personnel in order to effect economies in operation.

The future policy of the Roxy is not yet determined, Katz indicated. The present stage policy will be continued for at least three or four months to provide an opportunity to formulate new stage show ideas. Also under consideration is the refurbishing and "glamorizing" of the theatre. Zabel will come to New York shortly for discussions with Katz on future picture policies for the theatre.

11 of 14 O. Solons Favor Tax Repeal

Columbus, O., Sept. 2.—Of the first 14 Ohio Congressmen and candidates for election to reply to queries concerning their stand on repeal of the 20 per cent Federal admission tax, put by the ITO of Ohio, 11 said they would support repeal, Robert Wile, ITO secretary, reported. The other three were noncommittal but promised to keep open minds on the subject.

Wile said replies from additional incumbents and candidates are expected soon.

Albert Dezel Buys Lippert Exchange

DETROIT, Sept. 2.—Albert Dezel of Dezel Productions, which has offices in several cities, has purchased the Lippert exchange here from Robert Lippert.

The transaction was made in Kansas City with Dezel, Lippert and Lippert executives Arthur Greenblatt and Harris Dudelson present. Dezel said the office staff in Detroit will remain the same.

Advance Italian Films Week Plans

Plans for the visit here of a large number of Italian stars, producers, directors and government dignitaries, for Salute to Italian Films Week, Oct. 6-12, were discussed in Rome by E. R. Zorgniotti, U. S. representative of Italian Films Export, in a series of meetings with IFE board members. Zorgniotti has returned to New York, following a six weeks' visit in Rome.

Mother of P.T. Dana

Mrs. Frances Dana, mother of P. T. Dana, Universal Pictures' Eastern sales manager, died in Newark over the weekend. Funeral services will be held today in Newark.

Louis Edelman's Father

Simon Edelman, father of Warner producer Louis F. Edelman, died here late Thursday following a long illness. Louis Edelman is in New York for the funeral.

Vetluguin to CBS-TV

Voldemar Vetluguin, writer-editor and former special story asisstant to Louis B. Mayer, has been appointed script consultant on CBS-TV's dramatic series, "Studio One," Hubbell Robinson, Jr., vice-president in charge of CBS-TV programming, disclosed.

Award to Lebedoffs

(Continued from page 1)

RKO Pictures. Lee Loevinger was attorney for the Lebedoffs, Mandt Torrison represented Maco and Paramount, and David Shearer represented the other five distributors.

Suit was filed over four years ago asking $500,000 in triple damages with trial starting last Oct. 31 and hearings ending Dec. 29. Nordbye has had the case under advisement about 90 days. Decision was handed down late today and text of judgment could not be obtained. Defense attorneys were not available for comment.

TV Net Cost

(Continued from page 1)

inter-city channel service and would not apply to the 10 megacycle band cost structure requested by the industry. A. T. & T. spokesmen described their regular inter-city band as a three megacycle one, while industry spokesmen place it in the four megacycle band classification.

The monthly charge of an estimated $48,000 was submitted by A. T. & T. for a New York-Washington transmission system which would have one Southbound channel and one Northbound channel, serving New York, Trenton, Philadelphia, Atlantic City, Wilmington, Baltimore and Washington. The system would also have one channel to Reading and Allentown, Pa., from Philadelphia.

For the same network of cities with three Southbound channels and one Northbound channel, the monthly charge would be about $102,000. This hypothetical transmission network also features three channels each to Reading and Allentown from Philadelphia.

9-City Net $207,000

The monthly charge goes up to about $207,000 for the nine-city network when the system contains six Southbound channels and two Northbound ones. In this system, the number of trunk outlets to Reading and Allentown from Philadelphia are also increased.

The A. T. & T. response also gave cost data for local theatre television networks in Washington. The monthly charge for the inter-city network varied from $6,900 to $9,800, with the number of theatres in the projected Washington net varying from 15 to 17.

The reply pointed out that charges for video inter-exchange channels and station connections cover service for eight consecutive hours daily and were based under present Bell System service for video and audio channels. It was also pointed out that the cost schedules were based upon the specifications drawn up by the Toeppen Co. for MPAA and NETTC. However, the reply stated, "substantial reductions in these charges could be effected through rearrangements which might be entirely practicable in meeting actual service requirements."

The number of transmitting and receiving outlets for each of the nine cities in the projected nets varied. Under the $48,000 system, for instance, there were seven transmitting and 13 receiving station connections, while under the $207,000 classification there were 27 transmitting and 58 receiving connections.

Howard Meets with Division Heads

William W. Howard, RKO Theatres' vice-president in charge of operations, has been conducting a series of home office meetings with out-of-town division managers. Discussions covered bookings, advertising, maintenance, labor relations and concessions, with heads of the various home office departments taking part.

Among those who have been in town for the meetings are Jerry Shinbach, Midwest division; Harry Weiss, Minnesota-Iowa division; Jay Golden, New England-Upper New York; Russ Emde, Newark-Washington, and Edward Sniderman, Trenton-New Brunswick.

A. T. & T. on Theatre TV Cost

(Continued from page 1)

the Motion Picture Association of America and National Exhibitors Theatre Television Committee had written a letter to the FCC complaining about the phone company's failure to reply to the MPAA-NETTC requests for information. Obviously, the phone company letter had been without any knowledge of the industry complaint to the FCC, but the industry complaint did show that it wants information badly and means to get it.

The basic industry dissatisfaction with the A.T. and T. response, according to industry spokesmen, is that the film industry's theatre TV plans are built around a 10 megacycle channel width and it had asked for financial estimates based on such a channel. The phone company's reply gave various figures for a 4 mc channel, but said it could not give figures for a 10 mc channel, as requested.

The MPAA and NETTC originally requested the information from the phone company on April 10. The company, on June 12, replied that since the theatre TV hearings would not start until Jan., 1953, it felt it should wait before supplying the information. On Aug. 12, MPAA and NETTC said they would like the information right away, since the start of the hearings had been advanced to Oct. 20. Then on Aug. 28, the two orginizations wrote the Commission asking it "to advise and urge the Telephone Company, as a common carrier holding itself out for public service, to promptly furnish the specific answers to the questions propounded to it in our letter of April 10, 1952."

The letter to the Commission said that if the industry does not get the information it needs from A.T. and T., it would not be able to give the FCC "a careful comparative analysis of cost data," and that this would also result in a "substantial delay" in the hearings since considerable cost data which should be given in the hearings starting Oct. 20 might have to be repeated or elaborated in the hearings starting Jan. 12, whereas this phase should be completed in October.

The A.T. and T. reply, also dated Aug. 28, said it had been giving "careful consideration" to the industry's request for cost data based upon the specification prepared by the Toeppen Co. (Industry officials said this specification revolved around a 10 mc band.)

"Our consideration has led to the conclusion," the phone company continued, "that prices for the transmission service specified in the Toeppen study cannot be quoted at this time for the reasons outlined below. As you will appreciate, the pricing of such service requires consideration of many factors, including the cost of designing, developing, manufacturing, installing and maintaining the required equipment. Without considering the question of whether the transmission characteristics and requirements specified are in all respects necessary or practical for satisfactory theatre TV transmission, our technical people, after careful study of the specification, point out that certain basic features of the proposed system require equipment which is not at present available from any source and for which cost information is therefore not attainable."

The company said the specification is based on a 10-megacycle transmission system, but declared that "as a practical matter," the bandwidth would have to be even wider to get the results the specification envisages.

Need More Experience

"Just how much wider the most practical frequency band would need to be to give this response," the company declared, "and how costly the required equipment might be, are questions to which the answers cannot be obtained without further experience in this field."

The company then gave "an estimate of the charges under our present offering applicable for several arrangements of network service connecting the points you have designated." These estimates covered transmission between New York and Washington and various side-points, with varying numbers of channels. However, according to film industry spokesmen, they are based on a 4 mc bandwidth.

"That's like telling us the price of oranges when we're trying to buy bananas," said one company lawyer. "It's no use at all."

The A.T. and T. letter concluded by pointing out that Bell System experts are working closely with theatre industry technicians to develop new transmission methods. It declared that both the TD-2 radio system and the new L-3 coaxial system can be adapted to provide broader bands, and said the company was "confident that, as experience with theatre television increases and the requirements, both intercity and local, become progressively clearer, we will be able to meet those requirements."

The letter was signed by Ernest D. North, general attorney for the company's Long Lines Department.

TOA Leaders Confer Here on Convention

Mitchell Wolfson, Theatre Owners of America president, is in New York from Miami for discussions with other TOA officials concerning organization affairs, particularly plans for the annual TOA convention in Washington, Sept. 14-18. He will return to Miami tomorrow.

Wolfson met here yesterday with Gael Sullivan, executive director; S. H. Fabian, executive committee chairman; Herman M. Levy, general counsel, and Dick Pitts and Howard Bryant, administrative assistants.

Rackmil Buys Shares

WASHINGTON, Sept. 2.—Milton R. Rackmil, Universal president, bought 1,000 shares of the company's common stock in July, the Securities and Exchange Commission has been informed.

Set Heads of Minn. Tax Repeal Fight

MINNEAPOLIS, Sept. 2.—Council of Motion Picture Organizations' Minnesota tax repeal committee last week made public through North Central Allied executive counsel Stan Kane the first list of political action committee chairmen and members on the state's congressional district level. The committee comprises Ben Berger, Harry B. French, E. R. Ruben, Ted Mann and Charles Perrine, all of Minneapolis.

The senatorial committee consists of the state tax repeal committee as a whole, plus E. O. Olson, Northfield.

Congressional district committeemen are:

First: Ben Friedman, Minneapolis; Will Glaser (chairman), Faribault; E. O. Olson, Northfield; Al Smith, Winona; Ed Swanson, Red Wing. Second: George Gould (chairman), Glencoe; Robert Pfau, Mankato. Third: Berger, Kane, Mann, Ruben, Perrine. Fourth: George Granstrom and Mandt Torreson, both of St. Paul. Fifth: Ruben, Perrine. Sixth: Cal Nygaard, Brainerd; Bert Parsons, Springfield; Lowell Smoots, Little Falls. Seventh: John Cliplef, Montevideo; M. R. Debbaut, Minnesota; Guy Hower, Worthington. Eighth: Al Auson and George Brown, Duluth; Bob Berquist, Chisholm; Lewis Deutsch, Virginia; Bill Holisky (chairman), Two Harbors. Ninth district: Ray Hanson, Fertile; Ernotte Hiller, Crookston; Charles Vondra, Mahnomen; Kane.

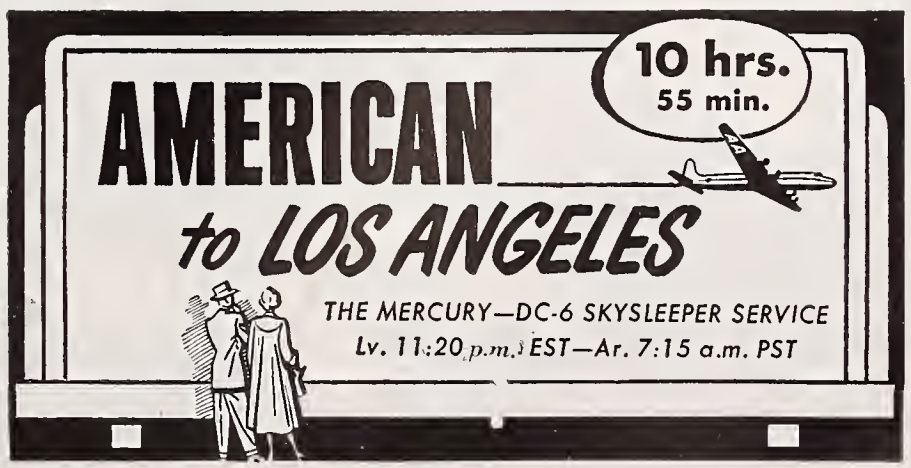
District Operations Realigned by Maco

MINNEAPOLIS, Sept. 2.—Minnesota Amusement Co. will discontinue outstate division headquarters at Rochester, Minn., and Sioux Falls, S. D. and the district office at Duluth and a district branch at the State Theatre here, Harry B. French, Maco president, has announced.

In a major shift of manpower, the result of an attempt to streamline the company's operations and bring all division and district management under the more direct coordination of the home office in Minneapolis, Al Anson has been retired from his post as manager of the Northern division at his own request, and Frank Steffy, currently managing director of the Radio City here, will be given a new assignment.

Maco Tests Hike in Children's Prices

MINNEAPOLIS, Sept. 2.—An experiment in higher admission prices for children—confined only to Loop theatres for the present, pending a study of results—has been launched here by Minnesota Amusement Co. The rate for children at the Maco Loop houses has been increased to 20 cents, a hike of eight cents.



Here's one FALL HUDDLE You'll Want to Get Into!

"THE ROSE BOWL STORY"

"FLAT TOP"

"TORPEDO ALLEY" (DOWN PERISCOPE)

"BATTLE ZONE"

"HIAWATHA"

IT'S

M-O-N-O-G-R-A-M

A-L-L-I-E-D

A-R-T-I-S-T-S

"KANSAS PACIFIC"

"Royal MOUNTED POLICE"

Hike!

BOWERY BOYS "FEUDIN' FOOLS"

"ARCTIC FLIGHT"

"ARMY BOUND"

"FARGO"

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 45 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 3, 1952 TEN CENTS

Holiday Sends NY Grosses to Summer High

Weekend Records Scored At Para., Astor, Capitol

The combination of strong product along Broadway and a rainy Labor Day weekend sent first-run grosses to a summer high.

One showman's description of the weekend business was: "an exhibitor's dream come true." It was backed up by record-breaking weekend reports from the Capitol, Astor and Paramount. Other outstanding grosses were reported by Radio City Music Hall, Criterion, Loew's State, Mayfair and Roxy.

The opening week of "The Crimson Pirate," coupled with Louis Armstrong and Gordon Jenkins' orchestra on stage at the Paramount is expected to hit a sturdy $102,000. The $23,800 grossed at the Paramount on Sunday was described as a new record for Sunday business.

The second week of "The Miracle of Our Lady of Fatima" at the Astor is due to rack up a healthy $42,000, following a weekend which saw the

(Continued on page 4)

Censors Commend US, UK Product

WASHINGTON, Sept. 2.—The Ontario (Canada) Censorship Board has praised recent film productions from the U.S. and Britain, the U.S. Commerce Department reports.

Film chief Nathan D. Golden said that during the year ending March 31, 1952, the board reviewed 556 features, of which 461 were U. S., 61 were British and 34 were from other countries. Of the U. S. films, 404 were released in their entirety, 20

(Continued on page 4)

$125,076 Damage Award to Lebedoffs

MINNEAPOLIS, Sept. 2. — Judge Nordbye today awarded S. G. and Martin Lebedoff $41,692 in triple damages totalling $125,076 in the suit charging six major distributors and Minnesota Amusement Co. with conspiring to deprive their Homewood of runs in favor of the Paradise, operated by the late Al Steffes.

Distributor defendants were Paramount, Loew's, Warner Brothers, 20th Century-Fox, Universal and

(Continued on page 4)

French Remittance Offer Is Less Than Original Proposal

The meeting here tomorrow of the presidents and foreign managers of Motion Picture Association of America member companies will wrestle with the problem of whether to accept or reject remittance proposals from France that fall considerably short of the kind of deal the companies had sought.

Not only is the French offer said to be below what the companies and the State Department aimed at in the Paris negotiations; it is described also as representing less than the remittance proposal made by France in the early stages of the talks. In the interim, moreover, France by decree slashed American film imports from 121 to 90 annually.

Fayette W. Allport, who has been

(Continued on page 4)

Rank's Report Due; Improvement Seen

LONDON, Sept. 2.—Preliminary figures for the year's operations of the J. Arthur Rank Organization, scheduled to be released this week, are expected to show another marked improvement in the company's fiscal recovery.

Last year's accounts disclosed that the Organization's bank indebtedness

(Continued on page 4)

A. T. & T. TV DATA 'UNSATISFACTORY'

NY-DC TV Net Cost Runs As High As $207,000 A Month

Monthly charges for projected theatre television networks between New York and Washington, D. C., would vary from about $48,000 to $207,000, the American Telephone and Telegraph Co. has informed the Motion Picture Association of America and the National Exhibitors Theatre Television Committee.

A. T. & T.'s breakdown of cost data, however, was predicated on its regular

(Continued on page 5)

Reade Finds Public Receptive to Bout

The public's response to the scheduled theatre telecast of the Walcott-Marciano heavyweight bout was described yesterday as "the best" of any previous fights by Walter Reade, Jr., head of the circuit bearing his name.

He said that inquiries were heavy at the St. James Theatre, Asbury

(Continued on page 4)

Industry May Press Company, FCC for Information on Costs

By J. A. OTTEN

WASHINGTON, Sept. 2.—Industry spokesmen here today termed "completely unsatisfactory" the reply from the American Telephone and Telegraph Co. to the industry's request for financial data on various proposed theatre television systems.

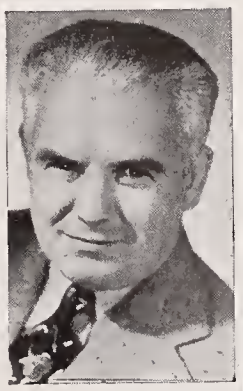
They said they had not decided what their next move would be but that they would probably write again to the company or to the Federal Communications Commission or to both. Their attitude is that while A. T. and T. did give some information in its letter, received over the weekend, it did not give very much of the information sought by the industry, and that "they have no business telling us what information we ought to have."

Significantly, the A.T. and T. reply was dated Aug. 28, the very day that

(Continued on page 5)

N. J. Blumberg Is Named Film 'Pioneer of the Year'

N. J. Blumberg, chairman of the board of directors of Universal Pictures, who is currently observing his 40th anniversary in the motion picture business, has been unanimously selected as the "Motion Picture Pioneer of the Year 1952" by the board of directors of the Motion Picture Pioneers, Jack Cohn, president, announced.



N. J. Blumberg

Blumberg's selection will be formally observed at the annual dinner-meeting of the Pioneers to be held at New York's Hotel Astor on Tuesday evening, Nov. 25. This year's event has been designated as the "Jubilee Dinner."

On behalf of the board of the Pioneers, Cohn issued the following statement:

"In honoring Nate Blumberg as the Pioneer of the Year, we recognize one of the true leaders of our industry.

"Nate Blumberg is a true Pioneer, having entered this business in 1912 when all the attributes of a real pioneer meant so much to the advancement of our industry.

"His devotion and adherence to the principles of the motion picture business, together with his significant contributions and constructive participation in all its branches, exemplify all that we mean by a pioneer.

"His rise from poster clerk to the chairmanship of the board of Universal Pictures Company, is really a thrilling American success story.

"His career may well serve as evidence that America is a land of opportunity."

Business Probers, MPA to Meet Today

WASHINGTON, Sept. 2.—Officials of the Motion Picture Association of America are scheduled to meet tomorrow with investigators of the Senate Small Business Committee to discuss the committee's investigation of film industry trade practices.

Kenneth Clark, MPAA information chief, will head a delegation of "three or four" MPAA officials to talk over the committee's work with committee investigators Gillis W. Long and William D. Amis. The MPAA visit is taken as indication of growing industry interest in the group's work.

Cut Rate at TOA Meet for Workers

WASHINGTON, Sept. 2.—Theatre and film exchange employes can register for the coming convention of the Theatre Owners of America at a reduced rate, convention chairman A. Julian Brylawski has announced.

This offer is open to theatre managers, film salesmen, bookers, office managers and other theatre and exchange workers. These employes can register for $20, instead of the usual $40.

Personal Mention

WALT DISNEY will return here today on the *S.S. Independence* from a three-month trip abroad.

•

MARTIN G. SMITH, Toledo exhibitor and board chairman of the Independent Theatre Owners of Ohio, and MRS. SMITH became grandparents when their daughter-in-law, MRS. JAMES SMITH, gave birth to a girl on Thursday in the United States Army Hospital at Camp Polk, La.

•

ERIC A. JOHNSTON, Motion Picture Association of America president, was in New York yesterday from Washington, to where he was scheduled to return last night. He will be here again tomorrow.

•

JAMES A. FITZPATRICK, producer of M-G-M's "Traveltalks," left here yesterday for Lisbon. He will also visit Spain before returning to the Coast studio.

•

OSCAR MORGAN, general sales manager of short subjects and Paramount News, returned here yesterday from Des Moines, Kansas City and St. Louis.

•

E. K. O'SHEA, vice-president of Paramount Film Distributing Corp., was in Buffalo from New York over the Labor Day weekend.

•

WILLIAM RITER, manager of the Norval Theatre in Cleveland, and MRS. RITER annouce the birth of a son.

•

ARTHUR CANTON, M-G-M Eastern division press representative, was in Boston yesterday from New York.

•

WILLIAM F. RODGERS, Loew's vice-president, left here yesterday for Washington.

Kalmenson Returns From Coast Confabs

Ben Kalmenson, Warner Brothers vice-president in charge of distribution, has returned to the company's home office from Burbank, where he conferred with Harry M. and Jack L. Warner, Steve Trilling, William Orr, Walter MacEwen, Mort Blumenstock and Alex Evelove.

The confabs were alternated with screenings of six future Warner releases, including "Springfield Rifle," starring Gary Cooper, in WarnerColor; "Operation Secret," starring Cornel Wilde, Steve Cochran, Phyllis Thaxter and Karl Malden; "The Iron Mistress," starring Alan Ladd and Virginia Mayo, with color in Technicolor; "April In Paris," starring Doris Day and Ray Bolger, in Technicolor; "The Desert Song," starring Kathryn Grayson, Gordon MacRae and Steve Cochran, in Technicolor, and "Stop, You're Killing me," starring Broderick Crawford and Claire Trevor, in WarnerColor.

U. K. Fiscal Status Better As Film Pact Talks Near

By PETER BURNUP

LONDON, Sept. 2.—The United Kingdom's balance of overseas payments, key to the pattern of the talks to be held in Washington next week on a new monetary agreement between Britain and the American film industry, is undergoing an unexpected but marked improvement; greater even than suggested by the Chancellor of the Exchequer's preliminary estimates to the House of Commons last month.

To some extent, the improvement, it is said, is due to non-recurring factors, like the speeding up in foreign payments for British exports. However, there are other factors which have not yet made their full impact on the U. K. accounts; notably the import cuts and the improvement in the terms of trade which have been greater than was forecast in the Budget speech.

F. W. Allport, Motion Picture Association of America representative here, is scheduled to leave for the States by plane today and will be on hand for the monetary talks next week. Sir Frank Lee and Sidney Golt, who will represent Britain in the talks, will leave here by plane on Friday.

Both parties persist in their refusal to afford information on the talks but Allport permitted himself the comment: "The talks have always been tough but on each previous occasion we have broken up better friends than ever. I don't see why that shouldn't happen this time."

Commenting on the talks the politically well-informed *News of the World*—newspaper with the largest circulation in the world—says that the likely outcome of the parley is that, following tough talks with Sir Frank, the American industry will agree to a reduction in the basic permitted remittances with an increase in the amount devoted to British production. The only alternative would be an import quota which neither the Americans nor British exhibitors want, the newspaper adds.

O'Brien Slated to Head Trades Union

LONDON, Sept. 2.—Tom O'Brien, general secretary of the National Association of Theatrical and Kine Employees, is slated for the presidency of the Trades Union Congress, whose 84th annual meeting opened at Margate yesterday.

Richard Walsh, IATSE president, is attending the Congress as a delegate and will address it on behalf of American trade-unions.

Sturdy $8,000 for 'Monkey Business'

ATLANTIC CITY, Sept. 2.—A sturdy $8,000 was registered by "Monkey Business" at the Stanley Theatre for the Labor Day weekend.

The picture, which had its world premiere here on Friday, was aided by the personal appearance of Marilyn Monroe on the opening day.

Film, Equipment Exports Drop 7%

WASHINGTON, Sept. 2.—U. S. exports of motion picture films and equipment during the first six months of 1952 were about seven per cent below the shipments in the first half of last year, in terms of dollar value, the Commerce Department reported today.

Nathan D. Golden, department film chief, said shipments in the first half of this year were valued at $13,229,329, compared with 1951 first half exports of $14,207,967. Nearly all categories of films and equipment shared in the drop, although a few groups increased.

Shipments of exposed feature film rose in terms of linear feet but fell in dollar value. In the first half of 1951, shipments were 153,972,897 feet, valued at $4,980,456, while this year the six months total was 157,514,536 feet, valued at $4,830,212.

Increases were in the 16mm. negative and positive groups, while 35mm. negative and positive exposed film shipments fell considerably in terms of dollar value.

Raw stock shipments were put at 146,184,313 feet, valued at $3,453,737 in the first half of last year, and were 142,444,688 feet, valued at $3,166,601 in the January-June period this year. Shipments of 35mm. positive raw stock rose sharply and those of 8mm. negative raw stock rose slightly, but all other groups fell off.

There were 8,782 cameras, valued at $731,801, shipped in the first six months of this year, compared to 8,886 cameras, valued at $801,659 last year. Projector exports dropped from 11,594 units, valued at $2,301,915, to 9,473, valued at $2,121,154. Other equipment dropped from $2,670,200 worth in the first half of last year to $2,379,561 in the first half of 1952.

Isley Will Handle Texas Star Tours

DALLAS, Sept. 2.—Phil Isley has been appointed chairman of the Texas Star Tours Committee, it was disclosed here by Robert J. O'Donnell and Col. H. A. Cole, co-chairman of the Texas Council of Motion Picture Organizations.

The tours, which are scheduled for the latter part of October, are being arranged by Isley, who is now on the West Coast.

Isley, who operates theatres in Texas and California, was selected for this post "in view of the fact that he did such an excellent job as chairman of the Star Tours in Texas last year and the War Bond Drives held in previous years," it was stated.

Newsreel Parade

POLITICAL personalities, aviation activities, the oil industry in Venezuela and sports predominate as current newsreel topics. The politicos in the spotlight, of course, are Eisenhower, Stevenson and Truman. Complete synopses follow:

MOVIETONE NEWS, No. 72—Eisenhower speaks in New York, Stevenson in Detroit, Truman in Milwaukee. U. S. fliers airlift pilgrims. Louis Gough heads Legion. Venezuelan oil from the sea. Jap Reds mark 30th birthday.

NEWS OF THE DAY, No. 202—Political roundup. Airlift for pilgrims. Venezuela oil. Legion's new head. Bicycle classic.

PARAMOUNT NEWS, No. 5—Flood in India. Rare art in Canada. Big 1952 campaign kickoff.

TELENEWS DIGEST, No. 36A—American fleet in Valencia. Peacetime Messerschmitts. Tiny raft sails for Canary Islands. Fall leather fashions. West Coast battles disease. Venezuela oil.

UNIVERSAL NEWS, No. 592—Political roundup. Butter statue of Queen Elizabeth. Lourdes pilgrimage. New Legion head.

WARNER PATHE NEWS, No. 7—Political kick off: Truman, Eisenhower, Stevenson. Olympic champion home. New British jet flying boat. New jeep. Gen. Vandenberg welcomed back. Queen Elizabeth sculptured in butter. Nancy Olson named "Miss Stereo."

Showmen Find 18% Of Films Are Hits

DETROIT, Sept. 2.—Of 339 features released since last September, 63 or better than 18 per cent were outstanding hits and more than 50 per cent achieved substantial success, according to a survey made by a local exhibitors' fact-finding committee.

The result, according to the survey, compares with 6.1 per cent of novels published which made the best-seller class, and 13.1 per cent of stage plays produced which were in the hit category.

The film record for the year was the best in a decade, the committee said. Members of the committee are: Earl J. Hudson, president of United Detroit Theatres; Lou Wisper of W. & W. Theatres; David M. Idzal, managing director of the Fox; Irving Goldberg of Community Theatres; Carl L. Buermele of General Theatre Service Corp.; Allan Dowzer of Mutual Theatres; Samuel Barrett and David Newman of Cooperative Theatres; Richard Sloan of the Mercury Theatre; Fred De Lodder of De Lodder Theatres, and Oscar Gorelich of the Carmen.

Michigan Allied Bids Solons to Convention

DETROIT, Sept. 2.—Michigan Congressmen will be luncheon guests at the Allied Theatres of Michigan annual convention, to be held Oct. 20-22 at the Tuller Hotel here, Robert Pennell, convention chairman, announced.

Speakers will include Wilbur Snaper, national Allied president; Abram Myers, chairman of the board and general counsel, and H. M. Richey of M-G-M.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

ROBERT E. SHERWOOD *world-famous playwright*

writes SAMUEL GOLDWYN

BEVERLY HILLS HOTEL
BEVERLY HILLS · CALIFORNIA

August 8, 1952

Dear Sam,

Having attended a preview of "Hans Christian Andersen", I want to see this glorious picture again and again. It is surely one of the greatest entertainments of all time. It is beautiful and tender, romantic and colorful and gay, and it is wonderfully different from anything I have ever seen. Children will absolutely love it and so will grown-up people who want to forget their troubles and feel like children again.

You never devoted your time, your energy, your courage and your imagination (not to mention your money) to better effect. "Hans Christian Andersen" will make millions of people happy for many, many years to come -- and these are the years when people need it most.

Congratulations and thanks to Danny Kaye, Farley Granger, Jeanmaire, Charles Vidor, Roland Petit, Moss Hart, Frank Loesser and everyone else responsible for this marvelous entertainment, including yourself.

Yours,

Bob

Robert E. Sherwood

Mr. Samuel Goldwyn

French Pact

(Continued from page 1)

sitting in on the Paris negotiations for the MPAA, will arrive here today by plane with the report the companies will weigh tomorrow. If the companies accept the report the State Department negotiators would proceed at once to sign the agreement; if they reject it in whole or in part the negotiations are expected to continue.

France's earlier proposal was for remittance of $1,200,000 at the official rate of exchange, and the remainder of some $6,000,000 at the capital account rate, which is somewhat less favorable.

Proposal Rejected

A French subsidy proposal, which has been rejected by both the MPAA and the Society of Independent Motion Picture Producers, provided for a 12½ per cent discount on earnings already frozen in France. There has been conjecture, meanwhile, that while subsidy provisions will not be embodied in the official Franco-American pact; some of the MPAA companies may "go for" such an arrangement on their own as a means of securing additional import licenses.

Rank Report

(Continued from page 1)

had been reduced from £16,300,000 to £9,200,000. It is anticipated that an even greater reduction will be recorded this year, due partly to non-recurring factors like the sale of the Universal Pictures common stock to Decca Records and the sale of other assets, and also the economy measures adhered to throughout the Organization.

John Davis, managing director, recently stated that current operations show a profit. Arrears on Odeon's preferred stock are in process of being met. In the market over the last month, Odeon's ordinary shares have appreciated steadily.

Censors Commend

(Continued from page 1)

were "treated" before release, 28 were classified "adult," seven were classified and "treated," and two were rejected. The last two were characterized in the report as third-rate productions based on chorus girls and burlesque.

According to Golden, the board said the films reviewed during the year "attained a high level in good taste and skillful handling of adult themes. Less material of an objectionable character was observed than ever before. It reflects an impressive development in the maturity of consideration given to production in the U. S. and the United Kingdom."

'Movie Memory Club' Formed by Franklin

A "Movie Memory Club" for the purpose of screening old-time silent films Saturday evenings at the President Theatre here starting this Saturday has been formed by Joe Franklin, radio-TV "disc jockey." The first two- hour, two-feature program will include "Peck's Bad Boy," made in 1920, and "Dr. Jekyl and Mr. Hyde," produced in the same year.

Ten per cent of the net proceeds will be donated to the Freda Whitaker Foundation, a charitable group set up to help underprivileged youngsters, it was said.

Washington Critic Hits U.S. 16mm. Suit

Washington, Sept. 2.—Harry MacArthur, film critic for the Washington *Star*, has added his voice to the chorus of newspaper criticism against the Justice Department's 16mm. anti-trust suit.

In a piece in Sunday's *Star*, MacArthur said it seemed to him that the Department was "on shaky ground."

Receptive to Bout

(Continued from page 1)

Park, following an announcement Saturday that the theatre will carry the bout, slated for Sept. 23. Tickets are being scaled from $4.80, which includes the admission tax, for loge seats, and $3.60 for orchestra seats. Reade said that he expects all tickets to be sold within two weeks.

Meanwhile, the 50th Street Guild Theatre in Rockefeller Center has jumped its prices for the event from $4.20 to $4.80, including tax. Norman Elson, head of the circuit, said the theatre received over 200 phone calls and inquiries with only a sign outside the theatre heralding the telecast. So far, he added, about 40 tickets have been sold, with 410 to go to fill all seats. Elson said the increased price was warranted by the smallness of the theatre, which, said he, offers a ringside seat to the patrons watching the large-screen telecast.

It was learned, in the meantime, that Nathan Halpern, president of Theatre Network Television, which acquired the TV rights for the bout, has delayed his departure from the Coast until tonight. He is expected to return to his New York office tomorrow. Many circuit executives are awaiting his arrival to complete negotiations for the bout.

G. M. to Sponsor NCAA Eleven Games

DETROIT, Sept. 2.—General Motors has concluded a deal with NBC-TV and the National Collegiate Athletic Association for the sponsorship of 11 football games this fall, to run each consecutive Saturday over the entire NBC-TV network.

Among the games for which television arrangements have been completed are: Texas Christian vs. Kansas at Lawrence, Kan., Sept. 20; Columbia vs. Princeton at New York, Sept. 27; Stanford vs. Michigan at Stanford, Oct. 4; Michigan State vs. Texas A. & M. at East Lansing, Mich., Oct. 11; Army vs. Navy at Philadelphia, Nov. 29.

Unlike last year's schedule, which was on an experimental basis, there will be no "blackouts" this year and all contests will be televised nationally on the full NBC network. No team will be televised more than once during the season.

Joseph Now Sole Owner of Essanjay

CHICAGO, Sept. 2—Leo B. Salkin, formerly joint owner with Irwin S. Joseph of Essanjay Films here, has sold his interest in the company in order to devote himself to his theatrical agency. Joseph is now the sole owner.

N. Y. Grosses

(Continued from page 1)

largest attendance at the theatre in three years. The picture is also doing fine at the two-a-day Bijou, with $7,500 forecast there.

At the Capitol, "The Quiet Man" is expected to hit a very big $72,000 for its third week, highlighted by a record Labor Day weekend attendance.

"Terrific" still describes the grosses of "Ivanhoe" at Radio City Music Hall, which sees $173,000 for the fifth inning of the picture. The pace of business at the Hall, which also features its regular stage show, is record-breaking.

'Glory' Solid

The second week of "What Price Glory," coupled with a stage show featuring an ice revue, at the Roxy, is due to chalk up a solid $95,000. This sum, like most of the figures for outstanding product on Broadway, is higher than the sturdy grosses of the previous week.

A very good $30,000 is seen for the second stanza of "The Big Sky" at the Criterion. Also doing fine is "Sudden Fear" at Loew's State, where $38,000 is due for its fourth week.

A non-holiday second week house record of $12,300 was set by "Ivory Hunter" at the Trans-Lux 52nd Street. Still drawing strong is "Affair in Trinidad" at the Victoria, with $21,000 forecast for its fifth week, and "High Noon" at the Mayfair, where $26,000 is indicated for the sixth stanza.

$22 000 for 'Devil'

A nice $22,000 is seen for the opening week of "Devil Makes Three" at the Globe, while a fair $14,000 is forecast for the third inning of "Les Miserables" at the Rivoli.

Among off-Broadway houses, the long-standing "Man in the White Suit" is expected to hit a solid $7,500 for its 22nd week. "Encore," also in its 22nd week, is due to rack up a fine $6,500.

"The Stranger in Between" at the Fine Arts is predicted to do an excellent $7,200 for its second week. At the Park Avenue, a very good $4,100 is indicated for the third inning of "Brandy for the Parson," while a good $3,000 is seen for the third week of "The Strange Ones" at the Baronet.

Roxy 'Streamlining,' Economies Indicated

David P. Katz, executive director of New York's Roxy Theatre, has returned here following conferences in Los Angeles with Charles P. Skouras, National Theatres president, and Ed Zabel, Fox West Coast executive, on National's take-over of the house on Sept. 27 from 20th Century-Fox under the divorcement and reorganization plans of the companies. Katz reported that under NT the immediate aim will be to "streamline" the organization of the Roxy and effect changes in personnel in order to effect economies in operation.

The future policy of the Roxy is not yet determined, Katz indicated. The present stage policy will be continued for at least three or four months to provide an opportunity to formulate new stage show ideas. Also under consideration is the refurbishing and "glamorizing" of the theatre. Zabel will come to New York shortly for discussions with Katz on future picture policies for the theatre.

11 of 14 O. Solons Favor Tax Repeal

Columbus, O., Sept. 2.—Of the first 14 Ohio Congressmen and candidates for election to reply to queries concerning their stand on repeal of the 20 per cent Federal admission tax, put by the ITO of Ohio, 11 said they would support repeal, Robert Wile, ITO secretary, reported. The other three were noncommittal but promised to keep open minds on the subject.

Wile said replies from additional incumbents and candidates are expected soon.

Albert Dezel Buys Lippert Exchange

DETROIT, Sept. 2.—Albert Dezel of Dezel Productions, which has offices in several cities, has purchased the Lippert exchange here from Robert Lippert.

The transaction was made in Kansas City with Dezel, Lippert and Lippert executives Arthur Greenblatt and Harris Dudelson present. Dezel said the office staff in Detroit will remain the same.

Advance Italian Films Week Plans

Plans for the visit here of a large number of Italian stars, producers, directors and government dignitaries, for Salute to Italian Films Week, Oct. 6-12, were discussed in Rome by E. R. Zorgniotti, U. S. representative of Italian Films Export, in a series of meetings with IFE board members. Zorgniotti has returned to New York, following a six weeks' visit in Rome.

Mother of P.T. Dana

Mrs. Frances Dana, mother of P. T. Dana, Universal Pictures' Eastern sales manager, died in Newark over the weekend. Funeral services will be held today in Newark.

Louis Edelman's Father

Simon Edelman, father of Warner producer Louis F. Edelman, died here late Thursday following a long illness. Louis Edelman is in New York for the funeral.

Vetluguin to CBS-TV

Voldemar Vetluguin, writer-editor and former special story asisstant to Louis B. Mayer, has been appointed script consultant on CBS-TV's dramatic series, "Studio One," Hubbell Robinson, Jr., vice-president in charge of CBS-TV programming, disclosed.

Award to Lebedoffs

(Continued from page 1)

RKO Pictures. Lee Loevinger was attorney for the Lebedoffs, Mandt Torrison represented Maco and Paramount, and David Shearer represented the other five distributors.

Suit was filed over four years ago asking $500,000 in triple damages with trial starting last Oct. 31 and hearings ending Dec. 29. Nordbye has had the case under advisement about 90 days. Decision was handed down late today and text of judgment could not be obtained. Defense attorneys were not available for comment.

TV Net Cost

(Continued from page 1)

inter-city channel service and would not apply to the 10 megacycle band cost structure requested by the industry. A. T. & T. spokesmen described their regular inter-city band as a three megacycle one, while industry spokesmen place it in the four megacycle band classification.

The monthly charge of an estimated $48,000 was submitted by A. T. & T. for a New York-Washington transmission system which would have one Southbound channel and one Northbound channel, serving New York, Trenton, Philadelphia, Atlantic City, Wilmington, Baltimore and Washington. The system would also have one channel to Reading and Allentown, Pa., from Philadelphia.

For the same network of cities with three Southbound channels and one Northbound channel, the monthly charge would be about $102,000. This hypothetical transmission network also features three channels each to Reading and Allentown from Philadelphia.

9-City Net $207,000

The monthly charge goes up to about $207,000 for the nine-city network when the system contains six Southbound channels and two Northbound ones. In this system, the number of trunk outlets to Reading and Allentown from Philadelphia are also increased.

The A. T. & T. response also gave cost data for local theatre television networks in Washington. The monthly charge for the inter-city network varied from $6,900 to $9,800, with the number of theatres in the projected Washington net varying from 15 to 17.

The reply pointed out that charges for video inter-exchange channels and station connections cover service for eight consecutive hours daily and were based under present Bell System service for video and audio channels. It was also pointed out that the cost schedules were based upon the specifications drawn up by the Toeppen Co. for MPAA and NETTC. However, the reply stated, "substantial reductions in these charges could be effected through rearrangements which might be entirely practicable in meeting actual service requirements."

The number of transmitting and receiving outlets for each of the nine cities in the projected nets varied. Under the $48,000 system, for instance, there were seven transmitting and 13 receiving station connections, while under the $207,000 classification there were 27 transmitting and 58 receiving connections.

Howard Meets with Division Heads

William W. Howard, RKO Theatres' vice-president in charge of operations, has been conducting a series of home office meetings with out-of-town division managers. Discussions covered bookings, advertising, maintenance, labor relations and concessions, with heads of the various home office departments taking part.

Among those who have been in town for the meetings are Jerry Shinbach, Midwest division; Harry Weiss, Minnesota-Iowa division; Jay Golden, New England-Upper New York; Russ Emde, Newark-Washington, and Edward Sniderman, Trenton-New Brunswick.

A. T. & T. on Theatre TV Cost

(Continued from page 1)

the Motion Picture Association of America and National Exhibitors Theatre Television Committee had written a letter to the FCC complaining about the phone company's failure to reply to the MPAA-NETTC requests for information. Obviously, the phone company letter had been without any knowledge of the industry complaint to the FCC, but the industry complaint did show that it wants information badly and means to get it.

The basic industry dissatisfaction with the A.T. and T. response, according to industry spokesmen, is that the film industry's theatre TV plans are built around a 10 megacycle channel width and it had asked for financial estimates based on such a channel. The phone company's reply gave various figures for a 4 mc channel, but said it could not give figures for a 10 mc channel, as requested.

The MPAA and NETTC originally requested the information from the phone company on April 10. The company, on June 12, replied that since the theatre TV hearings would not start until Jan., 1953, it felt it should wait before supplying the information. On Aug. 12, MPAA and NETTC said they would like the information right away, since the start of the hearings had been advanced to Oct. 20. Then on Aug. 28, the two orginizations wrote the Commission asking it "to advise and urge the Telephone Company, as a common carrier holding itself out for public service, to promptly furnish the specific answers to the questions propounded to it in our letter of April 10, 1952."

The letter to the Commission said that if the industry does not get the information it needs from A.T. and T., it would not be able to give the FCC "a careful comparative analysis of cost data," and that this would also result in a "substantial delay" in the hearings since considerable cost data which should be given in the hearings starting Oct. 20 might have to be repeated or elaborated in the hearings starting Jan. 12, whereas this phase should be completed in October.

The A.T. and T. reply, also dated Aug. 28, said it had been giving "careful consideration" to the industry's request for cost data based upon the specification prepared by the Toeppen Co. (Industry officials said this specification revolved around a 10 mc band.)

"Our consideration has led to the conclusion," the phone company continued, "that prices for the transmission service specified in the Toeppen study cannot be quoted at this time for the reasons outlined below. As you will appreciate, the pricing of such service requires consideration of many factors, including the cost of designing, developing, manufacturing, installing and maintaining the required equipment. Without considering the question of whether the transmission characteristics and requirements specified are in all respects necessary or practical for satisfactory theatre TV transmission, our technical people, after careful study of the specification, point out that certain basic features of the proposed system require equipment which is not at present available from any source and for which cost information is therefore not attainable."

The company said the specification is based on a 10-megacycle transmission system, but declared that "as a practical matter," the bandwidth would have to be even wider to get the results the specification envisages.

Need More Experience

"Just how much wider the most practical frequency band would need to be to give this response," the company declared, "and how costly the required equipment might be, are questions to which the answers cannot be obtained without further experience in this field."

The company then gave "an estimate of the charges under our present offering applicable for several arrangements of network service connecting the points you have designated." These estimates covered transmission between New York and Washington and various side-points, with varying numbers of channels. However, according to film industry spokesmen, they are based on a 4 mc bandwidth.

"That's like telling us the price of oranges when we're trying to buy bananas," said one company lawyer. "It's no use at all."

The A.T. and T. letter concluded by pointing out that Bell System experts are working closely with theatre industry technicians to develop new transmission methods. It declared that both the TD-2 radio system and the new L-3 coaxial system can be adapted to provide broader bands, and said the company was "confident that, as experience with theatre television increases and the requirements, both intercity and local, become progressively clearer, we will be able to meet those requirements."

The letter was signed by Ernest D. North, general attorney for the company's Long Lines Department.

TOA Leaders Confer Here on Convention

Mitchell Wolfson, Theatre Owners of America president, is in New York from Miami for discussions with other TOA officials concerning organization affairs, particularly plans for the annual TOA convention in Washington, Sept. 14-18. He will return to Miami tomorrow.

Wolfson met here yesterday with Gael Sullivan, executive director; S. H. Fabian, executive committee chairman; Herman M. Levy, general counsel, and Dick Pitts and Howard Bryant, administrative assistants.

Rackmil Buys Shares

WASHINGTON, Sept. 2.—Milton R. Rackmil, Universal president, bought 1,000 shares of the company's common stock in July, the Securities and Exchange Commission has been informed.

Set Heads of Minn. Tax Repeal Fight

MINNEAPOLIS, Sept. 2.—Council of Motion Picture Organizations' Minnesota tax repeal committee last week made public through North Central Allied executive counsel Stan Kane the first list of political action committee chairmen and members on the state's congressional district level. The committee comprises Ben Berger, Harry B. French, E. R. Ruben, Ted Mann and Charles Perrine, all of Minneapolis.

The senatorial committee consists of the state tax repeal committee as a whole, plus E. O. Olson, Northfield.

Congressional district committeemen are:

First: Ben Friedman, Minneapolis; Will Glaser (chairman), Faribault; E. O. Olson, Northfield; Al Smith, Winona; Ed Swanson, Red Wing. Second: George Gould (chairman), Glencoe; Robert Pfau, Mankato. Third: Berger, Kane, Mann, Ruben, Perrine. Fourth: George Granstrom and Mandt Torreson, both of St. Paul. Fifth: Ruben, Perrine. Sixth: Cal Nygaard, Brainerd; Bert Parsons, Springfield; Lowell Smoots, Little Falls. Seventh: John Cliplef, Montevideo; M. R. Debbaut, Minnesota; Guy Hower, Worthington. Eighth: Al Anson and George Brown, Duluth; Bob Berquist, Chisholm; Lewis Deutsch, Virginia; Bill Holisky (chairman), Two Harbors. Ninth district: Ray Hanson, Fertile; Ernotte Hiller, Crookston; Charles Vondra, Mahnomen; Kane.

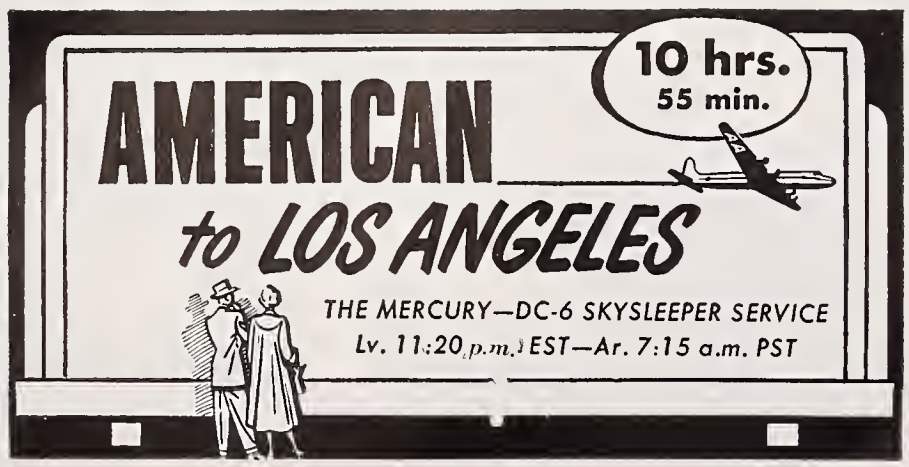
District Operations Realigned by Maco

MINNEAPOLIS, Sept. 2.—Minnesota Amusement Co. will discontinue outstate division headquarters at Rochester, Minn., and Sioux Falls, S. D. and the district office at Duluth and a district branch at the State Theatre here, Harry B. French, Maco president, has announced.

In a major shift of manpower, the result of an attempt to streamline the company's operations and bring all division and district management under the more direct coordination of the home office in Minneapolis, Al Anson has been retired from his post as manager of the Northern division at his own request, and Frank Steffy, currently managing director of the Radio City here, will be given a new assignment.

Maco Tests Hike in Children's Prices

MINNEAPOLIS, Sept. 2.—An experiment in higher admission prices for children—confined only to Loop theatres for the present, pending a study of results—has been launched here by Minnesota Amusement Co. The rate for children at the Maco Loop houses has been increased to 20 cents, a hike of eight cents.



Here's one FALL HUDDLE You'll Want to Get Into!

"THE ROSE BOWL STORY"

"FLAT TOP"

"TORPEDO ALLEY" (DOWN Pperiscope)

"BATTLE ZONE"

"HIAWATHA"

IT'S

M-O-N-O-G-R-A-M

A-L-L-I-E-D

A-R-T-I-S-T-S

"KANSAS PACIFIC"

"Royal MOUNTED POLICE"

Hike!

BOWERY BOYS "FEUDIN' FOOLS"

"ARCTIC FLIGHT"

"ARMY BOUND"

"FARGO"

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 46 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 4, 1952 TEN CENTS

TOA Aims to Raise Fire Vs. Gov't Suit

See Defendant Status Bid Evoking Company Blasts

Theatre Owners of America leaders anticipate that the organization's forthcoming convention will advocate TOA's becoming a voluntary defendant in the government's 16mm. anti-trust action in the belief that the boldness of such a move will inspire other presidents of major distributor-defendants to speak out against the suit as did Spyros P. Skouras, 20th Century-Fox president.

This, of course, is only one reason it is expected the Sept. 14-18 convention in Washington will favor the move. Another is that a bid for defendant status will underscore the indignation expressed by exhibitors in gen-

(*Continued on page 5*)

Garbose $3,000,000 Trust Suit Settled

BOSTON, Sept. 3.—The $3,000,000 anti-trust suit brought by Abraham, Jacob and Samuel Garbose of Athol, Mass., in Federal District court here in 1948 against major distributors, including Republic and Monogram, and Maine and New Hampshire The-

(*Continued on page 4*)

TOA Has a White House Problem, Too

Washington, Sept. 3—Arranging for the visit to the White House Sept. 17 by the wives of Theatre Owners of America convention delegates has not been without problems for the convention planners.

Now that the First Lady has indicated she would be pleased to receive the TOA wives, the TOA planners must arrange to supply White House guards and attendants with 15 copies of a list of names of the visitors. This must be done for "security reasons." As many as 100 TOA wives are expected to make the visit. The big problem is to get the names in advance.

MPAA Engineers to Propose Next A. T. & T. Tilt Move

The next move to obtain theatre television transmission costs from the American Telephone and Telegraph Co. will depend on the recommendations of the engineers hired by the Motion Picture Association of America, James T. Fly, special TV counsel of the MPAA, said here yesterday.

Without further study of A. T. & T.'s response, it would be very difficult to say what course of action will be adopted by the MPAA, Fly explained. He added, however, that an analysis of A. T. & T.'s six-page answer would probably be made by MPAA and submitted to the Federal Communications Commission.

Si Fabian, chairman of the National Exhibitors Theatre Television Committee, could not be reached yesterday for comment on A. T. & T.'s response, called "completely unsatisfactory" by industry spokesmen in Washington. It

(*Continued on page 5*)

MPA Offers to Aid Senate Probers Of Trade Practices

WASHINGTON, Sept. 3.—The Motion Picture Association of America today offered its fullest cooperation to the Senate Small Business Committee in the committee's current investigation of exhibitor complaints about distributor trade practices.

In a two and a half hour meeting, held at the request of MPAA, committee investigators questioned MPAA

(*Continued on page 2*)

Olympic Film on 20th-Fox Program

A special short subject "revealing the excitement and color" of American participation in the recent Olympic games in Helsinki has been added to 20th Century-Fox's 1952-53 schedule, it was announced here yesterday by Peter Levathes, short subjects sales manager.

Entitled "U. S. Olympic Cham-

(*Continued on page 4*)

Portuguese Picture Gets MPAA Assist

The Motion Picture Association of America's Foreign Films Advisory Unit today will add one more country to the list of those whose pictures it is helping to promote in the U. S. The step will be marked by an Advisory Unit-sponsored preview of Felipe de Solms' "Chikewembo," Portuguese language melodrama filmed in Portuguese Africa.

The screening, which in effect will be the picture's world premiere, will

(*Continued on page 4*)

Rank's Odeon Has Year's Profit of $3,438,722

LONDON, Sept. 3.—J. Arthur Rank's Odeon Theatres today reported a net profit of £1,228,115 ($3,438,722) for the 53 weeks ended June 28. The result is after all taxes and other adjustments and includes special profits arising from the disposal of fixed assets. In the previous fiscal year Odeon reported a net profit of £277,980 ($778,344).

Despite the current working profit, Odeon directors again decided not to pay a dividend on the ordinary shares, 50 per cent of which are owned by United Artists. However, Rank stated that subject to unforeseen circumstances, Odeon hopes to meet all arrears on its preferred stock dividends during the current year.

Odeon's consolidated balance sheet shows a reduction of bank indebtedness of £2,437,008 ($6,823,622), leaving a net overdraft of £6,776,738 ($18,974,866). Other loan capital re-

(*Continued on page 4*)

Storm Fails to Halt ATO Exhibit

INDIANAPOLIS, Sept. 3.—The storm that blew its tent down and caused considerable damage to displays failed to stop the state fair exhibit of Allied Theatre Owners of Indiana. Officers cleaned up the debris, obtained a new tent and it was open to the public again last night, a little more than 24 hours after the blow struck.

There were no injuries, as most of the crowd had just left the tent fol-

(*Continued on page 4*)

Films, TV and Radio in Pact For Mutual Aid

500 Theatres Involved In the New York Area

Long in the discussion stage, a pact was formalized here yesterday which will bring motion pictures, radio and television together for the mutual promotion of the economic and goodwill interests of each.

An agreement was signed cementing plans for a reciprocal promotion project between stations WNBC-WNBT and the Organization of the Motion Picture Industry of the City of New York, by Fred J. Schwartz, chairman of the Organization, and Ted Cott, vice-president and general manager of WNBC-WNBT, key radio and television stations of National Broadcasting.

In a campaign designed to encourage a new understanding and feeling of mutual cooperation between the media, reciprocal cross-promotion plans will

(*Continued on page 5*)

NEWS FLASHES

LOUISVILLE, Sept. 3.--Kentucky Association of Theatre Owners has mapped an anti-tax program both on the state and Federal level, following a series of district exhibitor meetings held throughout the state. Program calls for "wholehearted cooperation" with the COMPO drive to scrap the 20 per cent admission tax.

•

The Associated Motion Picture Advertisers' plans for their school to train future industry advertising-publicity-exploitation specialists will be finalized today at an AMPA board meeting at the Lobster Restaurant here. The Wednesday evening classes are scheduled to begin Sept. 24.

Personal Mention

MAX E. YOUNGSTEIN, United Artists vice-president, has left here for Pittsburgh and Cincinnati, and will return at the weekend.

•

SAM FINE, partner with SAM BLOOM in B. and F. Theatres, Toronto circuit subsidiary of Famous Players, continues in a serious condition following a cerebral hemorrhage.

•

GLADYS ZUCKER, secretary to BEN MELNIKER, M-G-M attorney, will be given a cocktail party and luncheon on Tuesday in advance of her forthcoming marriage.

•

OLIVER C. BROUGHTON, M-G-M "trouble shooter," was in New Haven yesterday from New York. On Monday he will be in Boston and will then head for Albany.

•

JOHN WAYNE has been awarded a citation for outstanding Americanism during 1951 by the Sigma Chi fraternity of the University of Southern California.

•

I. (BABE) COVAL, branch manager of Warner Brothers at Toronto, has been ordered to take a further month's rest at home because of a heart ailment.

•

MARTIN MOSKOWITZ, 20th Century-Fox division manager, and NAT ROSEN, Albany manager, were in Gloversville yesterday from Albany.

•

MIKE DELISIO of M-G-M's home office publicity department will leave here tomorrow by plane for Europe and will be gone a month.

•

LAWRENCE WEINGARTEN, M-G-M producer and studio executive, is due to arrive here from Europe on the *S.S. United States* on Sept. 16.

•

A. H. ROBERTSON, co-owner and manager of the Majestic Theatre in Springfield, Ky., and MRS. ROBERTSON announce the birth of a son.

•

BARNEY TARANTAL, partner in the Burnside Theatre, East Hartford, Conn., has resumed his duties after recuperating from illness.

•

KEN HOLDEN, manager of the Camden Theatre, Camden, Me., and MRS. HOLDEN are parents of a boy, their first child.

•

ARTHUR GREENFIELD, Universal manager in Portland, Ore., and MRS. GREENFIELD have left here for Europe.

•

MARION LESNIK, M-G-M publicist, will sail from here Sept. 12 for Europe on the *S. S. Liberte.*

•

HAL WALLIS, Paramount producer, has postponed indefinitely his trip here from the Coast.

•

JULES LEVEY has returned here after six weeks in Hollywood.

Review

"Assignment-Paris"

(Columbia)

A NEAT, topical tale of intrigue dealing with the arrest of an American newspaperman in Hungary has been adapted from a *Saturday Evening Post* serial by Paul and Pauline Gallico. The film, although it depends to some extent on coincidence in its plot motivation, is not overly complicated and has strong exploitation angles.

Starring are Dana Andrews, Marta Toren and Audrey Totter, lead reporters on the Paris edition of the *New York Herald Tribune,* under the astute editorial guidance of George Sanders.

Andrews, a reporter from the New York office, arrives in Paris and quickly steals Miss Toren's affections from his editor. Sanders, in turn, sends him to replace an ailing correspondent in Budapest. Here Andrews shortly gets involved with the Communist government by trying to smuggle out a microfilm containing evidence damaging to the regime. For this he is arrested; a "phoney" confession is rigged and he is all set to be hanged until Miss Toren and Sanders come through with a diplomatic rescue.

The latter involves Sandro Giglio, file attendant in the *Tribune's* Paris office, who turns out to be an ex-Hungarian official and has the proof needed to substantiate charges of a plot against Stalin on the part of the Hungarians. The Communists thus are persuaded to trade the doomed Andrews for Giglio.

The film moves fairly swiftly with a minimum of rough and tumble action, relying mainly for its effects on dialogue, night photography and a suspenseful climax. Background footage made in Paris, including shots of the *Tribune* offices on the Rue de Berri, adds to the general authenticity of the drama. The screenplay is by William Bowers, from an adaptation by Walter Goetz and Jack Palmer White.

Samuel Marx and Jerry Bresler produced and Robert Parrish directed. Others in the cast include Donald Randolph, Herbert Beghof, Ben Astar, Willis Bouchey and Earl Lee.

Running time, 85 minutes. General audience classification. For October release.

City Dignitaries at 'Show' Premiere

New York's Mayor Vincent R. Impellitteri has accepted the invitation of 20th Century-Fox to attend the world premiere of Darryl F. Zanuck's "The Snows of Kilimanjaro," and will head a party of city officials to the Rivoli Theatre here on Sept. 17.

Meanwhile, Lisa Ferraday, of the cast, has already made 25 radio and TV guest appearances in behalf of the film, with several more set during the next two weeks.

'Student Prince' Off, Says Lanza Defaults

M-G-M yesterday announced abandonment of "The Student Prince," due to the persistent failure of Mario Lanza, who was to be its star, to report for the start of the film." Studio executives said more than $700,000 has thus far been invested in the picture, and that "the company will pursue its legal rights caused by Lanza's default of his contract," a home office statement disclosed.

'Thief' Special Entry At Venice Festival

Harry M. Popkin's "The Thief," the "talkless talkie," will be a special entry at the Venice Film Festival, it was announced by Arnold M. Picker, United Artists chief of foreign distribution.

The film will not be in competition with the other American and foreign entries, Picker declared, because it will be in a special category due to the fact that it was not ready in time to make it eligible as a regular entry.

20-Cent Quarterly Loew's Dividend

Loew's directors yesterday declared a regular quarterly dividend of 20 cents on its common stock, payable Sept. 30 to stockholders of record on Sept. 16, it was announced here, following a meeting of the board.

This is the second quarterly dividend to be paid at the 20-cent rate, Loew's having reduced its dividend from 37½ cents for the previous payment.

Tunick Gets Lippert Franchise in Cincy.

CINCINNATI, Sept. 3.—Gene Tunick, formerly in charge of Lippert distribution here and subsequently an Eagle-Lion sales executive in New York, again has taken the local Lippert franchise. He will also handle other product.

The local Souvaine-Selective Pictures branch, which he headed recently, closed several weeks ago.

To Re-Open Chicago Suburban Theatre

CHICAGO, Sept. 3.—A. Becker, former operator of the Vet Theatre here, will operate the Strand, Brookfield, Ill., for the new owner, Arnold Lund, who will reopen the suburban house on Sept. 14.

Nat Karson Here

Nat Karson, former producer of the stage show at M-G-M's Leicester Square Empire Theatre in London, has arrived here. He plans to produce a similar show for a New York film theatre.

Only 2 Films Begun on Coast

HOLLYWOOD, Sept. 3.—Production took a small sag, with only two pictures being started in seven days, while six others were completed.

The new undertakings are "Julius Caesar," M-G-M, and "Come On Texas," Warner. Completed were "Serpent of the Nile" and "Story of a Bad Girl," Columbia; "Royal Mounted Police," Allied Artists; "Sweetheart Time," Republic; "Taxi," 20th-Fox and "Columbia South," Universal-International.

MPA Offers

(Continued from page 1)

and distributor representatives on "the continual complaints between distributors and exhibitors," a committee spokesman said. MPAA and the distributors wanted to give their side of the story, he said, and the committee people "were glad to hear it."

The industry spokesmen declared they would be glad to put committee investigators in touch with anyone in the distribution field who might be able to give information to the committee and added that they would also be willing to suggest such people.

Committee investigators, who have only spoken to a handful of distributors to date, said they would certainly be speaking to more and that the the committee would hear distributor witnesses if and when hearings on the subject were begun.

William D. Amis, committee investigator, is scheduled to leave for the Coast shortly to go into exhibitor complaints in the San Francisco area. Amis recently finished an inquiry in the Los Angeles region.

MPAA representatives at today's meeting were Joyce O'Hara, Kenneth Clark, Ed Cooper, Sidney Schreiber and Cecil Dixon. From the distribution side there were William Rodgers, Loew's vice-president, and William Zimmerman, assistant to the RKO Radio sales manager, Robert Mochrie. Present for the committee were Gillis Long and Amis.

Parade to Spark 'Loves' Premiere

CHICAGO, Sept. 3.—A parade, featuring many Hollywood personalities, will herald the premiere of Paramount's "Somebody Loves Me" at the Chicago Theatre on Friday.

The parade will be led by Betty Hutton who stars in the film. Others in the vanguard will include Blossom Seeley, Benny Fields, Charlton Heston, Rosemary Clooney, Billy Daniels, Johny Ray, Lydia Clarke and Charles O'Curran.

Studio Craft Wages Up

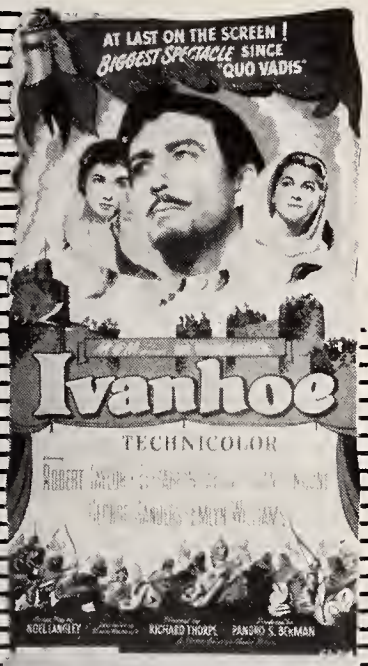
HOLLYWOOD, Sept. 3.—Weekly earnings of studio craft union workers averaged $118.30 during July, the California Department of Industrial Relations disclosed in the monthly report. The figure compares with $113.68 averaged in June, and $105.88 July year ago.

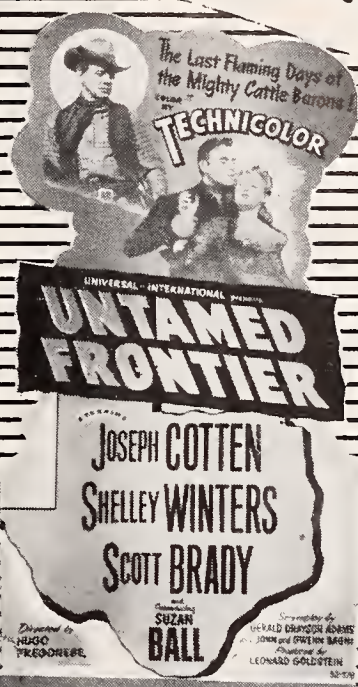
MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



STANDEES...

a FAST SELLING invitation to your PATRONS!









COMING and GOING, your patrons will be *sold* when they see these Colorful, Cut-Out DISPLAYS that *stand out* in your Lobby, Foyer or Out-Front . . . they need no frame and the beautiful fluorescent-lighted base adds to the SOCK and brings out the COLOR!

Get full details from your NSS Salesman or write your nearest NSS Exchange!



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Rank's Profit

(Continued from page 1)

paid during the year totalled £1,911,-275 ($5,351,570).

While the stock market evinced disappointment that no dividend is being paid on the Odeon ordinaries, it concedes that a £9,509,843 ($26,627,560) reduction in Odeon's bank overdrafts in the past three years has been a remarkable achievement.

Rank's Gaumont British and subsidiaries, including Cinematelevision, Ltd., and others, showed a net profit of £625,384 ($1,751,075) for the year, compared with net of £711,181 ($1,-991,306) for the previous year. Gaumont will pay a 7½ per cent dividend on its ordinaries, compared with 5 per cent last year.

Rank's production company, British & Dominions Film Corp., showed a net profit for the year of £157,073 ($439,804), compared with net of £151,468 ($424,110) for the previous year. The company's preference dividend was continued but nothing was paid on the ordinaries.

Full accounts of the Rank Organization are scheduled to be made public Sept. 17.

Portuguese Picture

(Continued from page 1)

be held at Paramount's home office for American distribution representatives. Producer de Solms, who is seeking to sell the world distribution rights to the picture, will be present.

De Solms, a Spaniard who specializes in the production of Portuguese language films, will leave here in about a week for Hollywood where he will confer with production executives with a view to co-producing Portuguese Africa features with American players. He said yesterday that during the past two years he has turned out 51 Portuguese short subjects and the feature, "Chikewembo" which, freely translated, means "Witchcraft."

Film-making in Portugal is a difficult business, de Solms said, explaining that native pictures seldom earn in that country more than $50,000 each. Hence only five or six features are made there annually. He said American pictures, on the other hand, are very popular in Portugal. Portuguese-speaking Brazil, he noted, pays only $10,000 for each Portuguese picture imported, which makes the South American country a distinctly undesirable market.

Observing that films on TV in America are generally of low quality, de Solms wondered if the fact that Americans accept them would not tend to lower film-producing standards in the U. S. He agreed, however, that in recent years Hollywood has been turning out pictures of unexampled excellence.

Settle Suit

(Continued from page 1)

atres, M. and P. Theatres, New England Theatres, RKO Theatres, Loew's Boston Theatres and George A. Giles Co., has been settled out of court.

Terms of the settlement were not disclosed by Arthur L. Whittemore of the law firm of Nutter, McClellen and Fish of Boston, who announced termination of the action.

The Garbose brothers' complaint charged that several Massachusetts theatre circuits conspired with defendant distributors to deprive their York and Athol theatres of product.

Reviews

"The Amazing Monsieur Fabre"

(Walter Futter)

A FASCINATING, inspirational film based on the life of France's great 19th Century entomologist, Jean Henri Fabre, "The Amazing Monsieur Fabre" is the product of French and American talent.

Bound to lend impetus to the merchandising of this picture is the endorsement given it by the Foreign Film Advisory Unit of the Motion Picture Association of America. Arthur DeBra, MPAA director of community relations, has emphasized the film's values in "thousands of letters" being sent to such "opinion makers" as educators and social leaders. "Monsieur Fabre" will have its American premiere Monday at the Park Avenue Theatre here.

The subject of entomology—the study of insects—may not seem suitable material for dramatic fare, but as viewed through the eyes of the great student-writer-observer, it makes for an exciting and thought-provoking film, due in no small part to the excellent scientific photography of Horace Woodward. Highlights of the production are those scenes showing the insects' constant battle for survival and some of their more perverse patterns of behavior.

Produced in France by Walter Futter, from a story and screenplay by American playwright Jack Kirkland, the film is in English dialogue spoken by an all-French cast. Actually it was made in both French and English versions to take the greatest advantage of the two markets.

In the title role, Pierre Fresnay is seen in the somewhat conventional conception of a "man ahead of his time." Living in the South of France in the middle of the last century, Fabre eked out a meagre existence for his huge family as a mathematics instructor, with time off for the study of insects. Recognition of Fabre's work—both in the field of entomology and as it related to man's behavior—came slowly over a 50-year period and as a triumph over a series of personal misfortunes. Scenes depicting his family life are played with humor and pathos and are neatly integrated with the nature studies.

The latter include revealing shots of ants, wasps, caterpillars, spiders and the like, in their various habitats engaged in their single-minded dedication to survival. Fabre's whole life was devoted to their study to find out whether they acted from instinct or intelligence. What he learned, aside from a million facts, was that man alone possesses soul and a free will.

Henri Diamant-Berger directed the film which should be a natural for discriminating audiences everywhere.

Also in the cast are Elina La Bourdette, Andre Randall, Georges Tabet, Oliver Hussenot, Espanita Cortez, and many others.

Running time, 90 minutes. General audience classification. August release.

"Fargo"

(Monogram) *Hollywood, Sept. 3*

"FARGO" will certainly entrench Wild Bill Elliott with his followers and should create many, many more. It is a compact piece of Prairie melodrama with a better than usual story, a picturesque sepia tint, loads of people, horses and cattle, and jampacked with ridin' and blazing guns.

The story and screenplay by Jack DeWitt and Joseph Poland concerns the introduction of barbed wire as a thorny implement of peacemaking in the struggle between cattlemen dedicated to the open range and farmers who believe in fences. It was produced by Vincent M. Fennelly and directed by Lewis D. Collins, who follow a straight-line account of the coming of the grain-farmers to the region around Fargo, of the natural resistance of the open-range cowmen to the fencing of the newcomers' claims, and of the resistance of some crooks, chief among them a perfidious foreman, which leads to violence, inclusive of multiple murder, finally quenched by treatment with law and counter-violence in about equal measure. Elliott gives his usual strong, sure performance, with Myron Healey providing an excellent plot opponent. The big cast is uniformly satisfactory, including Phyllis Coates, Fuzzy Knight, Jack Ingram, Arthur Space, Robert Wilke, Terry Frost, Robert Bray, Denver Pyle, Tim Ryan, Florence Lake, Stanley Andrews, Richard Reeves.

Running time, 69 minutes. General audience classification. Release date, Sept. 7.

Storms Fails

(Continued from page 1)

lowing a personal appearance by Marjorie Main. However, the storm interrupted a flow of visitors estimated at 1,500 an hour. ATO officials say approximately 70,000 persons had viewed the exhibit since it was set up Saturday afternoon.

Forrest Tucker, Tony Romano and Rex Allen entertained spectators in front of the tent after it collapsed while ATO representatives worked to get items on display under cover to protect them from the rain, which continued all night and delayed salvage work. Costumes were ironed out, mannikins repaired and signs repainted in time to make a fresh start quickly.

The film exhibit has proved the biggest draw on the fair grounds, ATO officials say. Fair officials also are reported to be enthusiastic.

Olympic Film

(Continued from page 1)

pions," the film was produced by Edmund Reek, 20th-Fox Movietonews executive, with Jack Kuhne supervising. Mel Allen handled the narration of the film which points up the last-minute scoring of the American team to take top honors at the games. It is scheduled for release sometime late this month.

Davis in Chicago Sold

CHICAGO, Sept. 3.—The Davis Theatre Building here has been sold by the Lincoln Western Building Corp. to Isadore Kaplan and Associates for an undisclosed sum. The building includes the 1,400-seat Davis (operated by Essaness for a number of years, but closed recently), six stores, a studio, and 12 apartments.

National Pre-Selling

TIME's cover picture and inside story on Katharine Hepburn, now on newsstands, is obviously impressive to the trade as well as to the public, for its sincerity and human interest. The 42-year-old star, by her own estimate, has earned $3,000,000 on stage and screen, and says of herself, "I have an angular face, an angular body, and I suppose, an angular personality which jabs into people." . . . *Newsweek's* reviews are well balanced and without bias, a fact appreciated by trade sources, and the weekly issues carry sufficient material to cover current releases. "The Quiet Man" comes in for a sympathetic treatment of John Ford's rural shenanigans, and "The Crimson Pirate" is described as something nobody will believe, but "it's wonderful, really." . . . Marilyn Monroe was grand marshall at the annual American Beauty Parade at Atlantic City, and attracting quite some attention hereself, said she thought "they were looking at my grand marshall's badge."

•

At least 530 radio stations operating under Mutual Broadcasting System are participants with RKO in a six weeks contest to promote "Sudden Fear," starring Joan Crawford, now under way and continuing to Sept. 12. Listeners are urged to write in letters telling of their first sudden fear and how they overcame it. Top prize will be a trip to Hollywood, according to Don Prince, RKO Radio Eastern publicity head. A folder has been prepared by Mutual advising its stations how to conduct the contest, with local promotional tie-ins to conform to playdates.

•

About 40 national magazines with a combined circulation of more than 70,000,000, will be used to promote "Androcles and the Lion," according to S. Barret McCormick, director of advertising for RKO Radio Pictures. The campaign will get under way this week and will extend into November. Sunday supplements and men's magazines as well as the big national weeklies and monthlies will carry advertising on "Lusty Men" through September and October, to reach another 60,-000,000 readers. The latter picture is scheduled for an area premiere in Texas on Oct. 2.

•

Scoring with full-color, half-page ads in the Sunday sections of 70 key city newspapers, 20th Century-Fox heralded Victor Hugo's "Les Miserables" to a combined readership of over 100 millions. The ad combines the attraction of a comic strip layout with the force of a 24-sheet poster, obtaining both results in strong color. List of newspapers getting the allocated space is a summary of important Sunday issues from coast to coast. The half-page will command attention from the nation's younger fans and adults. alike. . . . Largest and most comprehensive exhibitor's campaign manual of the year is being prepared by 20th-Fox for "The Snows of Kilimanjaro" which has its premiere at the Rivoli theatre on Broadway Sept. 18. The company has also arranged three-way tieups across the country between exhibitors, school officials and booksellers to benefit "O. Henry's Full House."

—WALTER BROOKS

Mutual Aid

(Continued from page 1)

include listings on WNBC and WNBT of current and popular motion pictures, as well as special programs highlighting various features of the film industry. OMPI will prepare, distribute and display trailers and posters boosting these programs in participating theatres, which will number more than 500 and include some 30 circuits.

In commenting on the new alliance, Schwartz said, "I have no doubt that this agreement, the first of its kind, will give ample evidence that radio, TV and motion pictures can work together and complement each other's activities with mutually beneficial results. It will also be of benefit to the public in keeping them informed of the best in entertainment."

Cott stated, "NBC is very proud of the opportunity to help prove to the entertainment industry that the so-called rival industries can augment each other by working together. We are very confident that our 'joining hands' campaign will work to the advantage of both industries."

The campaign, which will run for a trial period of 13 weeks subject to renewal, will be teed off on Sept. 15 on WNBC and WNBT with a daily listing of popular films currently playing in neighborhood houses. Skitch Henderson will handle the radio chores both morning and evening while the television time slot has not yet been designated.

On Sept. 22, WNBC will present a weekly Hollywood variety show, which will feature recorded interviews with stars, producers and other film personalities and film music on records. Simultaneously, a daily five-minute television program on WNBT will be inaugurated during the 6:15 to 6:30 P. M. period.

In preparation is a documentary series of six or seven radio programs, "realistically dramatizing the men who make the movies." NBC will provide top producers, script writers and actors for these programs, with OMPI providing the material. Many other promotions, including a supermarket tie-up to promote films by selection of a "Super Movie of the Month," are now in the planning stages.

US TV Ups Bookings Of Canadian Films

OTTAWA, Sept. 3.—Officials of the National Film Board of Canada report that there is a boom in the demand for the board's productions for television in the United States. In 1950-51 there were 1,523 bookings for television in the U. S., but in 1951-52 there were 2,401. These bookings are exclusive of commercial theatre showings and television showings of the Canadian-made films in various other foreign countries.

Taylor, Bell Promoted

Frank Taylor has been promoted to the position of cashier in the RKO Theatres home office, replacing William Murray, who retired on Friday after 26 years with the company. It was also disclosed that Arthur E. Bell has been elected an assistant treasurer of the circuit and its subsidiary companies.

Television--Radio

with Pinky Herman

INITIAL program of the NBComedy, "Dean Martin & Jerry Lewis Show," which resumes Tuesday, Sept. 16, will feature a satire on Cecil B. DeMille's "Greatest Show On Earth." Songstress Rosemary Clooney will be the first to guestrill. George Fenneman replaces Jimmy Wallington as announcer, with music supplied by Dick Stabile's Ork. . . . Will Rogers' second appearance before the cameras (his debut was made when he portrayed his internationally famous and beloved father in "The Will Rogers Story") will be in Screen Gems' half-hour telefilm "Life, Liberty and Orin Dooley," for Ford Theatre. W. R. plays a GI, just home from Korea who goes back to school, under the GI Bill—into the 4th Grade. . . . Before leaving for Italy to join Toscannini in Milan, NBC General Music Director Samuel Chotzinoff announced that the NBC Symphony, batonned by the maestro, will return to the airwaves Nov. 1. . . . Lola Montez, assistant producer of the "Broadway TV Theatre," which rates this reviewer's WORchids, will appear IN FRONT of the cameras next Monday when she does the lead in "Mrs. Moonlight," featuring Stephen Cortleigh and Una O'Conner. . . .

☆ ☆ ☆

During World War 2, four sailors stationed at the Great Lakes Naval Training Station in Chicago combined their talents to produce and present shows for their buddies which were the talk of the service. The quartet has since returned to show business and are seen and heard in their own radio and TV programs. The artists are Bill Harrington, starred daily on ABC-TV and WNEW, Jack Kilty, NBChirper and former singing star of "Oklahoma," Red Benson, star of Mutual's "Take A Number," and Durward Kirby, emcee-announcer of the "Garry Moore Show." Could make a sure-fire TV package. . . . Wilf Carter, better known as "Montana Slim," whose RCA-Victor platters during the past two decades have sold in the millions, recently returned from a tour of 19 Canadian theatres and arenas and broke box office records in 14 of them. (Thar's still gold in them thar hill—billy acts.) . . .

The Four Top Hatters, novelty group who built up quite a rep during their nine months engagement at the Hotel Park Sheraton, move into Jack Dempsey's On B'way Tues. . . . When puppeteer Bill Baird finishes the "Walter The Waterproof Whale" segs of the "Whistling Wizard," CBSeries, he'll introduce two new characters from 'out of this world' named "Bleep and Bloop." (sounds like a Frankie Loesser song title.) . . .

☆ ☆ ☆

Kling Studios will produce a series of 26 "Uncle Mistletoe," telefilms to be sponsored by Marshall Field & Co. in the Chicago and Seattle markets. The series, available for syndication in other markets, will be scripted by Arthur Lewis Zapel and directed by Fred Freeland, Kling production manager. . . . Russ Offhaus, former deejay, is now general manager of WMFS, Chattanooga, Tenn. . . . "The Quiz Kids," which started on radio 11 years ago and which recently signed an exclusive CBS-TV contract, will start a new weekly series, Sept. 14 (4:00-4:30 P.M.) sponsored on alternate Sundays by Cat's Paw Rubber Co. Joe Kelly will continue to ask the questions. . . . Broadwayfarers aver that when Milton Berle was granted an audience with the Pope he pleaded, "Your Holiness, could you arrange it so that Bishop Sheen's video time is changed next season?" (To Milton Berle: It's no banana erl that competition from Sheen is too keen.) Meanwhile, it was disclosed yesterday that Bishop Sheen will relinquish his NBCommitments on "The Catholic Hour" after a 25-year association to concentrate exclusively on his Du Mont TV "Life Is Worth Living" program, resuming Nov. 18, opposite Berle. His services for Du Mont are free but he has let it be known that if an acceptable sponsor wants to do so he can latch on to the program by making donations to charitable organizations of the Jewish, Catholic and Protestant faiths. . . . Some of the talks that Jules Levey held with producers on the coast concerned TV productions. . . . "Your Show of Shows," which Max Liebman will again produce on NBC-TV starting Saturday, has been completely sold out for the full 39 weeks schedule. Sponsors include R. J. Reynolds Tobacco Co. (Camel Ciggies) S. O. S. Company, Griffin Mfg. Co., Benrus Watch Co., Prudential Insurance Co., Lehn & Fink Corp. and W. S. Sheaffer Pen Co., who'll sponsor a half-hour segment on Oct. 4, Nov. 1 and Dec. 13.

TOA Aims

(Continued from page 1)

eral over the government's attempt to force the sale of features in 16mm. to TV and other outlets competing with regular theatres.

On July 29, Herman M. Levy, TOA general counsel, following consulation with other organization officials announced that he will ask the convention to decide whether it wishes to take the necessary steps to have TOA made a party defendant in the suit. Although it was named a co-conspirator in the government's complaint, TOA was not included among the defendants.

While the TOA leadership is confident the membership will make an affirmative decision, it doubts if the Department of Justice would accede to a TOA request for defendant status. The Department might decline the request, it was said, out of reluctance to have to confront at the bar of justice what would in effect be a united industry. TOA, it was explained, could "swing more freely" in fighting the suit if it were a defendant.

These are the steps that will be taken in seeking TOA convention approval: the TOA board will first discuss and vote on whether to submit a resolution to the convention proper; officials of the organization will be selected to discuss the implications of the move before the convention; the convention itself will vote on it.

MPA Engineers

(Continued from page 1)

was both NETTC and MPAA which requested the information dealing with a projected New York-to-Washington theatre TV network capable of carrying a 10 megacycle imput. The only cost data supplied by A. T. & T. in its response dealt with its regular three to four megacycle channel.

A. T. & T.s failure to come through with the requested cost data was described by Fly as the only gap in the completion of the technical phase of the industry's TV presentation to the FCC, which will be made when theatre TV hearings open in October.

In the meantime, the MPAA TV counsel said he and his associate, Vincent Welch, and Marcus Cohn, counsel for the NETTC, are working on the January phase of the hearings when witnesses will be presented by the industry to testify before the FCC.

Start Lutheran TV Film Series Sunday

The Lutheran Church - Missouri Synod, in co-operation with the National Council of Churches of Christ in the U.S., will initiate a series of 26 dramatic films on television on Sunday, it was disclosed here yesterday by Rev. L. C. Wuerffel of St. Louis, Dean of Concordia Seminary, and chairman of the Lutheran Television Productions Committee. The series cost an estimated $500,000.

RKO Pathe Buys Rights

MONTREAL, Sept. 3.—RKO Pathe has purchased world rights, outside Canada, to three of Associated Screen Studios' recent Canadian Cameo theatrical short subjects. Empire-Universal will continue to handle the Canadian distribution.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
July 20	(July Releases) CALIFORNIA CONQUEST (Color) Cornel Wilde Teresa Wright OD—79 min. (Rev. 6/12/52) CRIPPLE CREEK (Color) George Montgomery O—78 min. (Rev. 6/26/52) THE BRIGANO (Color) Anthony Dexter Jody Lawrance D—94 min. (Rev. 6/5/52) STORM OVER TIBET Rex Reason Diana Douglas D—87 min. (Rev. 12/26/51) RED SNOW Guy Madison Ray Mala D—75 min. (Rev. 6/20/52) BARBED WIRE Gene Autry O—61 min. (Rev. 7/14/52) JUNCTION CITY Charles Starrett Smiley Burnette O—54 min. (Rev. 7/3/52)		HOLIDAY FOR SINNERS Gig Young Keenan Wynn D—72 min. (Rev. 6/25/52)	DEAD MAN'S TRAIL Johnny Mack Brown O—59 min. (5243)	(July Releases) THE GREATEST SHOW ON EARTH (Color) Betty Hutton James Stewart D—153 min. (5129) (Rev. 1/2/52) ENCORE Glynis Johns Kay Walsh D—90 min. (5122) (Rev. 4/1/52) JUMPING JACKS Dean Martin Jerry Lewis C—96 min. (5121) (Rev. 6/4/52)	THUNDERING CARAVANS Alan "Rocky" Lane Eddy Waller O—54 min. (5173) (Rev. 7/30/52) OLD OKLAHOMA PLAINS Rex Allen Slim Pickens O—60 min. (5144) (Rev. 8/25/52)	(July Releases) THE WILD HEART (Color) Jennifer Jones David Farrar D—82 min. (274) (Rev. 5/29/52) (Disney) THE STORY OF ROBIN HOOD (Color) Richard Todd Joan Rice D—84 min. (391) (Rev. 3/18/52)	(July Releases) WAIT 'TIL THE SUN SHINES, NELLIE (Color) Jean Peters David Wayne D—108 min. (220) (Rev. 5/26/52) DIPLOMATIC COURIER Tyrone Power D—97 min. (222) (Rev. 6/10/52) WE'RE NOT MARRIED! Ginger Rogers Victor Moore C—85 min. (221) (Rev. 6/23/52) LADY IN THE IRON MASK (Color) Louis Hayward D—78 min. (218) (Rev. 6/11/52) (Re-Releases) THE BLACK SWAN (Color) Tyrone Power Maureen O'Hara D—85 min. (258) (Rev. 10/16/42) TO THE SHORES OF TRIPOLI (Color) John Payne Maureen O'Hara D—86 min. (257) (Rev. 3/11/42)		(July Releases) HAS ANYBODY SEEN MY GAL (Color) Piper Laurie C—89 min. (226) (Rev. 6/6/52) FRANCIS GOES TO WEST POINT Donald O'Connor C—81 min. (224) (Rev. 6/13/52) SALLY AND SAINT ANNE Ann Blyth Edmund Gwenn C—90 min. (225) (Rev. 6/20/52)	THE STORY OF WILL ROGERS (Color) Jane Wyman Will Rogers, Jr. D—109 min. (129) (Rev. 7/11/52)
July 27	THE JUNGLE Rod Cameron Cesar Romero D—74 min. (5112) (Rev. 8/20/52)		SEA TIGER John Archer Marguerite Chanman D—71 min. (5218) (Rev. 7/30/52)						(Stanley Kramer) HIGH NOON Gary Cooper OD—85 min. (Rev. 4/30/52)		
Aug. 3	YOU FOR ME Peter Lawford Jane Greer CD—71 min. (Rev. 7/23/52)								(David E. Rose) ISLAND OF DESIRE (Color) Linda Darnell Tab Hunter D—103 min. (Rev. 7/31/52)		WHERE'S CHARLEY? (Color) Ray Bolger Allyn McLerie MC—97 min. (130) (Rev. 6/26/52)
Aug. 10	FEARLESS FAGAN Janet Leigh Carleton Carpenter C—79 min. (Rev. 7/7/52)		MONTANA INCIDENT Whip Wilson O—54 min. (5253) (Rev. 8/28/52)						(Samuel Fuller) PARK ROW Gene Evans D— 83 min. (Rev. 8/6/52)		
Aug. 17		SECRET PEOPLE Valentina Cortesa Audrey Hepburn D—88 min. (5116) (Rev. 8/27/52)	IVANHOE (Color) Robert Taylor Elizabeth Taylor D—106 min. (Rev. 6/16/52)	ROSE BOWL STORY (Color) Marshall Thompson D—73 min. (5204) (Rev. 8/27/52)	(Aug. Releases) CARRIE Laurence Olivier Jennifer Jones D—118 min. (5123) (Rev. 6/9/52) SON OF PALEFACE (Color) Bob Hope Jane Russell C—95 min. (5124) (Rev. 7/14/52)		(Aug. Releases) THE BIG SKY Kirk Douglas Dewey Martin OD—140 min. (361) (Rev. 7/9/52) ONE MINUTE TO ZERO Robert Mitchum Ann Blyth D—105 min. (301) (Rev. 7/22/52) SUDDEN FEAR Joan Crawford D—110 min. (362) (Rev. 7/23/52) (Re-Releases) LOOK WHO'S LAUGHING Fibber McGee & Molly C—79 min. (363) (Rev. 9/17/41) TOO MANY GIRLS Desi Arnaz Lucille Ball MC—84 min. (364) (Rev. 10/8/40)	(Aug. Releases) DREAM BOAT Clifton Webb Ginger Rogers C—83 min. (223) (Rev. 7/22/52) DON'T BOTHER TO KNOCK Richard Widmark Marilyn Monroe D—76 min. (224) (Rev. 7/11/52) LES MISERABLES Michael Rennie Debra Paget D—104 min. (225) (Rev. 7/24/52) WHAT PRICE GLORY (Color) James Cagney Corinne Calvet CD—111 min. (226) (Rev. 7/28/52)	(Re-Releases) IT'S IN THE BAG Jack Benny Fred Allen C—87 min. (Rev. 2/9/45) GUEST WIFE Claudette Colbert Don Ameche C—90 min. (Rev. 7/23/45)	(Aug. Releases) THE WORLD IN HIS ARMS (Color) Gregory Peck Ann Blyth D—104 min. (227) (Rev. 6/17/52) THE DUEL AT SILVER CREEK (Color) Audie Murphy Stephen McNally OD—77 min (228) (Rev. 7/14/52) LOST IN ALASKA Bud Abbott Lou Costello C—76 min. (229) (Rev. 7/28/52) (J. Arthur Rank) THE STRANGER IN BETWEEN Dirk Bogarde D—84 min. (282) (Rev. 8/20/52)	BIG JIM McLAIN John Wayne Nancy Olson D—90 min. (201) (Rev. 8/26/52)
Aug. 24	(J. Arthur Rank) THE CLOUDED YELLOW Jean Simmons Trevor Howard D—89 min. (Rev. 10/8/51) THE KID FROM BROKEN GUN Charles Starrett Smiley Burnette O—56 min. (Rev. 8/8/52)	HELLGATE Sterling Hayden Joan Leslie D—87 min. (5113) (Rev. 8/22/52)	THE MERRY WIDOW (Color) Lana Turner Fernando Lamas MC—105 min. (Rev. 7/8/52) THE DEVIL MAKES THREE Gene Kelly Pier Angeli D—96 min. (Rev. 8/13/52)	YUKON GOLD Kirby Grant D (5221) FARGO Wild Bill Elliott O—70 min. (5226)		WOMAN OF THE NORTH COUNTRY (Color) Ruth Hussey Red Cameron OD—90 min. (Rev. 7/30/52)	(Sept. Releases) BEWARE MY LOVELY Ida Lupino Robert Ryan D—77 min. (302) (Rev. 7/31/52) THE LUSTY MEN Robert Mitchum Susan Hayward OD (Re-Releases) ANNIE OAKLEY Barbara Stanwyck Preston Foster D—91 min. (365) (Rev. 10/28/35) ALLEGHENY UPRISING John Wayne Claire Trevor D—81 min. (366) (Rev. 10/24/39)	(Jewell) UNTAMED WOMEN D—70 min. (Rev. 8/13/52)		
Aug. 31					(Sept. Releases) JUST FOR YOU (Color) Bing Crosby Jane Wyman (5201) CD—M—95 min. (Rev. 7/31/52) CARIBBEAN (Color) John Payne Arlene Dahl D—97 min. (5202) (Rev. 8/4/52)			(Sept. Releases) LURE OF THE WILDERNESS (Color) Jean Peters Jeffrey Hunter D—92 min. (Rev. 7/29/52) O. HENRY'S FULL HOUSE Fred Allen Anne Baxter C—D—117 min. (Rev. 8/18/52) MONKEY BUSINESS Cary Grant Ginger Rogers C—97 min. (Rev. 9/2/52)	(Re-Release) THE LADY VANISHES Michael Redgrave Margaret Lockwood D—85 min. (Rev. 10/11/38) (King Bros.) THE RING Gerald Mohr Lalos Rios D—79 min. (Rev. 8/26/52)	(Sept. Releases) UNTAMED FRONTIER (Color) Joseph Cotten Shelley Winters OD—75 min. (230) SON OF ALI BABA (Color) Tony Curtis Piper Laurie D—75 min. (231) (Rev. 8/13/52) BONZO GOES TO COLLEGE Maureen O'Sullivan Edmund Gwenn C—80 min. (232) (Rev. 8/29/52)	
Sept. 7											
Sept. 14	(Sept. Releases) RAINBOW 'ROUND MY SHOULDER (Color) Frankie Laine Billy Daniels M—78 min. (Rev. 8/8/52) AFFAIR IN TRINIDAD Rita Hayworth Glenn Ford D—98 min. (Rev. 7/30/52) WAGON TEAM Gene Autry O—63 min.		MY MAN AND I Shelley Winters Ricardo Montalban D—99 min. (Rev. 8/19/52)	FEUDIN' FOOLS Leo Gorcey C—63 min. (5213)							
Sept. 21											
Sept. 28	(Re-Release) THE MINE WITH THE IRON DOOR Richard Arlen Cecilia Parker D—66 min. (Rev. 4/20/36)	TROMBA, THE TIGER MAN Special Cast D (5201)	BECAUSE YOU'RE MINE (Color) Mario Lanza M—103 min. (Rev. 8/29/52)	(Allied Artists) BATTLE ZONE John Hodiak Linda Christian D (AA22)							THE CRIMSON PIRATE (Color) Burt Lancaster D—104 min. (202) (Rev. 8/27/52)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 46 NEW YORK, U.S.A., THURSDAY, SEPTEMBER 4, 1952 TEN CENTS

TOA Aims to Raise Fire Vs. Gov't Suit

See Defendant Status Bid Evoking Company Blasts

Theatre Owners of America leaders anticipate that the organization's forthcoming convention will advocate TOA's becoming a voluntary defendant in the government's 16mm. anti-trust action in the belief that the boldness of such a move will inspire other presidents of major distributor-defendants to speak out against the suit as did Spyros P. Skouras, 20th Century-Fox president.

This, of course, is only one reason it is expected the Sept. 14-18 convention in Washington will favor the move. Another is that a bid for defendant status will underscore the indignation expressed by exhibitors in gen-

(*Continued on page 5*)

Garbose $3,000,000 Trust Suit Settled

BOSTON, Sept. 3.—The $3,000,000 anti-trust suit brought by Abraham, Jacob and Samuel Garbose of Athol, Mass., in Federal District court here in 1948 against major distributors, including Republic and Monogram, and Maine and New Hampshire The-

(*Continued on page 4*)

TOA Has a White House Problem, Too

Washington, Sept. 3—Arranging for the visit to the White House Sept. 17 by the wives of Theatre Owners of America convention delegates has not been without problems for the convention planners.

Now that the First Lady has indicated she would be pleased to receive the TOA wives, the TOA planners must arrange to supply White House guards and attendants with 15 copies of a list of names of the visitors. This must be done for "security reasons." As many as 100 TOA wives are expected to make the visit. The big problem is to get the names in advance.

MPAA Engineers to Propose Next A. T. & T. Tilt Move

The next move to obtain theatre television transmission costs from the American Telephone and Telegraph Co. will depend on the recommendations of the engineers hired by the Motion Picture Association of America, James T. Fly, special TV counsel of the MPAA, said here yesterday.

Without further study of A. T. & T.'s response, it would be very difficult to say what course of action will be adopted by the MPAA, Fly explained. He added, however, that an analysis of A. T. & T.'s six-page answer would probably be made by MPAA and submitted to the Federal Communications Commission.

Si Fabian, chairman of the National Exhibitors Theatre Television Committee, could not be reached yesterday for comment on A. T. & T.'s response, called "completely unsatisfactory" by industry spokesmen in Washington. It

(*Continued on page 5*)

MPA Offers to Aid Senate Probers Of Trade Practices

WASHINGTON, Sept. 3.—The Motion Picture Association of America today offered its fullest cooperation to the Senate Small Business Committee in the committee's current investigation of exhibitor complaints about distributor trade practices.

In a two and a half hour meeting, held at the request of MPAA, committee investigators questioned MPAA

(*Continued on page 2*)

Olympic Film on 20th-Fox Program

A special short subject "revealing the excitement and color" of American participation in the recent Olympic games in Helsinki has been added to 20th Century-Fox's 1952-53 schedule, it was announced here yesterday by Peter Levathes, short subjects sales manager.

Entitled "U. S. Olympic Cham-

(*Continued on page 4*)

Portuguese Picture Gets MPAA Assist

The Motion Picture Association of America's Foreign Films Advisory Unit today will add one more country to the list of those whose pictures it is helping to promote in the U. S. The step will be marked by an Advisory Unit-sponsored preview of Felipe de Solms' "Chikewembo," Portuguese language melodrama filmed in Portuguese Africa.

The screening, which in effect will be the picture's world premiere, will

(*Continued on page 4*)

Rank's Odeon Has Year's Profit of $3,438,722

LONDON, Sept. 3.—J. Arthur Rank's Odeon Theatres today reported a net profit of £1,228,115 ($3,438,722) for the 53 weeks ended June 28. The result is after all taxes and other adjustments and includes special profits arising from the disposal of fixed assets. In the previous fiscal year Odeon reported a net profit of £277,980 ($778,344).

Despite the current working profit, Odeon directors again decided not to pay a dividend on the ordinary shares, 50 per cent of which are owned by United Artists. However, Rank stated that subject to unforeseen circumstances, Odeon hopes to meet all arrears on its preferred stock dividends during the current year.

Odeon's consolidated balance sheet shows a reduction of bank indebtedness of £2,437,008 ($6,823,622), leaving a net overdraft of £6,776,738 ($18,974,866). Other loan capital re-

(*Continued on page 4*)

Storm Fails to Halt ATO Exhibit

INDIANAPOLIS, Sept. 3.—The storm that blew its tent down and caused considerable damage to displays failed to stop the state fair exhibit of Allied Theatre Owners of Indiana. Officers cleaned up the debris, obtained a new tent and it was open to the public again last night, a little more than 24 hours after the blow struck.

There were no injuries, as most of the crowd had just left the tent fol-

(*Continued on page 4*)

Films, TV and Radio in Pact For Mutual Aid

500 Theatres Involved In the New York Area

Long in the discussion stage, a pact was formalized here yesterday which will bring motion pictures, radio and television together for the mutual promotion of the economic and goodwill interests of each.

An agreement was signed cementing plans for a reciprocal promotion project between stations WNBC-WNBT and the Organization of the Motion Picture Industry of the City of New York, by Fred J. Schwartz, chairman of the Organization, and Ted Cott, vice-president and general manager of WNBC-WNBT, key radio and television stations of National Broadcasting.

In a campaign designed to encourage a new understanding and feeling of mutual cooperation between the media, reciprocal cross-promotion plans will

(*Continued on page 5*)

Anti-Tax Program Mapped by KATO

LOUISVILLE, Sept. 3.—An anti-tax program both on the state and Federal level has been mapped by the Kentucky Association of Theatre Owners, following a series of district exhibitor meetings, held throughout the state.

The program calls for repeal of the state admission tax and "wholehearted cooperation" with the Council of Motion Picture Organizations in its campaign to scrap the 20 per cent tax.

AMPA to Finalize School Plans Today

Plans for the Associated Motion Picture Advertisers' school to train future industry advertising-publicity-exploitation specialists will be finalized today at an AMPA board meeting at the Lobster Restaurant here.

The Wednesday evening classes in home office screening rooms are scheduled to begin Sept. 24.

Personal Mention

MAX E. YOUNGSTEIN, United Artists vice-president, has left here for Pittsburgh and Cincinnati, and will return at the weekend.

•

SAM FINE, partner with SAM BLOOM in B. and F. Theatres, Toronto circuit subsidiary of Famous Players, continues in a serious condition following a cerebral hemorrhage.

•

GLADYS ZUCKER, secretary to BEN MELNIKER, M-G-M attorney, will be given a cocktail party and luncheon on Tuesday in advance of her forthcoming marriage.

•

OLIVER C. BROUGHTON, M-G-M "trouble shooter," was in New Haven yesterday from New York. On Monday he will be in Boston and will then head for Albany.

•

JOHN WAYNE has been awarded a citation for outstanding Americanism during 1951 by the Sigma Chi fraternity of the University of Southern California.

•

I. (BABE) COVAL, branch manager of Warner Brothers at Toronto, has been ordered to take a further month's rest at home because of a heart ailment.

•

MARTIN MOSKOWITZ, 20th Century-Fox division manager, and NAT ROSEN, Albany manager, were in Gloversville yesterday from Albany.

•

MIKE DELISIO of M-G-M's home office publicity department will leave here tomorrow by plane for Europe and will be gone a month.

•

LAWRENCE WEINGARTEN, M-G-M producer and studio executive, is due to arrive here from Europe on the *S.S. United States* on Sept. 16.

•

A. H. ROBERTSON, co-owner and manager of the Majestic Theatre in Springfield, Ky., and MRS. ROBERTSON announce the birth of a son.

•

BARNEY TARANTAL, partner in the Burnside Theatre, East Hartford, Conn., has resumed his duties after recuperating from illness.

•

KEN HOLDEN, manager of the Camden Theatre, Camden, Me., and MRS. HOLDEN are parents of a boy, their first child.

•

ARTHUR GREENFIELD, Universal manager in Portland, Ore., and MRS. GREENFIELD have left here for Europe.

•

MARION LESNIK, M-G-M publicist, will sail from here Sept. 12 for Europe on the *S. S. Liberte.*

•

HAL WALLIS, Paramount producer, has postponed indefinitely his trip here from the Coast.

•

JULES LEVEY has returned here after six weeks in Hollywood.

Review

"Assignment-Paris"

(Columbia)

A NEAT, topical tale of intrigue dealing with the arrest of an American newspaperman in Hungary has been adapted from a *Saturday Evening Post* serial by Paul and Pauline Gallico. The film, although it depends to some extent on coincidence in its plot motivation, is not overly complicated and has strong exploitation angles.

Starring are Dana Andrews, Marta Toren and Audrey Totter, lead reporters on the Paris edition of the *New York Herald Tribune,* under the astute editorial guidance of George Sanders.

Andrews, a reporter from the New York office, arrives in Paris and quickly steals Miss Toren's affections from his editor. Sanders, in turn, sends him to replace an ailing correspondent in Budapest. Here Andrews shortly gets involved with the Communist government by trying to smuggle out a microfilm containing evidence damaging to the regime. For this he is arrested; a "phoney" confession is rigged and he is all set to be hanged until Miss Toren and Sanders come through with a diplomatic rescue.

The latter involves Sandro Giglio, file attendant in the *Tribune's* Paris office, who turns out to be an ex-Hungarian official and has the proof needed to substantiate charges of a plot against Stalin on the part of the Hungarians. The Communists thus are persuaded to trade the doomed Andrews for Giglio.

The film moves fairly swiftly with a minimum of rough and tumble action, relying mainly for its effects on dialogue, night photography and a suspenseful climax. Background footage made in Paris, including shots of the *Tribune* offices on the Rue de Berri, adds to the general authenticity of the drama. The screenplay is by William Bowers, from an adaptation by Walter Goetz and Jack Palmer White.

Samuel Marx and Jerry Bresler produced and Robert Parrish directed. Others in the cast include Donald Randolph, Herbert Beghof, Ben Astar, Willis Bouchey and Earl Lee.

Running time, 85 minutes. General audience classification. For October release.

City Dignitaries at 'Show' Premiere

New York's Mayor Vincent R. Impellitteri has accepted the invitation of 20th Century-Fox to attend the world premiere of Darryl F. Zanuck's "The Snows of Kilimanjaro," and will head a party of city officials to the Rivoli Theatre here on Sept. 17.

Meanwhile, Lisa Ferraday, of the cast, has already made 25 radio and TV guest appearances in behalf of the film, with several more set during the next two weeks.

'Student Prince' Off, Says Lanza Defaults

M-G-M yesterday announced abandonment of "The Student Prince," due to the persistent failure of Mario Lanza, who was to be its star, to report for the start of the film." Studio executives said more than $700,000 has thus far been invested in the picture, and that "the company will pursue its legal rights caused by Lanza's default of his contract," a home office statement disclosed.

'Thief' Special Entry At Venice Festival

Harry M. Popkin's "The Thief," the "talkless talkie," will be a special entry at the Venice Film Festival, it was announced by Arnold M. Picker, United Artists chief of foreign distribution.

The film will not be in competition with the other American and foreign entries, Picker declared, because it will be in a special category due to the fact that it was not ready in time to make it eligible as a regular entry.

20-Cent Quarterly Loew's Dividend

Loew's directors yesterday declared a regular quarterly dividend of 20 cents on its common stock, payable Sept. 30 to stockholders of record on Sept. 16, it was announced here, following a meeting of the board.

This is the second quarterly divident to be paid at the 20-cent rate, Loew's having reduced its dividend from 37½ cents for the previous payment.

Tunick Gets Lippert Franchise in Cincy.

CINCINNATI, Sept. 3.—Gene Tunick, formerly in charge of Lippert distribution here and subsequently an Eagle-Lion sales executive in New York, again has taken the local Lippert franchise. He will also handle other product.

The local Souvaine-Selective Pictures branch, which he headed recently, closed several weeks ago.

To Re-Open Chicago Suburban Theatre

CHICAGO, Sept. 3.—A. Becker, former operator of the Vet Theatre here, will operate the Strand, Brookfield, Ill., for the new owner, Arnold Lund, who will reopen the suburban house on Sept. 14.

Nat Karson Here

Nat Karson, former producer of the stage show at M-G-M's Leicester Square Empire Theatre in London, has arrived here. He plans to produce a similar show for a New York film theatre.

Only 2 Films Begun on Coast

HOLLYWOOD, Sept. 3.—Production took a small sag, with only two pictures being started in seven days, while six others were completed.

The new undertakings are "Julius Caesar," M-G-M, and "Come On Texas," Warner. Completed were "Serpent of the Nile" and "Story of a Bad Girl," Columbia; "Royal Mounted Police," Allied Artists; "Sweetheart Time," Republic; "Taxi," 20th-Fox and "Columbia South," Universal-International.

MPA Offers

(Continued from page 1)

and distributor representatives on "the continual complaints between distributors and exhibitors," a committee spokesman said. MPAA and the distributors wanted to give their side of the story, he said, and the committee people "were glad to hear it."

The industry spokesmen declared they would be glad to put committee investigators in touch with anyone in the distribution field who might be able to give information to the committee and added that they would also be willing to suggest such people.

Committee investigators, who have only spoken to a handful of distributors to date, said they would certainly be speaking to more and that the the committee would hear distributor witnesses if and when hearings on the subject were begun.

William D. Amis, committee investigator, is scheduled to leave for the Coast shortly to go into exhibitor complaints in the San Francisco area. Amis recently finished an inquiry in the Los Angeles region.

MPAA representatives at today's meeting were Joyce O'Hara, Kenneth Clark, Ed Cooper, Sidney Schreiber and Cecil Dixon. From the distribution side there were William Rodgers, Loew's vice-president, and William Zimmerman, assistant to the RKO Radio sales manager, Robert Mochrie. Present for the committee were Gillis Long and Amis.

Parade to Spark 'Loves' Premiere

CHICAGO, Sept. 3.—A parade, featuring many Hollywood personalities, will herald the premiere of Paramount's "Somebody Loves Me" at the Chicago Theatre on Friday.

The parade will be led by Betty Hutton who stars in the film. Others in the vanguard will include Blossom Seeley, Benny Fields, Charlton Heston, Rosemary Clooney, Billy Daniels, Johny Ray, Lydia Clarke and Charles O'Curran.

Studio Craft Wages Up

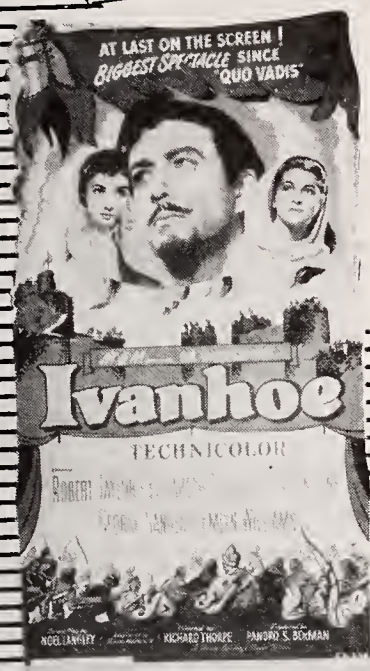
HOLLYWOOD, Sept. 3.—Weekly earnings of studio craft union workers averaged $118.30 during July, the California Department of Industrial Relations disclosed in the monthly report. The figure compares with $113.68 averaged in June, and $105.88 July year ago.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



STANDEES...

a FAST SELLING invitation to your PATRONS!







COMING and GOING, your patrons will be *sold* when they see these Colorful, Cut-Out DISPLAYS that *stand out* in your Lobby, Foyer or Out-Front . . . they need no frame and the beautiful fluorescent-lighted base adds to the SOCK and brings out the COLOR!

Get full details from your NSS Salesman or write your nearest NSS Exchange!



NATIONAL Screen SERVICE
PRIZE BABY OF THE INDUSTRY

Rank's Profit

(*Continued from page* 1)

paid during the year totalled £1,911,-275 ($5,351,570).

While the stock market evinced disappointment that no dividend is being paid on the Odeon ordinaries, it concedes that a £9,509,843 ($26,627,560) reduction in Odeon's bank overdrafts in the past three years has been a remarkable achievement.

Rank's Gaumont British and subsidiaries, including Cinematelevision, Ltd., and others, showed a net profit of £625,384 ($1,751,075) for the year, compared with net of £711,181 ($1,-991,306) for the previous year. Gaumont will pay a 7½ per cent dividend on its ordinaries, compared with 5 per cent last year.

Rank's production company, British & Dominions Film Corp., showed a net profit for the year of £157,073 ($439,804), compared with net of £151,468 ($424,110) for the previous year. The company's preference dividend was continued but nothing was paid on the ordinaries.

Full accounts of the Rank Organization are scheduled to be made publie Sept. 17.

Portuguese Picture

(*Continued from page* 1)

be held at Paramount's home office for American distribution representatives. Producer de Solms, who is seeking to sell the world distribution rights to the picture, will be present.

De Solms, a Spaniard who specializes in the production of Portuguese language films, will leave here in about a week for Hollywood where he will confer with production executives with a view to co-producing Portuguese Africa features with American players. He said yesterday that during the past two years he has turned out 51 Portuguese short subjects and the feature, "Chikewembo" which, freely translated, means "Witchcraft."

Film-making in Portugal is a difficult business, de Solms said, explaining that native pictures seldom earn in that country more than $50,000 each. Hence only five or six features are made there annually. He said American pictures, on the other hand, are very popular in Portugal. Portuguese-speaking Brazil, he noted, pays only $10,000 for each Portuguese picture imported, which makes the South American country a distinctly undesirable market.

Observing that films on TV in America are generally of low quality, de Solms wondered if the fact that Americans accept them would not tend to lower film-producing standards in the U. S. He agreed, however, that in recent years Hollywood has been turning out pictures of unexampled excellence.

Settle Suit

(*Continued from page* 1)

atres, M. and P. Theatres, New England Theatres, RKO Theatres, Loew's Boston Theatres and George A. Giles Co., has been settled out of court.

Terms of the settlement were not disclosed by Arthur L. Whittemore of the law firm of Nutter, McClellen and Fish of Boston, who announced termination of the action.

The Garbose brothers' complaint charged that several Massachusetts theatre circuits conspired with defendant distributors to deprive their York and Athol theatres of product.

Reviews

"The Amazing Monsieur Fabre"

(Walter Futter)

A FASCINATING, inspirational film based on the life of France's great 19th Century entomologist, Jean Henri Fabre, "The Amazing Monsieur Fabre" is the product of French and American talent.

Bound to lend impetus to the merchandising of this picture is the endorsement given it by the Foreign Film Advisory Unit of the Motion Picture Association of America. Arthur DeBra, MPAA director of community relations, has emphasized the film's values in "thousands of letters" being sent to such "opinion makers" as educators and social leaders. "Monsieur Fabre" will have its American premiere Monday at the Park Avenue Theatre here.

The subject of entomology—the study of insects—may not seem suitable material for dramatic fare, but as viewed through the eyes of the great student-writer-observer, it makes for an exciting and thought-provoking film, due in no small part to the excellent scientific photography of Horace Woodward. Highlights of the production are those scenes showing the insects' constant battle for survival and some of their more perverse patterns of behavior.

Produced in France by Walter Futter, from a story and screenplay by American playwright Jack Kirkland, the film is in English dialogue spoken by an all-French cast. Actually it was made in both French and English versions to take the greatest advantage of the two markets.

In the title role, Pierre Fresnay is seen in the somewhat conventional conception of a "man ahead of his time." Living in the South of France in the middle of the last century, Fabre eked out a meagre existence for his huge family as a mathematics instructor, with time off for the study of insects. Recognition of Fabre's work—both in the field of entomology and as it related to man's behavior—came slowly over a 50-year period and as a triumph over a series of personal misfortunes. Scenes depicting his family life are played with humor and pathos and are neatly integrated with the nature studies.

The latter include revealing shots of ants, wasps, caterpillars, spiders and the like, in their various habitats engaged in their single-minded dedication to survival. Fabre's whole life was devoted to their study to find out whether they acted from instinct or intelligence. What he learned, aside from a million facts, was that man alone possesses soul and a free will.

Henri Diamant-Berger directed the film which should be a natural for discriminating audiences everywhere.

Also in the cast are Elina La Bourdette, Andre Randall, Georges Tabet, Oliver Hussenot, Espanita Cortez, and many others.

Running time, 90 minutes. General audience classification. August release.

"Fargo"

(Monogram) *Hollywood, Sept. 3*

"FARGO" will certainly entrench Wild Bill Elliott with his followers and should create many, many more. It is a compact piece of Prairie melodrama with a better than usual story, a picturesque sepia tint, loads of people, horses and cattle, and jampacked with ridin' and blazing guns.

The story and screenplay by Jack DeWitt and Joseph Poland concerns the introduction of barbed wire as a thorny implement of peacemaking in the struggle between cattlemen dedicated to the open range and farmers who believe in fences. It was produced by Vincent M. Fennelly and directed by Lewis D. Collins, who follow a straight-line account of the coming of the grain-farmers to the region around Fargo, of the natural resistance of the open-range cowmen to the fencing of the newcomers' claims, and of the resistance of some crooks, chief among them a perfidious foreman, which leads to violence, inclusive of multiple murder, finally quenched by treatment with law and counter-violence in about equal measure. Elliott gives his usual strong, sure performance, with Myron Healey providing an excellent plot opponent. The big cast is uniformly satisfactory, including Phyllis Coates, Fuzzy Knight, Jack Ingram, Arthur Space, Robert Wilke, Terry Frost, Robert Bray, Denver Pyle, Tim Ryan, Florence Lake, Stanley Andrews, Richard Reeves.

Running time, 69 minutes. General audience classification. Release date, Sept. 7.

Storms Fails

(*Continued from page* 1)

lowing a personal appearance by Marjorie Main. However, the storm interrupted a flow of visitors estimated at 1,500 an hour. ATO officials say approximately 70,000 persons had viewed the exhibit since it was set up Saturday afternoon.

Forrest Tucker, Tony Romano and Rex Allen entertained spectators in front of the tent after it collapsed while ATO representatives worked to get items on display under cover to protect them from the rain, which continued all night and delayed salvage work. Costumes were ironed out, mannikins repaired and signs repainted in time to make a fresh start quickly.

The film exhibit has proved the biggest draw on the fair grounds, ATO officials say. Fair officials also are reported to be enthusiastic.

Olympic Film

(*Continued from page* 1)

pions," the film was produced by Edmund Reek, 20th-Fox Movietonews executive, with Jack Kuhne supervising. Mel Allen handled the narration of the film which points up the last-minute scoring of the American team to take top honors at the games. It is scheduled for release sometime late this month.

Davis in Chicago Sold

CHICAGO, Sept. 3.—The Davis Theatre Building here has been sold by the Lincoln Western Building Corp. to Isadore Kaplan and Associates for an undisclosed sum. The building includes the 1,400-seat Davis (operated by Essaness for a number of years, but closed recently), six stores, a studio, and 12 apartments.

National Pre-Selling

TIME's cover picture and inside story on Katharine Hepburn, now on newsstands, is obviously impressive to the trade as well as to the public, for its sincerity and human interest. The 42-year-old star, by her own estimate, has earned $3,000,000 on stage and screen, and says of herself, "I have an angular face, an angular body, and I suppose, an angular personality which jabs into people." . . . *Newsweek's* reviews are well balanced and without bias, a fact appreciated by trade sources, and the weekly issues carry sufficient material to cover current releases. "The Quiet Man" comes in for a sympathetic treatment of John Ford's rural shenanigans, and "The Crimson Pirate" is described as something nobody will believe, but "it's wonderful, really." . . . Marilyn Monroe was grand marshall at the annual American Beauty Parade at Atlantic City, and attracting quite some attention hereself, said she thought "they were looking at my grand marshall's badge."

•

At least 530 radio stations operating under Mutual Broadcasting System are participants with RKO in a six weeks contest to promote "Sudden Fear," starring Joan Crawford, now under way and continuing to Sept. 12. Listeners are urged to write in letters telling of their first sudden fear and how they overcame it. Top prize will be a trip to Hollywood, according to Don Prince, RKO Radio Eastern publicity head. A folder has been prepared by Mutual advising its stations how to conduct the contest, with local promotional tie-ins to conform to playdates.

•

About 40 national magazines with a combined circulation of more than 70,000,000, will be used to promote "Androcles and the Lion," according to S. Barret McCormick, director of advertising for RKO Radio Pictures. The campaign will get under way this week and will extend into November. Sunday supplements and men's magazines as well as the big national weeklies and monthlies will carry advertising on "Lusty Men" through September and October, to reach another 60,-000,000 readers. The latter picture is scheduled for an area premiere in Texas on Oct. 2.

•

Scoring with full-color, half-page ads in the Sunday sections of 70 key city newspapers, 20th Century-Fox heralded Victor Hugo's "Les Miserables" to a combined readership of over 100 millions. The ad combines the attraction of a comic strip layout with the force of a 24-sheet poster, obtaining both results in strong color. List of newspapers getting the allocated space is a summary of important Sunday issues from coast to coast. The half-page will command attention from the nation's younger fans and adults. alike. . . . Largest and most comprehensive exhibitor's campaign manual of the year is being prepared by 20th-Fox for "The Snows of Kilimanjaro" which has its premiere at the Rivoli theatre on Broadway Sept. 18. The company has also arranged three-way tieups across the country between exhibitors, school officials and booksellers to benefit "O. Henry's Full House."

—WALTER BROOKS

Mutual Aid

(Continued from page 1)

include listings on WNBC and WNBT of current and popular motion pictures, as well as special programs highlighting various features of the film industry. OMPI will prepare, distribute and display trailers and posters boosting these programs in participating theatres, which will number more than 500 and include some 30 circuits.

In commenting on the new alliance, Schwartz said, "I have no doubt that this agreement, the first of its kind, will give ample evidence that radio, TV and motion pictures can work together and complement each other's activities with mutually beneficial results. It will also be of benefit to the public in keeping them informed of the best in entertainment."

Cott stated, "NBC is very proud of the opportunity to help prove to the entertainment industry that the so-called rival industries can augment each other by working together. We are very confident that our 'joining hands' campaign will work to the advantage of both industries."

The campaign, which will run for a trial period of 13 weeks subject to renewal, will be teed off on Sept. 15 on WNBC and WNBT with a daily listing of popular films currently playing in neighborhood houses. Skitch Henderson will handle the radio chores both morning and evening while the television time slot has not yet been designated.

On Sept. 22, WNBC will present a weekly Hollywood variety show, which will feature recorded interviews with stars, producers and other film personalities and film music on records. Simultaneously, a daily five-minute television program on WNBT will be inaugurated during the 6:15 to 6:30 P. M. period.

In preparation is a documentary series of six or seven radio programs, "realistically dramatizing the men who make the movies." NBC will provide top producers, script writers and actors for these programs, with OMPI providing the material. Many other promotions, including a supermarket tie-up to promote films by selection of a "Super Movie of the Month," are now in the planning stages.

US TV Ups Bookings Of Canadian Films

OTTAWA, Sept. 3.—Officials of the National Film Board of Canada report that there is a boom in the demand for the board's productions for television in the United States. In 1950-51 there were 1,523 bookings for television in the U. S., but in 1951-52 there were 2,401. These bookings are exclusive of commercial theatre showings and television showings of the Canadian-made films in various other foreign countries.

Taylor, Bell Promoted

Frank Taylor has been promoted to the position of cashier in the RKO Theatres home office, replacing William Murray, who retired on Friday after 26 years with the company. It was also disclosed that Arthur E. Bell has been elected an assistant treasurer of the circuit and its subsidiary companies.

Television--Radio

with Pinky Herman

INITIAL program of the NBComedy, "Dean Martin & Jerry Lewis Show," which resumes Tuesday, Sept. 16, will feature a satire on Cecil B. DeMille's "Greatest Show On Earth." Songstress Rosemary Clooney will be the first to guestrill. George Fenneman replaces Jimmy Wallington as announcer, with music supplied by Dick Stabile's Ork. . . . Will Rogers' second appearance before the cameras (his debut was made when he portrayed his internationally famous and beloved father in "The Will Rogers Story") will be in Screen Gems' half-hour telefilm "Life, Liberty and Orin Dooley," for Ford Theatre. W. R. plays a GI, just home from Korea who goes back to school, under the GI Bill—into the 4th Grade. . . . Before leaving for Italy to join Toscannini in Milan, NBC General Music Director Samuel Chotzinoff announced that the NBC Symphony, batonned by the maestro, will return to the airwaves Nov. 1. . . . Lola Montez, assistant producer of the "Broadway TV Theatre," which rates this reviewer's WORchids, will appear IN FRONT of the cameras next Monday when she does the lead in "Mrs. Moonlight," featuring Stephen Cortleigh and Una O'Conner. . . .

☆ ☆ ☆

During World War 2, four sailors stationed at the Great Lakes Naval Training Station in Chicago combined their talents to produce and present shows for their buddies which were the talk of the service. The quartet has since returned to show business and are seen and heard in their own radio and TV programs. The artists are Bill Harrington, starred daily on ABC-TV and WNEW, Jack Kilty, NBChirper and former singing star of "Oklahoma," Red Benson, star of Mutual's "Take A Number," and Durward Kirby, emcee-announcer of the "Garry Moore Show." Could make a sure-fire TV package. . . . Wilf Carter, better known as "Montana Slim," whose RCA-Victor platters during the past two decades have sold in the millions, recently returned from a tour of 19 Canadian theatres and arenas and broke box office records in 14 of them. (Thar's still gold in them thar hill—billy acts.) . . .

The Four Top Hatters, novelty group who built up quite a rep during their nine months engagement at the Hotel Park Sheraton, move into Jack Dempsey's On B'way Tues. . . . When puppeteer Bill Baird finishes the "Walter The Waterproof Whale" segs of the "Whistling Wizard," CBSeries, he'll introduce two new characters from 'out of this world' named "Bleep and Bloop." (sounds like a Frankie Loesser song title.) . . .

☆ ☆ ☆

Kling Studios will produce a series of 26 "Uncle Mistletoe," telefilms to be sponsored by Marshall Field & Co. in the Chicago and Seattle markets. The series, available for syndication in other markets, will be scripted by Arthur Lewis Zapel and directed by Fred Freeland, Kling production manager. . . . Russ Offhaus, former deejay, is now general manager of WMFS, Chattanooga, Tenn. . . . "The Quiz Kids," which started on radio 11 years ago and which recently signed an exclusive CBS-TV contract, will start a new weekly series, Sept. 14 (4:00-4:30 P.M.) sponsored on alternate Sundays by Cat's Paw Rubber Co. Joe Kelly will continue to ask the questions. . . . Broadwayfarers aver that when Milton Berle was granted an audience with the Pope he pleaded, "Your Holiness, could you arrange it so that Bishop Sheen's video time is changed next season?" (To Milton Berle: It's no banana erl that competition from Sheen is too keen.) Meanwhile, it was disclosed yesterday that Bishop Sheen will relinquish his NBCommitments on "The Catholic Hour" after a 25-year association to concentrate exclusively on his Du Mont TV "Life Is Worth Living" program, resuming Nov. 18, opposite Berle. His services for Du Mont are free but he has let it be known that if an acceptable sponsor wants to do so he can latch on to the program by making donations to charitable organizations of the Jewish, Catholic and Protestant faiths. . . . Some of the talks that Jules Levey held with producers on the coast concerned TV productions. . . . "Your Show of Shows," which Max Liebman will again produce on NBC-TV starting Saturday, has been completely sold out for the full 39 weeks schedule. Sponsors include R. J. Reynolds Tobacco Co. (Camel Ciggies) S. O. S. Company, Griffin Mfg. Co., Benrus Watch Co., Prudential Insurance Co., Lehn & Fink Corp. and W. S. Sheaffer Pen Co., who'll sponsor a half-hour segment on Oct. 4, Nov. 1 and Dec. 13.

TOA Aims

(Continued from page 1)

eral over the government's attempt to force the sale of features in 16mm. to TV and other outlets competing with regular theatres.

On July 29, Herman M. Levy, TOA general counsel, following consulation with other organization officials announced that he will ask the convention to decide whether it wishes to take the necessary steps to have TOA made a party defendant in the suit. Although it was named a co-conspirator in the government's complaint, TOA was not included among the defendants.

While the TOA leadership is confident the membership will make an affirmative decision, it doubts if the Department of Justice would accede to a TOA request for defendant status. The Department might decline the request, it was said, out of reluctance to have to confront at the bar of justice what would in effect be a united industry. TOA, it was explained, could "swing more freely" in fighting the suit if it were a defendant.

These are the steps that will be taken in seeking TOA convention approval: the TOA board will first discuss and vote on whether to submit a resolution to the convention proper; officials of the organization will be selected to discuss the implications of the move before the convention; the convention itself will vote on it.

MPA Engineers

(Continued from page 1)

was both NETTC and MPAA which requested the information dealing with a projected New York-to-Washington theatre TV network capable of carrying a 10 megacycle imput. The only cost data supplied by A. T. & T. in its response dealt with its regular three to four megacycle channel.

A. T. & T.s failure to come through with the requested cost data was described by Fly as the only gap in the completion of the technical phase of the industry's TV presentation to the FCC, which will be made when theatre TV hearings open in October.

In the meantime, the MPAA TV counsel said he and his associate, Vincent Welch, and Marcus Cohn, counsel for the NETTC, are working on the January phase of the hearings when witnesses will be presented by the industry to testify before the FCC.

Start Lutheran TV Film Series Sunday

The Lutheran Church - Missouri Synod, in co-operation with the National Council of Churches of Christ in the U.S., will initiate a series of 26 dramatic films on television on Sunday, it was disclosed here yesterday by Rev. L. C. Wuerffel of St. Louis, Dean of Concordia Seminary, and chairman of the Lutheran Television Productions Committee. The series cost an estimated $500,000.

RKO Pathe Buys Rights

MONTREAL, Sept. 3.—RKO Pathe has purchased world rights, outside Canada, to three of Associated Screen Studios' recent Canadian Cameo theatrical short subjects. Empire-Universal will continue to handle the Canadian distribution.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
July 20	(July Releases) CALIFORNIA CONQUEST (Color) Cornel Wilde Teresa Wright OD—79 min. (Rev. 6/12/52) CRIPPLE CREEK (Color) George Montgomery O—78 min. (Rev. 6/9/52) THE BRIGAND (Color) Anthony Dexter Jody Lawrance D—94 min. (Rev. 6/5/52) STORM OVER TIBET Rex Reason Diana Douglas D—87 min. (Rev. 12/26/51) RED SNOW Guy Madison Ray Mala D—75 min. (Rev. 6/20/52) BARBED WIRE Gene Autry O—61 min. (Rev. 7/14/52) JUNCTION CITY Charles Starrett Smiley Burnette O—54 min. (Rev. 7/3/52)		HOLIDAY FOR SINNERS Gig Young Keenan Wynn D—72 min. (Rev. 6/25/52)	OEAD MAN'S TRAIL Johnny Mack Brown O—59 min. (5243)		THUNDERING CARAVANS Alan "Rocky" Lane Eddy Waller O—54 min. (5173) (Rev. 7/30/52) OLD OKLAHOMA PLAINS Rex Allen Slim Pickens O—60 min. (5144) (Rev. 8/25/52)	(July Releases) THE WILD HEART (Color) Jennifer Jones David Farrar D—82 min. (274) (Rev. 5/29/52) (Disney) THE STORY OF ROBIN HOOD (Color) Richard Todd Joan Rice D—84 min. (391) (Rev. 3/18/52)	(July Releases) WAIT 'TIL THE SUN SHINES, NELLIE (Color) Jean Peters David Wayne D—108 min. (220) (Rev. 5/26/52) DIPLOMATIC COURIER Tyrone Power D—97 min. (222) (Rev. 6/10/52) WE'RE NOT MARRIED! Ginger Rogers Victor Moore C—85 min. (221) (Rev. 6/23/52) LADY IN THE IRON MASK (Color) Louis Hayward D—78 min. (218) (Rev. 6/11/52) (Re-Releases) THE BLACK SWAN (Color) Tyrone Power Maureen O'Hara D—85 min. (258) (Rev. 10/16/42) TO THE SHORES OF TRIPOLI (Color) John Payne Maureen O'Hara D—86 min. (257) (Rev. 3/11/42)		(July Releases) HAS ANYBODY SEEN MY GAL (Color) Piper Laurie C—89 min. (226) (Rev. 6/6/52) FRANCIS GOES TO WEST POINT Donald O'Connor C—81 min. (224) (Rev. 6/13/52) SALLY AND SAINT ANNE Ann Blyth Edmund Gwenn C—90 min. (225) (Rev. 6/20/52)	THE STORY OF WILL ROGERS (Color) Jane Wyman Will Rogers, Jr. D—109 min. (129) (Rev. 7/11/52)
July 27		THE JUNGLE Rod Cameron Cesar Romero D—74 min. (5112) (Rev. 8/20/52)		SEA TIGER John Archer Marguerite Chanman D—71 min. (5218) (Rev. 7/30/52)	(July Releases) THE GREATEST SHOW ON EARTH (Color) Betty Hutton James Stewart D—153 min. (5129) (Rev. 1/2/52) ENCORE Glynis Johns Kay Walsh D—90 min. (5122) (Rev. 4/1/52) JUMPING JACKS Dean Martin Jerry Lewis C—96 min. (5121) (Rev. 6/4/52)					
Aug. 3			YOU FOR ME Peter Lawford Jane Greer CD—71 min. (Rev. 7/23/52)						(Stanley Kramer) HIGH NOON Gary Cooper OD—85 min. (Rev. 4/30/52)		
Aug. 10			FEARLESS FAGAN Janet Leigh Carleton Carpenter C—79 min. (Rev. 7/7/52)	MONTANA INCIDENT Whip Wilson O—54 min. (5253) (Rev. 8/28/52)					(David E. Rose) ISLAND OF DESIRE (Color) Linda Darnell Tab Hunter D—103 min. (Rev. 7/31/52)		
Aug. 17							(Aug. Releases) THE BIG SKY Kirk Douglas Dewey Martin OD—140 min. (361) (Rev. 7/9/52) ONE MINUTE TO ZERO Robert Mitchum Ann Blyth D—105 min. (301) (Rev. 7/22/52) SUDDEN FEAR Joan Crawford D—110 min. (362) (Rev. 7/23/52)		(Samuel Fuller) PARK ROW Gene Evans D— 83 min. (Rev. 8/6/52)		
Aug. 24	(Aug. Releases) CAPTAIN PIRATE (Color) Louis Hayward D—85 min. (Rev. 7/25/52) LAST TRAIN FROM BOMBAY Jon Hall D—72 min. (Rev. 7/30/52)	SECRET PEOPLE Valentina Cortesa Audrey Hepburn D—88 min. (5116) (Rev. 8/27/52)	IVANHOE (Color) Robert Taylor Elizabeth Taylor D—106 min. (Rev. 6/16/52)	ROSE BOWL STORY (Color) Marshall Thompson D—73 min. (5204) (Rev. 8/27/52)	(Aug. Releases) CARRIE Laurence Olivier Jennifer Jones D—118 min. (5123) (Rev. 6/9/52) SON OF PALEFACE (Color) Bob Hope Jane Russell C—95 min. (5124) (Rev. 7/14/52)	WOMAN OF THE NORTH COUNTRY (Color) Ruth Hussey Rod Cameron OD—90 min. (Rev. 7/30/52)	(Re-Releases) LOOK WHO'S LAUGHING Fiber McGee & Molly C—79 min. (363) (Rev. 9/17/41) TOO MANY GIRLS Desi Arnaz Lucille Ball MC—84 min. (364) (Rev. 10/8/40)	(Aug. Releases) OREAM BOAT Clifton Webb Ginger Rogers C—83 min. (223) (Rev. 7/22/52) DON'T BOTHER TO KNOCK Richard Widmark Marilyn Monroe D—76 min. (224) (Rev. 7/11/52) LES MISERABLES Michael Rennie Debra Paget D—104 min. (225) (Rev. 7/24/52) WHAT PRICE GLORY (Color) James Cagney Corinne Calvet CD—111 min. (226) (Rev. 7/28/52)	(Re-Releases) IT'S IN THE BAG Jack Benny Fred Allen C—87 min. (Rev. 2/9/45) GUEST WIFE Claudette Colbert Don Ameche C—90 min. (Rev. 7/23/45)	(Aug. Releases) THE WORLD IN HIS ARMS (Color) Gregory Peck Ann Blyth D—104 min. (227) (Rev. 6/17/52) THE QUEL AT SILVER CREEK (Color) Audie Murphy Stephen McNally OD—77 min (228) (Rev. 7/14/52) LOST IN ALASKA Bud Abbott Lou Costello C—76 min. (229) (Rev. 7/28/52) (J. Arthur Rank) THE STRANGER IN BETWEEN Oirk Bogarde D—84 min. (282) (Rev. 8/20/52)	WHERE'S CHARLEY? (Color) Ray Bolger Allyn McLerie MC—97 min. (130) (Rev. 6/26/52)
Aug. 31	(J. Arthur Rank) THE CLOUDED YELLOW Jean Simmons Trevor Howard D—89 min. (Rev. 10/8/51)	HELLGATE Sterling Hayden Joan Leslie D—87 min. (5113) (Rev. 8/22/52)	THE MERRY WIDOW (Color) Lana Turner Fernando Lamas MC—105 min. (Rev. 7/8/52)	YUKON GOLD Kirby Grant D (5221)							BIG JIM McLAIN John Wayne Nancy Olson D—90 min. (201) (Rev. 8/26/52)
Sept. 7	THE KID FROM BROKEN GUN Charles Starrett Smiley Burnette O—56 min. (Rev. 8/8/52)		THE DEVIL MAKES THREE Gene Kelly Pier Angeli D—96 min. (Rev. 8/13/52)	FARGO Wild Bill Elliott O—70 min. (5226)			(Sept. Releases) BEWARE MY LOVELY Ida Lupino Robert Ryan D—77 min. (302) (Rev. 7/31/52)		(Jewell) UNTAMED WOMEN D—70 min. (Rev. 8/13/52)		
Sept. 14	(Sept. Releases) RAINBOW 'ROUND MY SHOULDER (Color) Frankie Laine Billy Daniels M—78 min. (Rev. 8/8/52) AFFAIR IN TRINIDAD Rita Hayworth Glenn Ford D—98 min. (Rev. 7/30/52)				(Sept. Releases) JUST FOR YOU (Color) Bing Crosby Jane Wyman (5201) CD—M—95 min. (Rev. 7/31/52)		THE LUSTY MEN Robert Mitchum Susan Hayward OD	LURE OF THE WILDERNESS (Color) Jean Peters Jeffrey Hunter D—92 min. (Rev. 7/29/52)	(Re-Release) THE LADY VANISHES Michael Redgrave Margaret Lockwood D—85 min. (Rev. 10/11/38)	(Sept. Releases) UNTAMED FRONTIER (Color) Joseph Cotten Shelley Winters OD—75 min. (230)	
Sept. 21	WAGON TEAM Gene Autry O—63 min.		MY MAN AND I Shelley Winters Ricardo Montalban D—99 min. (Rev. 8/19/52)	FEUDIN' FOOLS Leo Gorcey C—63 min. (5213)	CARIBBEAN (Color) John Payne Arlene Dahl D—97 min. (5202) (Rev. 8/4/52)		(Re-Releases) ANNIE OAKLEY Barbara Stanwyck Preston Foster D—91 min. (365) (Rev. 10/28/35) ALLEGHENY UPRISING John Wayne Claire Trevor D—81 min. (366) (Rev. 10/24/39)	O. HENRY'S FULL HOUSE Fred Allen Anne Baxter C—D—117 min. (Rev. 8/18/52) MONKEY BUSINESS Cary Grant Ginger Rogers C—97 min. (Rev. 9/2/52)	(King Bros.) THE RING Gerald Mohr Lalos Rios D—79 min. (Rev. 8/26/52)	SON OF ALI BABA (Color) Tony Curtis Piper Laurie D—75 min. (231) (Rev. 8/13/52) BONZO GOES TO COLLEGE Maureen O'Sullivan Edmund Gwenn C—80 min. (232) (Rev. 8/29/52)	
Sept. 28	(Re-Release) THE MINE WITH THE IRON DOOR Richard Arlen Cecilia Parker D—66 min. (Rev. 4/20/36)	TROMBA, THE TIGER MAN Special Cast D (5201)	BECAUSE YOU'RE MINE (Color) Mario Lanza M—103 min. (Rev. 8/29/52)	(Allied Artists) BATTLE ZONE John Hodiak Linda Christian D (AA22)							THE CRIMSON PIRATE (Color) Burt Lancaster D—104 min. (202) (Rev. 8/27/52)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 47 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 5, 1952 TEN CENTS

Heads to Vote Next Week On Arbitration

Meeting Date, Place to Be Indicated on Monday

The distributors arbitration negotiating committee on Monday will announce a meeting with the presidents of the companies at which the completed draft of a projected industry system of arbitration will be voted upon.

The meeting of the committee and the presidents is expected to take place toward the end of next week.

Meanwhile, the Theatre Owners of America is holding open on the agenda for its Sept. 14-18 annual convention a place for the subect of arbitration. If the companies do not approve the draft which was set up by a committee of attorneys from exhibition and distribution the document will not be voted on by the TOA convention. An

(*Continued on page 6*)

TOA Will Again Aid 'Freedom Crusade'

The Theatre Owners of America has again pledged its cooperation to the Crusade for Freedom, which sponsors "Radio Free Europe" and "Radio Free Asia" and will conduct its annual campaign from Nov. 11 to Dec. 15 to raise $4,000,000 in order to continue present operations and construct additional transmitters to broadcast the truth to the prisoner peoples behind the Iron Curtain. At present Radio Free Europe operates 13 transmitters in Germany and Portugal and within the past year Radio Free Asia

(*Continued on page 6*)

4 More Areas Over Quota in Dues Drive

The Council of Motion Picture organizations disclosed here yesterday that four additional areas had passed their quotas in the COMPO membership dues drive. These were Des Moines, Minneapolis, New Orleans and Omaha. Indianapolis and Memphis were previously announced as being over quota.

It was also announced that all reports were still preliminary and that

(*Continued on page 6*)

Theatres Pay at Least 21 Different Taxes, States R. J. O'Donnell

Huron, S. D., Sept. 4.—Exhibitors pay at least 21 different taxes on the Federal, state and city levels, according to R. J. O'Donnell, co-chairman of the Texas Council of Motion Picture Organizations. Today he submitted to the convention of the South Dakota Exhibitors Organization the following partial list of levies:

Federal Taxes	*State and Local Taxes*	
1. Income.	1. Income.	8. Schools & roads.
2. Corporation.	2. Real estate.	9. Signs & marquees.
3. Social Security.	3. Personal property.	10. Fire inspection.
4. Unemployment.	4. Unemployment.	11. Billboard.
5. Raw film.	5. Occupation.	12. State excises.
6. Excise.	6. Licenses.	13. Screen advertising.
7. Hidden taxes.	7. Special assessments.	14. Popcorn, candy stands.

O'Donnell Blasts the 20% Tax and U. S. 16mm. Suit

HURON, S. D., Sept. 4.—The government's suit to compel motion picture companies to make their product available for telecasts and other competitive channels, and the Federal 20 per cent admission tax continue to be the targets of barrages from both within and outside the industry, the latest coming today from Robert J. O'Donnell, co-chairman of the Texas Council of Motion Picture Organizations, who fired several strong salvos before delegates at the convention of the South Dakota Exhibitors' Association.



R. J. O'Donnell

O'Donnell outlined the effectiveness of Texas COMPO and then called for "a square deal" for the theatres on the tax question. "Theatres are not asking for any preferential treatment on taxation," he declared.

(*Continued on page 4*)

TV Should Have Its Own Films: Autry

Gene Autry, star and producer of Western pictures for both theatres and television, has added his voice to those opposing the suit brought by the Department of Justice to force producing companies to make 16mm. prints of their pictures available for television, declaring that films for telecasts should be made especially for that medium, at a commensurate cost.

"Since I produce pictures both for theatre use and for television," said Autry, "I am in a position to understand how impossible it would be to

(*Continued on page 4*)

4-Way Air Tieup For 'Kilimanjaro'

Four way radio and television coverage of the world premiere of Darryl F. Zanuck's production of Ernest Hemingway's "The Snows of Kilimanjaro" will give the picture "one of the greatest airwave send-offs ever accorded a film," according to 20th Century-Fox.

Internationally, the Armed Forces Radio Service is scheduled to tape the entire proceedings, catching the celebrities arriving at the Rivoli

(*Continued on page 6*)

N. J. Showmen Meet To Plan Tax Fight

NEWARK, Sept. 4.—The Federation of New Jersey Theatre Owners, an organization set up a few years ago by all exhibitor associations and unaffiliated theatres in the state to combat tax threats and adverse legislation, met here today to plan for its participation in the Council of Motion Picture Organizations' drive for repeal of the 20 per cent Federal ad-

(*Continued on page 4*)

French Talks Fail; Johnston To Take Over

Will Go to Paris After U.K. Pact Negotiations

The Motion Picture Export Association board yesterday flatly rejected France's remittance proposals for a new Franco-American film pact and gave Eric A. Johnston, Motion Picture Association of America president, "blanket authority to deal with the situation as he sees fit." The MPEA conceded that the repeated efforts to negotiate with the French had failed.

Johnston is expected to go to Paris for conferences with French government officials after completion of pending negotiations with the British government and "other countries."

The MPEA board at a meeting held yesterday to receive a French negotiations report from Fayette W. Allport,

(*Continued on page 6*)

Sept. 15 Is TNT's Deadline for Bout

The deadline for lining up theatres for the Sept. 23 telecast of the Walcott-Marciano heavyweight title bout, to be held in Philadelphia's Municipal Stadium, is Sept. 15.

By that date, it was disclosed, Theatre Network Television, which has acquired the TV rights to the bout, must inform the co-promoters, the International Boxing Club, of the number of theatres involved in the telecast. Informed sources said that TNT has guaranteed $105,000 to the IBC for the rights to the bout telecast.

(*Continued on page 4*)

Dr. Ettinger Heads AMPA Ad School

Dr. Karl Ettinger, instructor in public relations at the New School for Social Research and the Columbia University Institute of Arts and Sciences, yesterday was named by the Associated Motion Picture Advertisers board to serve as chief coordinator of the series of advertising and promotional courses to be offered in the coming year by AMPA.

The courses will begin Sept. 25 and

(*Continued on page 6*)

Personal Mention

HENRY L. NATHANSON, president of M-G-M Films of Canada, and TED GOULD, general sales manager, will arrive here from Toronto on Tuesday.

•

SEYMOUR MAYER, Loew's International regional director for the Far and Middle East, will leave here by plane on Sunday for Japan, Thailand and Hong Kong. He will be gone three weeks.

•

DAVID GOLDING, Samuel Goldwyn Productions advertising-publicity director, delayed in his scheduled departure from England earlier this week, will arrive here by plane today.

•

JOYCE ZELDA MEYER, daughter of PHYLLIS MEYER, assistant to CHARLES F. DEESEN of M-G-M's home office sales, has married DAVID ROSEN of Newark, N. J.

•

IRVING HILLMAN, manager of the Roger Sherman Theatre, New Haven, has won the "Harry Kalmine Showmanship Award" in the Warner Brothers New England theatre zone.

•

EDWIN H. KNOPF, M-G-M producer, will fly to Hawaii from Hollywood on Sept. 14 for a three-week vacation.

•

BING CROSBY is expected to leave Hayden Lake, Idaho, for New York shortly in order to sail for Paris next Friday.

•

HUGH CAMPBELL of the Central Theatre, West Hartford, and MRS. CAMPBELL have returned there from an upstate New York vacation.

•

JOHN W. MANGHAM of Realart Pictures has returned to his Atlanta headquarters after a trip to his Tampa branch.

•

IRVING SOCHIN, Universal short subject sales manager, will be in Albany and Buffalo next week.

•

DEWEY D. BLOOM, M-G-M exploiteer in Canada, is back at his Toronto desk after an illness.

•

HERB ROYSTER, manager of Evergreen's Mayfair Theatre in Portland, Ore., has undergone surgery.

•

WALT DISNEY left here yesterday for the Coast.

Advanced Admission For 'The Quiet Man'

A pre-release, extended-run engagement of John Ford's "The Quiet Man," day-and-date at the United Artists and Fox Wilshire theatres in Los Angeles and Beverly Hills, was announced here by James R. Grainger, Republic sales vice-president. This picture will open on Oct. 2, with a policy of continuous performances at advanced admissions.

Anti-Trust Issue Enters Circuit's TV Application

WASHINGTON, Sept. 4.—For the first time the Federal Communications Commission today introduced the anti-trust issue in ordering a hearing on a theatre circuit's application for a television station.

Mention of the anti-trust issue came in the FCC's notification to W. S. Butterfield Theatres, applicants for a TV station in Flint, Mich., that Butterfield will be heard along with Booth Radio and Television Stations, Inc., since both of them are bidding for Channel 64.

Although it is routine for the Commission to order a hearing in cases where there is more than one applicant for a TV channel, for the first time, the FCC said it had "advised Butterfield that the Commission would inquire into the anti-trust matters mentioned in its application."

At the same time, the Commission announced grants for six new commercial television stations. They are: Eastern Radio Corp. and Hawley Broadcasting Co., Reading; Summit Radio Corp., Arkon; WKST, Inc., New Castle, Pa.; Midwest TV Co., Massillon, Ohio, and New England Television Co., Fall River, Mass.

Maryland Censors Charge 'Deviations'

BALTIMORE, Sept. 4.—Maryland's motion picture censor board, in its annual report, charges that, "Certain Hollywood companies, faced with intense competition within their own ranks, in addition to the scare of television, have recently been deviating from the (decency) code to which they long have been parties.

"Increasing numbers of Maryland citizens and organizations have been advising this board they oppose the 'free screen' sought by special interests in question."

Maryland's censorship law is expected to be the target of the motion picture industry's next censorship test, but on a legislative level, rather than in the courts, as in the case of the Ohio newsreel test.

Morgan to Meet on 'Trio' and 'Encore'

Oscar Morgan, general sales manager of Paramount short subjects and Paramount News, will hold a series of meetings with exhibitors and the company's field sales managers in Pittsburgh, Cleveland, Buffalo and Toronto in which he will not only review short subject and news-reel operations but sales of the two W. Somerset Maugham films of which he is in charge, "Trio" and "Encore." He will leave here today.

Morgan recently returned from a similar trip to Des Moines, Kansas City and St. Louis.

Gelles Leaves Universal

SEATTLE, Ore., Sept. 4.—Don Gelles, Universal exchange manager here, has resigned his post to become associated with Sol Lesser Productions.

Flying Press to Hitchcock Location

Warner Brothers has scheduled a series of flights to transport key-city newspaper, syndicate and national magazine representatives to Quebec City, Canada to witness the location shooting of "I Confess," Alfred Hitchcock's Warner production. The stunt is aimed at nationwide advance key-city newspaper and magazine coverage.

Regular scheduled flights begin with the arrival in Quebec today of a group of writers from Chicago, and will continue through the next two weeks. The Chicago contingent includes Eleanor Keene, *Sun Times;* Sam Lessner, *Daily News;* Ann Marsters, *Herald American,* and Lucia Perrigo, *Central Press Syndicate.* Frank Casey, Warner field man in Chicago, will accompany the group.

Flying up today to spend Saturday with the Hitchcock company will be a contingent of Boston writers, including Peggy Doyle, *American;* Mariory Adams, *Globe;* Helen Eager, *Traveler;* Prunella Hall, *Post;* Eleanor Hughes, *Herald;* Hal Cail, *Portland Press Herald.* Art Moger, Warner field man in Boston, will accompany them.

'Ivanhoe' Is Set In 5 More Spots

Five additional openings have been set for "Ivanhoe" by M-G-M. These are the first theatres other than the Loew's circuit and Radio City Music Hall here to have scheduled showings, each of the bookings being for more than one week. Among the new openings will be three on Sept. 25, at the Des Moines, Des Moines; Melba, Dallas, and Texas, San Antonio. On the following day, the Ritz, Birmingham will begin showing it, and on Oct. 9 the Rogers, Chattanooga, will open with the film.

Attend Para. Premiere

HOLLYWOOD, Sept. 4.—Paramount production chief Don Hartman and Pat Duggan, who produced "Just for You," will attend the two-day invitational premiere of that Bing Crosby-Jane Wyman picture at the Village Theatre, Lake Arrowhead, Saturday and Sunday. The entire facilities of the North Shore Tavern will be taken over for 80 press and radio representatives who will cover the event.

Discina Acquires 'Topaze'

Discina International Films has acquired American distribution rights to Marcel Pagnol's "Topaze." Produced, written and directed by Pagnol, the film will have its American premiere in New York, this season. The distributors of the film have been informed that Pagnol is planning his first visit to the United States in conjunction with the premiere of the film.

Biggest 'Movietime' Unit to Indianapolis

Hollywood, Sept. 4.—The biggest single "Movietime, U. S. A." group thus far assembled, comprising 12 personalities, will fly to Indianapolis Sunday, where they will be greeted by exhibitors Trueman Rembusch and Marc Wolf, and later welcomed by Governor Henry F. Schricker. The group will split into three units and tour the state, returning to Indianapolis and thence to Hollywood on the 13th.

Sue 'U' on Handling Of Hellinger Films

Charging failure to give proper gross accountings and failure to exercise best selling efforts on three Mark Hellinger productions, the executors of the Hellinger estate yesterday filed in U. S. District Court here a suit against Universal asking damages totaling $650,000.

The plaintiffs are the Bank of America, Martin Gang and Gladys Glad Gottlieb. Pictures cited in the action are "The Killers," "The Naked City" and "Brute Force." The damages break-down is as follows: $200,000 for alleged failure to account for earnings arising out of a Realart reissue deal; $350,000 for alleged failure to use best efforts on two of the films; $100,000 for claimed infringement of property rights by titling a picture "Abbott and Costello Meet the Killers." The court was asked to issue a declaration of the rights of the parties in the action.

'U' Shorts Drive for Bookers Starts Oct. 6

Universal's 13-week "Bookers Short Subjects Drive," the company's first sales drive expressly for bookers, has been scheduled to start Oct. 6. Irving Sochin, short subjects sales manager, said prizes will be awarded to bookers in Universal's six domestic sales districts who make the best showing during the drive.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

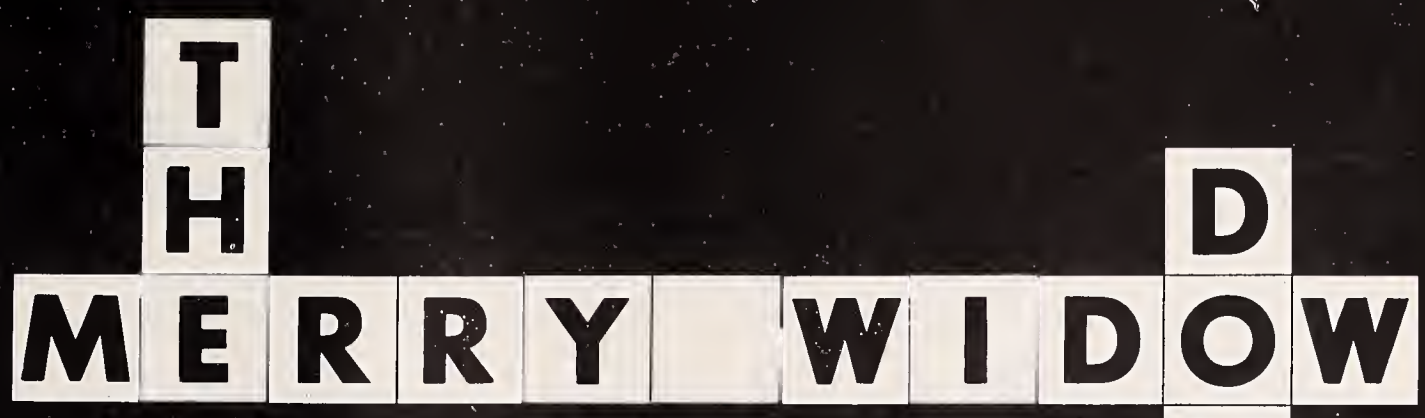
BURT LANCASTER
The Crimson Pirate
Color by TECHNICOLOR
in person
LOUIS ARMSTRONG
MR. BALLANTINE
GORDON JENKINS And His Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Solution to any Boxoffice Puzzle!









The Black Knight!



WATCH THE TRADE PRESS FOR AN IMPORTANT ANNOUNCEMENT ON "IVANHOE"! How about this! In its 5th week it's still packing them in at San Francisco and Cleveland. Music Hall, N. Y., 5th week is bigger than the 4th, which outgrossed the opening week of every M-G-M picture at this theatre in the last 14 years! 28-day gross is $100,000 ahead of "Great Caruso", which went on to play a full 10 weeks! More good news from M-G-M! "THE MERRY WIDOW" has captivated America from Coast-to-Coast! Smash business everywhere. And the next musical sensation is "BECAUSE YOU'RE MINE" — a Lanza bonanza! (All three of the ...ned hits in color by Technicolor, naturally.)

Asks TV Pre-selling By Distributors

Television as an advertising medium should be utilized by distributors to pre-sell films until the day arrives when exhibitors can afford to use the medium, according to Mitchell Wolfson, head of the Wometco Circuit and president of the Theatre Owners of America.

Wolfson, himself a TV station operator in Miami, said the cost is prohibitive today to exhibitors on the still-limited TV network, where they have to compete with big advertisers for choice time.

Cohn Maps NETTC Move in ATT Tilt

The decision on the steps to be taken in light of the American Telephone and Telegraph's "unsatisfactory" response to the industry's request for theatre television cost data will be made for the National Exhibitors Theatre Television Committee by Marcus Cohn, NETTC counsel.

This was disclosed here yesterday by Si Fabian, chairman of NETTC, following the Motion Picture Association of America's announcement that its engineers would study A. T. & T.'s reply and make recommendations as to the course of action MPAA should follow. Both NETTC and MPAA had requested the cost data.

Approves WNBT For RCA Color Test

WASHINGTON, Sept. 4.—The Federal Communications Commission disclosed today that it had granted the National Broadcasting Co. special temporary authority to use the facilities of WNBT, New York, to test the RCA color television system. Operation is to be limited to 15 minutes daily, Monday through Friday, from nine in the morning until noon, the FCC said.

New B&K Lease on Regal

CHICAGO, Sept. 4.—Rumors that Balaban and Katz are giving up the south side Regal, one of Chicago's top colored houses, have been denied here by David Wallerstein, the circuit's general manager, who reveals that a new lease on the theatre has been negotiated by the chain.

Savini, Danziger in Deal

R. M. Savini, president of Astor Pictures Corp. has completed a national distribution deal with Edward Danziger, head of Eastern Sound Studios, Inc. for "Sarumba," featuring Doris Dowling, Michael Whalen and Tommy Wonder, which will be released immediately.

Price to Princeton Post

Sherman Price has been appointed director of distribution of Princeton Film Center, Inc., Princeton, N. J., company president Gordon Knox discloses.

Charter Carolina Circuit

COLUMBIA, S. C., Sept. 4. — The South Carolina Secretary of State has issued a charter to Outdoor Theatres, Inc., of Spartanburg, which proposes to construct and operate drive-in theatres. Irvin B. Malinow, is president of the company.

O'Donnell Blasts 20% Tax

(*Continued from page* 1)

"The great majority of theatre owners are small business men, and it is these little fellows with low profits who are suffering most and who face disaster first if the tax is not eliminated.

"There are more than 5,000 marginal theatres that will be forced to close their doors during the next year if the admission tax is not eliminated. If this should come to pass, production, distribution and exhibition would be irreparably injured. This tax which has been discriminatory since the cessation of the last war, has now become confiscatory.

"All over the country theatre owners and managers are approaching their Congressmen and giving them a true picture of the disastrous plight the theatre faces. We have found that all of the Congressmen we have contacted did not know the seriousness of our problem and all of them have committed themselves to support our plea to eliminate this burdensome tax. In Texas where we have 22 Congressmen, all of these have expressed the fact that they are anxious for the opportunity to relieve this condition in order that the theatre may survive.

"We are seeking complete elimination of the 20 per cent admission tax. In view of the facts presented, not mentioning the newest medium of competition, television, which is making a great bid for prominence in the entertainment world, we are asking Congressmen to survey our situation and support our plea for repeal of this unjust and unfair tax," O'Donnell continued.

"The exhibitor has proved that the theatre is indispensible to the community in which it operates, and is as much a part of civic activity as a church or school. But, with the high rise in cost of operation and living expenses the theatre has been unable to raise admission prices since we have reached the point of diminishing returns. Food prices have risen 58 per cent, clothing 35 per cent, rent 25 per cent, while movie admissions have increased less than 11 per cent. Since ours is a business of volume—and the only way we can get volume is through popular prices—this 20 per cent tax has spelled the difference between a small profit or a complete loss in a large number of theatres."

O'Donnell expressed gratification over the editorial support given the industry in its fight against the government's suit to force release of films to television. He said the Justice Department had been "sold a bill of goods" and he observed that the simplest solution would be to let Hollywood make films for theatres and the TV people make films for television.

"For the government to dictate that the film companies must sell to all comers and for all uses, regardless of any resulting loss to the producers is a dangerous move. Dangerous to the welfare of not only production, but to distribution, and especially dangerous to exhibition, which would be the first to be seriously affected.

"It is incredible," he declared, "that the Justice Department would conspire with a certain group of television manufacturers in . . . one of the most astounding hoaxes ever perpertrated on the American people." O'Donnell praised the "movietime" medium as "one of the most effective instruments that we have used to counteract our problems." In Texas, he said "the spirit of showmanship was rekindled in practically every community" by the Movietime campaign.

TV Should

(*Continued from page* 1)

spend hundreds of thousands of dollars for motion pictures, and, regardless of 'reasonable clearance,' to have them shown on television screens with the possibility of only a modest return.

"I produce special short television features expressly for television, but these have to be made at a commensurate cost and the technique of presenting myself and my co-stars in these pictures is entirely foreign to that which we use for our pictures designed for theatre screens. Obviously it is impossible to compete with the magnitude of motion picture theatre screens within the limitations of television. Television's future lies in attractions specially produced for television only. I intent to continue my large budget for feature pictures for theatres."

Autry's views were made known in a statement to Robert J. O'Donnell, co-chairman of the Texas Council of Motion Picture Organizations.

Bahen Succeeds Dann

TORONTO, Sept. 4.—Gordon Dann, veteran supervisor of theatres in Montreal, has resigned from Odeon Theatres, Ltd. to live in Vancouver, and the Rank Organization has named Arthur Bahen, manager of the Montreal Champlain, as his successor.

TNT Deadline

(*Continued from page* 1)

Under the provisions of the IBC-TNT contract, it was further disclosed, the IBC can elect to cancel the theatre TV rights if a sufficient number of theatres are not lined up by Sept. 15. On the basis of the reported 90 cents per seat minimum asked from theatres for the bout by TNT, it appears that at least 40 theatres would be needed.

The only theatre in New York now selling tickets to the fight telecast, the 450-seat 50th Street Guild Theatre, has sold out for the event. Tickets, which first went on sale Friday at $4.20, were hiked to $4.80 on Monday. Both prices include admission tax. The theatre is currently selling standing room tickets also at $4.80.

Jensen Wins Sarnoff Gold Medal Award

HOLLYWOOD, Sept. 4.—A. G. Jensen, director of television research for Bell Telephone Laboratories, has been selected as the recipient of the "David Sarnoff Gold Medal Award," to be presented by the Society of Motion Picture and Television Engineers.

SMPTE president Peter Mole said the official presentation will be made during the organization's semi-annual convention at the Statler Hotel, Washington, Oct. 6-10.

$10-Million Home Television Deal

Contracts for a $10,000,000 home television time and talent transaction were signed here yesterday, according to Herbert J. Siegel, secretary of Official Films, Inc.

The properties involved, according to Siegel, are "Terry and Pirates," made by Douglas Fairbanks, Jr. Productions, "Four Star Playhouse," which will rotate Hollywood stars, and the Robert Cummings starrer, "My Hero."

It was disclosed that the Milton Biow Agency has purchased the "My Hero" show for sponsorship by Dunhill Cigarettes, starting Nov. 8 over the NBC-TV network, while "Terry and the Pirates" will be sponsored by Canada Dry on a special TV network of more than 60 cities starting Nov. 26.

Singer Sewing Machine Co. will sponsor "Four Star Playhouse," which will rotate such stars as Charles Boyer, Dick Powell and Joel McCrea over the CBS-TV network starting later this month.

July Receipts in Chicago Show Drop

CHICAGO, Sept. 4.—Chicago theatre receipts dropped again in July, according to figures released here today by the city tax collector's office. August collections (on July receipts), down roughly $4,000 from last month's (on June receipts) and over $21,000 from a year ago, were $75,496.85. Total city theatre tax collections for the year to date are $664,720.65, compared with $743,984.31 for the corresponding period last year.

Although theatres show declining receipts, other amusements are up slightly so far this year, paying in $444,858.30 against the $441,098.08 paid in during the first eight months last year. The late-summer upturn in theatre business here is not reflected in the figures released today, inasmuch as the 3 per cent tax on August receipts will be collected during the coming month and reported early in October.

Cahn Contract Extended

HOLLYWOOD, Sept. 4.—Sammy Cahn, Warner producer and song writer, has had his contract extended by Jack L. Warner, executive producer. Cahn has two properties in preparation, "There's a Small Hotel" and "Three Sailors."

Fine Arts Gets 'O. Henry'

"O. Henry's Full House" will open at the Fine Arts Theatre here early in October, 20th Century-Fox reports. This is said to be the first time that a major 20th-Fox production will go into an off-Broadway house for an extended run.

N. J. Showmen

(*Continued from page* 1)

mission tax.

Wilbur Snaper, national Allied president and head of New Jersey Allied, presided at the meeting.

The various forms which the Federation attack on the tax will take will be dertermined at subsequent meetings of the organization, it was indicated. Committees will be appointed to devise programs in this connection.



BLANKET APPROVAL!

Several months ago exhibitors representing 10,000 theatres at M-G-M's "Seeing Is Believing" Meeting in California predicted that the new Mario Lanza Technicolor musical "BECAUSE YOU'RE MINE" would be one of the year's top-grossing attractions.

This enthusiastic appraisal by exhibitors, richly confirmed by Theatre Previews in California, was additionally emphasized this week in its first New York neighborhood showing at Loew's 72nd Street Theatre. The audience poll by Film Research Surveys, Inc. forecasts a smash hit. The cheers, the applause, the rousing laughter, the thunderous handclapping is wonderful music for industry ears.

M-G-M's "BECAUSE YOU'RE MINE" IS A GOLD MINE!

M-G-M presents Mario Lanza in "BECAUSE YOU'RE MINE" • Introducing Doretta Morrow with James Whitmore Color by Technicolor • Screen Play by Karl Tunberg and Leonard Spigelgass • Based on a Story by Ruth Brooks Flippen and Sy Gomberg • Directed by Alexander Hall • Produced by Joe Pasternak

Independents Score Big in Compo Drive

The Council of Motion Picture Organizations yesterday indicated it was thoroughly gratified with the results of its recent dues collection drive among the nation's exhibitors. The financial support that has come from independent exhibitors in particular was described as remarkably strong.

The drive results are being tabulated by COMPO's headquarters staff and are expected to be released to the industry at an early date.

National Foundation Seeks Exhibitor Aid

Additional help from the Theatre Owners of America is being urged by the National Foundation for Infantile Paralysis. Pertinent points included in a letter from the Foundation, as released yesterday by Mitchell Wolfson, TOA president, follow:

"With eight months of the year already elapsed, and if the present trend continues, this will be the worst polio year in the history of America, exceeding even the record year of 1949.

"The National Foundation for Infantile Paralysis believes that its research program, at this time, is on the very threshold of the discovery of a serum or vaccine which will eliminate polio—basing our hopeful conclusion on the gamma globulin tests in Houston and Sioux City, where more than 40,000 children were inoculated.

"Polio is the one epidemic disease which materially affects theatre attendances. I have reports from Portland, Oregon, various cities in West Virginia, Cleveland, etc. where epidemic conditions actually shut down a number of exhibition operations.

"The motion picture theatre business, from its very inception, has always been strong and enormously helpful to the March of Dimes. If we continue to have this support in 1953 and perhaps for another year or two, we sincerely believe that we may not have to ask your cooperation again—we think our fight will be won soon."

Wilder Sets 'Oedipus'

HOLLYWOOD, Sept. 4.—Producer-director Billy Wilder announced "Oedipus," with script by Walter Beisch based on Sophocles' trilogy, as his independent production for next year.

Set 17 Film Courses

Registration for 17 evening session courses in film making at City College here will open on Sept. 16, it was announced by Professor Hans Richter, director of City College Film Institute.



Review

"Wagon Team"

(Gene Autry—Columbia)

THE LATEST GENE AUTRY STARRER to bear his production imprimatur was cast in the conventional horse opera mould. It comes up with standard heroics, villainy, horsemanship, gun-fighting, slugging, and such. The action—and there's plenty of it—revolves around the cross-purpose efforts of Gene and a couple of law officers to find the hiding place of some hold-up loot.

Gene's is the more subtle approach: he befriends the misguided young robber (Dick Jones) who hid it, in the expectation that the youth's inherent goodness will compel him to repent. U. S. Marshall Gordon Jones, on the other hand, allows the lad to escape from jail in the erroneous belief that he will head at once for the stolen stuff. Deputy Sheriff Pat Buttram pursues fumbling methods that produce nothing but rank slapstick. That Gene does the job should surprise no one.

The Cass County Boys supply cow poke music from time to time, blonde Gail Davis pretties up the screen as the young robber's sister, Harry Harvey plays the owner of an old-time medicine show who is the lad's father, and Gene's horse, Champion, performs as faithfully as ever. Armand Schaefer produced, George Archainbaud directed and Gerald Geraghty wrote the script. Print is sepia tinted.

Running time, 61 minutes. General audience classification. September release.

CHARLES L. FRANKE

TOA Will Aid

(Continued from page 1)

has started broadcasting to China in four languages.

"The Crusade for Freedom offers every member of TOA an opportunity to play a personal part in this great moral crusade and perform a public service to freedom-loving nations throughout the world." Gael Sullivan, TOA executive director, stated yesterday. "Exhibitors are asked to give their cooperation to state and local Crusade committees and to make available such personnel and facilities as may properly be used in bringing the Crusade message to the public which they serve," he added.

'Kilimanjaro'

(Continued from page 1)

Theatre opening on Sept. 17, for rebroadcast to the forces around the world and to international audiences listening in on the network.

For the national scene, Jinx Falkenburg is scheduled to interview personalities for her NBC radio show, while local audiences will be given a detailed on-the-spot picture by Martin Starr who will handle both the "P A" system heard by the crowds lining the street and listeners to station WINS.

CBS TV Coverage

Key television coverage will stem from CBS using a special mobile crew to highlight the activities before and after the premiere. Centered around a "feature story" of what it takes to put on a major premiere, CBS will cover both home office, theatre and opening night activities for a special broadcast through its news channels.

Mayer-Kingsley Get 'Box'

Distribution rights to the Robert Donat color in Technicolor film, "The Magic Box," have been sold to Arthur Mayer and Edward Kingsley by Sir Michael Balcon, chairman of Festival Film Productions.

4 More Areas

(Continued from page 1)

a number of other areas were undoubtedly over quota with reports in transit.

AMPA Ad School

(Continued from page 1)

will be held each Thursday evening thereafter for 12 weeks in the screening rooms of the various film companies here. Registration for the courses are being handled by Edgar Goth of Fabian Theatres.

Ettinger is the author of several books on public relations and related subjects and has served as editor of the "Public Relations Directory and Yearbook." The following AMPA members will cooperate with Ettinger in the setting up of courses: Gordon White, Lige Brien, David Bader, Chester Friedman, Goth, Albert Floersheimer, Jr., Blanche Livingston, Rutgers Neilson, Harry K. McWilliams, Miriam Brandon and Vivian Moses.

Lecturers for the classes will include heads of distribution advertising-publicity departments. They will be named shortly, McWilliams, AMPA president, said.

Many from Industry At Conn. Dedication

HARTFORD, Sept. 4.—Numerous representatives of film companies, both from New York and the Coast, are expected to attend the dedication and opening of the State of Connecticut's new $2,000,000 Terminal Building at Bradley Field on Sept. 15.

Harry F. Shaw, division manager of Loew's Poli-New England Theatres, and chairman of the personalities committee for the dedication, met yesterday with F. S. Murphy, Hartford *Times* editor and publisher and chairman of the State Aeronautics Commission, and Allen M. Widem, the paper's film editor, and others to plan for the program.

Legion Puts British Film in Class B

The National Legion of Decency report on films reviewed last week puts one film, "Dance Hall Girls," (British) Bell Pictures, in Class B and two films in Class A.

"Yankee Buccaneer," Universal, is in Section I and "O. Henry's Full House," 20th Century-Fox, is in Section II.

French Talks

(Continued from page 1)

who has been representing the MPEA in the Paris talks, voted unanimously to give Johnston the "blanket authority."

MOTION PICTURE DAILY reported on Wednesday that the MPEA meeting would be called upon to accept or reject a French remittance proposal that fell far short of that country's original offer. The earlier proposal, which was acceptable to the American companies, was for remittance of $1,200,000 at the official rate of exchange, and the remainder of some $6,000,000 at the less favorable capital account rate.

The new French remittance offer followed that country's reduction by decree of American film imports from 121 to 90 per year.

Allport's report was described as depicting "the complete breakdown" of negotiations between the French and American governments. The French had striven constantly during the negotiations to have included in the new pact provisions calling for subsidization of French production by the American companies. The U. S. State Department, the Society of Independent Motion Picture Producers and the MPEA rejected such attempts.

Arnall to Attend

Negotiations with Sir Frank Lee, Under-secretary of the British Board of Trade, will commence in Washington on Monday. In addition to Johnston, the MPEA will be represented at the talks by Allport and John G. McCarthy, international division director. The SIMPP will be represented by Ellis G. Arnall, its president, and one or more attorneys.

It has been rumored in Washington that the British will ask to cut the annual remittances to half the current figure. The expiring Anglo-American pact provided for remittances of $17,000,000 annually, plus 33 per cent of the U. S. production investment in Britain, plus other "bonus" arrangements that are said to have amounted to an additional four or five million dollars.

The French impasse's demanding of Johnston's attention is expected to cause him to postpone tentatively set visits to the Coast and to South America.

Arbitration

(Continued from page 1)

agreement setting the sequence of approvals stipulates that the distributors must act on the draft before TOA, Allied or any of the other exhibitor organizations participating in the Industry Arbitration Conference submit it to their respective memberships.

Gilbert Gabriel, 62, Veteran Critic

Gilbert Wolf Gabriel, 62, former Hollywood scenario writer, died Wednesday of heart disease at Northern Westchester Hospital in Mt. Kisco, N. Y. Drama critic of *Cue* magazine and president of the New York Drama Critics' Circle, Gabriel wrote scripts for Paramount. His widow survives.

Ohio Theatre Closes

DUNCAN, O., Sept. 4.—The Grand Theatre, operated by Charlotte Alexander since its owner Bill Day, Jr., died last March, has closed until further notice.

Be sure to attend these

PARAMOUNT TRADE SHOWS

September 15 - 19 - 22 - 29

See these great attractions! Three out of four in Color by TECHNICOLOR!
Know the exciting film fare you'll soon be able to serve your patrons!

CITY	PLACE OF SCREENING	HURRICANE SMITH Sept. 15	THE TURNING POINT Sept. 19	THE SAVAGE Sept. 22	THE BLAZING FOREST Sept. 29
ALBANY	FOX SCREENING ROOM, 1052 Broodway	2:30 P.M.	2:30 P.M.	2:30 P.M.	2:30 P.M.
ATLANTA	PARAMOUNT PROJ. ROOM, 154 Walton St., N. W.	2 P.M.	2 P.M.	2 P.M.	2 P.M.
BOSTON	PARAMOUNT PROJ. ROOM, 58-62 Berkeley St.	2 P.M.	2 P.M.	2 P.M.	2 P.M.
BUFFALO	PARAMOUNT PROJ. ROOM, 464 Franklin St.	2 P.M.	2 P.M.	2 P.M.	2 P.M.
CHARLOTTE	PARAMOUNT PROJ. ROOM, 305-7 So. Church St.	10 A.M.	10 A.M.	10 A.M.	10 A.M.
CHICAGO	PARAMOUNT PROJ. ROOM, 1306 So. Michigan Ave.	1:30 P.M.	1:30 P.M.	1:30 P.M.	1:30 P.M.
CINCINNATI	FOX SCREENING ROOM, 1638 Central Parkway	2:30 P.M.	2:30 P.M.	2:30 P.M.	2:30 P.M.
CLEVELAND	PARAMOUNT PROJ. ROOM, 1735 E. 23rd St.	8:15 P.M.	8:15 P.M.	8:15 P.M.	8:15 P.M.
DALLAS	PARAMOUNT PROJ. ROOM, 401 N. Pearl Expressway	2 P.M.	2 P.M.	2 P.M.	2 P.M.
DENVER	PARAMOUNT PROJ. ROOM, 2100 Staut Street	2 P.M.	2 P.M.	2 P.M.	2 P.M.
DES MOINES	PARAMOUNT PROJ. ROOM, 1125 High Street	1 P.M.	1 P.M.	1 P.M.	1 P.M.
DETROIT	PARAMOUNT PROJ. ROOM, 479 Ledyard Ave.	2 P.M.	2 P.M.	2 P.M.	2 P.M.
INDIANAPOLIS	PARAMOUNT PROJ. ROOM, 116 West Michigan Ave.	1 P.M.	1 P.M.	1 P.M.	1 P.M.
JACKSONVILLE	FLORIDA THEATRES SCREENING ROOM, Florida Thea. Bldg.	2:30 P.M.	2:30 P.M.	2:30 P.M.	2:30 P.M.
KANSAS CITY	PARAMOUNT PROJ. ROOM, 1800 Wyandotte St.	2 P.M.	2 P.M.	2 P.M.	2 P.M.
LOS ANGELES	PARAMOUNT PROJ. ROOM, 1613 W. 20th St.	1:30 P.M.	1:30 P.M.	1:30 P.M.	1:30 P.M.
MEMPHIS	PARAMOUNT PROJ. ROOM, 362 Sauth Secand St.	12:15 Noan	12:15 Naan	12:15 Naon	12:15 Noan
MILWAUKEE	PARAMOUNT PROJ. ROOM, 1121 Narth Eighth St.	2 P.M.	2 P.M.	2 P.M.	2 P.M.
MINNEAPOLIS	PARAMOUNT PROJ. ROOM, 1201 Currie Avenue	8 P.M.	8 P.M.	8 P.M.	8 P.M.
NEW HAVEN	PARAMOUNT PROJ. ROOM, 82 State Street	2 P.M.	2 P.M.	2 P.M.	2 P.M.
NEW ORLEANS	PARAMOUNT PROJ. ROOM, 215 S. Liberty St.	10:30 A.M.	2 P.M.	2 P.M.	10:30 A.M.
NEW YORK CITY	PARAMOUNT PROJ. ROOM, 1501 Broadway (9th Fl.)	2:30 P.M.	2:30 P.M.	2:30 P.M.	2:30 P.M.*
OKLAHOMA CITY	PARAMOUNT PROJ. ROOM, 701 West Grand Ave.	10:30 A.M.	10:30 A.M.	10:30 A.M.	10:30 A.M.
OMAHA	FOX SCREENING ROOM, 1502 Davenport St.	1:30 P.M.	1:30 P.M.	1:30 P.M.	1:30 P.M.
PHILADELPHIA	PARAMOUNT PROJ. ROOM, 248 N. 12th St.	2 P.M.	2 P.M.	2 P.M.	2 P.M.
PITTSBURGH	PARAMOUNT PROJ. ROOM, 1727 Boulevord of Allies	2 P.M.	2 P.M.	2 P.M.	2 P.M.
PORTLAND	PARAMOUNT PROJ. ROOM, 909 N. W. 19th Avenue	2 P.M.	2 P.M.	2 P.M.	2 P.M.
ST. LOUIS	PARAMOUNT PROJ. ROOM, 2949-2953 Olive St.	1 P.M.	1 P.M.	1 P.M.	1 P.M.
SALT LAKE CITY	PARAMOUNT PROJ. ROOM, 270 Eost 1st So. St.	1:30 P.M.	1:30 P.M.	1:30 P.M.	1:30 P.M.
SAN FRANCISCO	PARAMOUNT PROJ. ROOM, 205 Golden Gote Ave.	2 P.M.	2 P.M.	2 P.M.	2 P.M.
SEATTLE	MODERN THEATRE SUPPLY PROJ. ROOM, 2400 Third Ave.	1:30 P.M.	1:30 P.M.	1:30 P.M.	1:30 P.M.
WASHINGTON	PARAMOUNT PROJ. ROOM, 306 H Street, N. W.	8:30 P.M.	8:30 P.M.	8:30 P.M.	8:30 P.M.

** New Yark City will shaw "The Blazing Farest" on Sept. 30th insteod of the 29th at 2:30 P.M.*

TRADE SHOWING SEPT. 15

HURRICANE SMITH

starring

YVONNE DE CARLO · JOHN IRELAND
JAMES CRAIG · FORREST TUCKER
LYLE BETTGER · RICHARD ARLEN

Color by TECHNICOLOR

Directed by JERRY HOPPER • Screenplay by FRANK GRUBER
Based on a story by GORDON RAY YOUNG • Produced by NAT HOLT

TRADE SHOWING SEPT. 19

THE TURNING POINT

starring

WILLIAM HOLDEN
EDMOND O'BRIEN
ALEXIS SMITH

Produced by IRVING ASHER • Directed by WILLIAM DIETERLE
Screenplay by WARREN DUFF • Based on a Story by HORACE McCOY

TRADE SHOWING SEPT. 22

THE SAVAGE

starring

CHARLTON HESTON
SUSAN MORROW · PETER HANSON
JOAN TAYLOR

Color by TECHNICOLOR

Produced by MEL EPSTEIN • Directed by GEORGE MARSHALL
Screenplay by SYDNEY BOEHM • Based on a novel by L. L. FOREMAN

TRADE SHOWING SEPT. 29

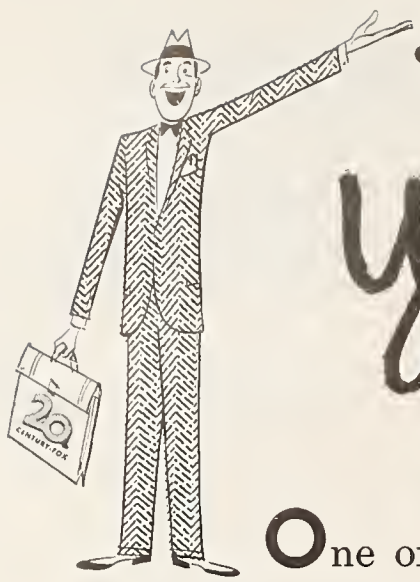
THE BLAZING FOREST

starring

JOHN PAYNE
WILLIAM DEMAREST · AGNES MOOREHEAD
RICHARD ARLEN · SUSAN MORROW

Color by TECHNICOLOR

Directed by EDWARD LUDWIG • Written for the Screen by
LEWIS R. FOSTER and WINSTON MILLER • Produced by
WILLIAM H. PINE and WILLIAM C. THOMAS



Your audience wrote this ad

One of the finest productions I have ever seen, "O. Henry's Full House" is a beautiful picture; warm, sympathetic, funny and grand. I have always enjoyed reading O. Henry, but I found his works even more fascinating in the film. It was a new kind of a picture, suiting everyone's taste—young and old alike. Excellent in all departments: writing, acting, directing and photography, the picture is delightful to watch and a most excellent way to introduce people to the works of this wonderful author. Each story is more interesting than the other and sure to please the public. I consider "O. Henry's Full House" a masterpiece of a movie that does justice to five O. Henry classics. The audience at the performance I witnessed applauded each story individually and gave a rousing response at the picture's end. It was a thoroughly enjoyable evening at a motion picture theatre. Pictures like this will make everyone want to go to the movies. Not only *I* thought it was wonderful, the whole audience was very pleased. Each sequence touched the heart and I have every intention of seeing them again. "O. Henry's Full House" is honest, human, down-to-earth. Wholesome and entertaining, it is a wonderful screen surprise with superb performances. A four-star picture! To be seen by all.

COMMENTS FROM AUDIENCE REACTION CARDS
ROXY THEATRE PREVIEW... FRIDAY, AUGUST 29th

FRED ALLEN · ANNE BAXTER · JEANNE CRAIN
FARLEY GRANGER · CHARLES LAUGHTON
OSCAR LEVANT · MARILYN MONROE · JEAN PETERS
GREGORY RATOFF · DALE ROBERTSON
DAVID WAYNE · RICHARD WIDMARK

O. Henry's
FULL HOUSE

Produced by ANDRE HAKIM
Directed by HENRY HATHAWAY · HOWARD HAWKS · HENRY KING · HENRY KOSTER · JEAN NEGULESCO
Screen Plays by RICHARD BREEN · WALTER BULLOCK · IVAN GOFF · BEN ROBERTS · LAMAR TROTTI

THERE'S NO BUSINESS LIKE 20th CENTURY-FOX BUSINESS!

AIR MAIL EDITION

MOTION PICTURE DAILY

NEWS WHILE IT IS NEWS

VOL. 72. NO. 48 NEW YORK, U.S.A., MONDAY, SEPTEMBER 8, 1952 TEN CENTS

Tradewise...

By SHERWIN KANE

THE Justice Department recites as the aim of its suit to force the sale of films to television and other non-theatrical users the breaking up of an alleged conspiracy in the 16mm. field.

Should it succeed in convincing a court that the conspiracy alleged exists, the Department contends that it will ask for a decree which will not be ruinous to the motion picture industry but which will provide for reasonable clearance between exhibition of the same films in theatres and on television.

If such a decree is not to be ruinous to the motion picture industry, it is a fact that the courts which administer it must have the clairvoyant ability to determine when a motion picture's theatrical value has been exhausted. Otherwise, there is no way of determining whether the price asked for its exhibition on television is fair and reasonable. If its theatrical value has not been exhausted, or nearly so—and industry experience demonstrates how impossible it is to say when, if ever, that occurs—then the elapsed time after its initial theatrical showing is of no practical use in measuring the commercial value of the picture.

•

For that reason, the owner of a copyrighted motion picture, should he ever be required to offer it for sale to television, would be wholly justified in setting whatever price for it his best business judgment dictated.

That, of course, is pretty much the situation with respect to the sale of films to television which exists now and has existed for some time.

Television knows, as of this moment, where and from whom it can buy films—good films, not too old, and lots of them. What television does not know is where it can get the money to pay for them.

Accordingly, should the government win its suit, there is a real possibility that all it will achieve is a court certification of the *status quo ante*—film producers offering their copyrighted properties to television, with television unable to afford them.

Thus, at considerable drain on the public treasury—which is of great concern to taxpayers always and has particular point at election

(Continued on page 2)

Walcott Bout Set to Go Coast-to-Coast

LOS ANGELES, Sept. 7.—Plans for the first trans-continental theatre telecast were disclosed here with the announcement that Sherrill Corwin's Orpheum Theatre will put seats on sale tomorrow for the Jersey Joe Walcott-Rocky Marciano heavyweight title bout, to be telecast from Philadelphia's Municipal Stadium on September 23.

Sufficient theatres are now committed to take the Walcott-Marciano fight telecast to exceed the minimum required by the International Boxing Club. Theatre Network Television disclosed here. The

(Continued on page 5)

Rodgers to Address TOA on Arbitration

Theatre Owners of America has reserved the entire afternoon of Sept. 16 for discussion at its annual convention in Washington of the developments which have brought about the exhibitor-distributor draft of a plan of industry arbitration. Speakers at that particular session will be Mitchell Wolfson, TOA president; S. H. Fabian,

(Continued on page 4)

Licensing of U. S. Film Imports Are Halted by France

The complete breakdown in the Franco-American film negotiations has resulted in termination of the carried-over previous pact to the extent that not even a single dubbing license will be issued to American distributors by France, it was reported here at the weekend.

It was learned also that the French move which made American acceptance of a new pact impossible was the withdrawal of a previous offer to permit the bulk of some $6,000,000 in blocked earnings to be remitted at the capital account rate forthwith.

The French were willing to remit $1,200,000 at the official rate, as pre-

(Continued on page 5)

Future of WTO Is Seen as Doubtful

LOS ANGELES, Sept. 7.—Western Theatre Owners, which has been leaderless for the past few weeks and has had a depleted treasury for a considerably longer period, is regarded in California exhibitor circles as being in danger of dissolution.

H. V. (Rotus) Harvey resigned recently as president because of pressure of his personal business and because, according to friends, he expected the exhibitor organization would

(Continued on page 4)

Talks on U. K. Fiscal Pact To Open Today

Report Britons to Ask Big Cut in Remittances

WASHINGTON, Sept. 7. — Sir Frank Lee, permanent secretary of the British Board of Trade, and Sidney Golt, head of the films division of the Board, arrived here by plane from London yesterday and will open talks with industry representatives tomorrow afternoon on the new British monetary agreement for American film distributors.

Joining them in the negotiations will be Victor George Baker of the Exchange Control department of the Bank of England.

The negotiations will take place at the Motion Picture Association of America headquarters here. Participating for the industry will be Eric Johnston, MPAA president; Ellis Arnall, president of the Society of Independent Motion Picture Producers; James A. Mulvey, president of Samuel Goldwyn Prod., also for SIMPP; Joyce O'Hara, MPAA vice-president;

(Continued on page 5)

B'way Theatres Cooperate In Full-Page Ad Splurge

All New York newspapers yesterday carried a full-page promotional ad calling attention to current strong film attractions at 12 theatres in the Broadway area and blazoning the message that there are "More Great Movies on Broadway Than Ever Before!"

The ads, which reached an estimated 10,000,000 New York Sunday newspaper readers, resulted from the first cooperative effort of its kind by the Broadway first-runs. Prepared by the Donahue & Coe agency, the copy was designed not only to call attention to the strong product currently showing and the accompanying strong upbeat in box office business, but also to challenge the new season's television programs for public attention.

Illustrated with a panoramic, nighttime photo of the Broadway-Seventh Ave. triangle from the vantage point of Times Square, the ad asked the public to "Check the Hits You've Yet to See" and listed the attractions,

(Continued on page 4)

Texas Attendance At All-time Peak

DALLAS, Sept. 7.—More people went to theatres in Texas for a period of seven weeks, ending Aug. 18, than in any other comparable period in the history of the industry in the state, according to a survey conducted by the Texas Council of Motion Picture Organizations.

The survey revealed that the average weekly attendance of 3,500,000 was 220,000 over the weekly average

(Continued on page 4)

NEWS FLASHES

WASHINGTON, Sept. 7.--It was decided here at a weekend meeting of industry TV groups that theatre television lawyers and engineers will send a strong letter early this week to the A. T. and T. reiterating the industry's request for theatre TV transmission costs. Copies of the letter will also be sent to the FCC.

•

BIRMINGHAM, Sept. 7.--Theatre receipts are up 15 per cent over April, it was learned by the University of Alabama in an economic study. The university's report, based on sales tax returns, also disclosed that theatre receipts in May were 6.4 per cent higher than in May, 1951.

Personal Mention

ARTHUR C. BROMBERG, president of Monogram Southern Exchanges, Atlanta, has returned there from the Coast.

•

MIKE SIMONS, home office assistant to H. M. RICHEY at M-G-M, will attend the West Virginia Allied annual convention in Clarksburg, W. Va., Tuesday and Wednesday, and will also address a meeting of the managers of Gibralter Enterprises in Denver on Sept. 16.

•

EDWARD L. HYMAN, United Paramount Theatres vice-president, is visiting upstate New York theatres with GENE STREET. He is also accompanied by BERNARD LEVY and AL SICIGNANO. They will return here Wednesday.

•

DICK PITTS, Theatre Owners of American administrative assistant, left here yesterday for Washington, on preparations for the TOA convention there next week.

•

MICHAEL HAVAS, RKO Radio's Latin American supervisor, is in New York for two weeks of home office conferences.

•

EDGAR HIRSCHBERG, former Theatre Owners of America clerical aide, has joined the office staff of the Council of Motion Picture Organizations.

Wilder Promoted; To Assist Eve Siegel

Leo Wilder has been promoted from head of the Warner Brothers home office still department to the post of assistant to Eve Siegel, fan and national magazine contact, it was announced at the weekend by Mort Blumenstock, WB advertising-publicity vice-president. Nat Gartsman, assistant to Wilder, has been promoted to head the still department.

Tradewise . . .

(*Continued from page* 1)

time—we find the Justice Department prosecuting an action which, even if it is won, promises no benefit to the public or to television, even while it threatens the motion picture industry through possible miscarriage of justice in the application or interpretation of the eventual decree.

This, too, is the industry's story with respect to the 16mm. suit.

This purposeless waste of public money by the Justice Department on a legal adventure almost certain to end in practical insignificance if, as the Justice Department contends, it does not ruin the motion picture industry, constitutes a story that should be of interest to the public.

Thousands of screens and tons of newsprint are available for its telling.

Canada Subjects Industry to New Combine Regulations

OTTAWA, Sept. 7.—In an all-out drive to tighten up efforts in cracking down on possible combines in industry or trade, the Canadian government has appointed a new three-man commission, with stiffer regulations coming into effect Nov. 1. The motion picture industry is subject to the regulations.

Under the new setup, the present Combines Commissioner, T. D. MacDonald, will be Director of Investigations and Research. The new commission will give alleged offenders an opportunity to defend themselves in private hearings before a report is made to the Minister of Justice who will have the final say whether prosecutions should be undertaken. In addition, under the new laws, ceilings on maximum fines have been lifted and the courts will be allowed to grant injunctions restraining a combine from continuing in operation.

E. V. Richards Heads Louisiana Fete

NEW ORLEANS, Sept. 7.—E. V. Richards, Jr., New Orleans theatre executive and chairman of the Louisiana Navy League, has been appointed chairman of the Louisiana Purchase Sesquicentennial Commission by Gov. Robert F. Kennon.



E. V. Richards, Jr.

Richards has called a meeting of city and state businessmen and civic leaders for Tuesday to begin immediate planning for the event, which will be held here early next year.

Richards developed one of the largest circuits in the South, which in later years he operated in partnership with Paramount and which, following the divorcement of the latter's exhibition operations, was taken over by United Paramount Theatres, and is now the Paramount Gulf circuit. Richards retains an interest in theatre business here, largely in an advisory capacity to his sons and the Richards Estate, in the operation of the Tudor and Globe here; the De Luxe, Slidell, La.; the A & G, Bay St. Louis, Miss.; the Pix, Jackson, Miss., and the Avalon, Pass Christian, Miss., which are known as the Slidell Theatre Corp.

Richards said his plans for the 150th anniversary of the Louisiana Purchase would embrace the governments of the United States and France and the participation of all states which were a part of the original Louisiana Territory.

Gaskin Drive-in Opened

ATLANTA, Sept. 7.—"Pug" Gaskin has opened his new 250-car drive-in theatre at Monticello, Fla.

Northwest Is Eager To Hit Gov't Suit

Exhibitors of Northern California, Oregon and the State of Washington are eager to get into the fight against the Department of Justice's 16mm. anti-trust suit, but are willing to await the development of a "pattern" which will show how best to attack the litigation, Henderson M. Richey, Loew's exhibitor relations director, reported here at the weekend following two weeks of informal conferences with Western Theatre Owners members on a multitude of industry subjects.

Theatremen of the Northwest, Richey said, are of the opinion that the time has passed for appealing to the Justice Department to see its error in pursuing the action.

Richey found the exhibitors he spoke with to be highly optimistic about the future of the theatre business. He said that in cities where television has not yet been introduced, showmen are fully prepared for the competition and are confident they can beat it.

The prediction came from Richey that the California, Washington and Oregon will be high on the list of outstanding contributing areas in the Council of Motion Picture Organizations dues drive. Showmen in the three states are girded for the fight for repeal of the 20 per cent admissions tax, he said.

Md. Censor Charges Are Hit by Breen

HOLLYWOOD, Sept. 7.—The charge in the annual report of the Maryland State Censor Board that there has been a relaxation in the motion picture industry's voluntary code of self-regulation was described as "completely without foundation" by Joseph I. Breen, vice-president of the Motion Picture Association of America and administrator of the Production Code.

Declared Breen: "The unwarranted charges sound like nothing more than an effort to defend political censorship in the face of recent decisions of the Supreme Court of the United States which said that motion pictures are entitled to the freedom of speech and press guarantees of the Constitution.

"Not only has there been no relaxation of the standards of good taste and decency represented by the Code but there will be none. Hollywood, as it has done in the past, will continue to provide clean and wholesome entertainment.

The views of the Maryland censors cretainly are not shared by responsible and public-spirited groups all over the country."

Newsreel Parade

GENERAL EISENHOWER'S tour of the South is the major highlight of current newsreels, which also feature such items as the jump of the octogenarian Bernarr Macfadden, 1953 Icecapades and the upcoming Walcott-Marciano bout. Complete synopses follow:

MOVIETONE NEWS, No. 73—"Ike" hailed in air tour of the South. Truce Reds get set for winter. Rescue at Niagara Falls. Wall of fire at Fort Bragg. Americen beauties battle for crown. 1953 Icecapades. Hawaii wins open golf tournament.

NEWS OF THE DAY, No. 203—"Ike" invades Dixie and gets huge welcome. Macfadden, 84, thrills Paris in parachute leap. King Faisal meets film stars. Beauties on parade. Bullfight. Icecapades. Little League world series.

PARAMOUNT NEWS, No. 6—Philadelphia joins the South in welcoming "Ike" as the Republican presidential aspirant. Dick Button at the Icecapades. Macfadden parachutes over Paris. The Little League world series.

TELENEWS DIGEST, No. 36B—Marines slug Reds in Korea. Macfadden "hits the silk," missing the Seine River. Nixon tours New England. Tornado hits Texas air base. Water shortage threatens Texas town. British unveil latest aircraft. Little League world series. Jolting jeeps in road race.

UNIVERSAL NEWS, No. 593—British jet plane sets speed record. Macfadden jumps. French fashions. Training shots of Walcott and Marciano. Women's golf. Icecapades of 1953.

WARNER PATHE NEWS, No. 8—"Ike" storms the South in his bid for the presidency. Macfadden at 84 parachutes over Paris. Jet bomber spans the Atlantic twice in a day. Women Marines show new look in uniforms. General Ridgway meets West German Premiere Adenauer. "Miss America" finalists on parade at Atlantic City. Dick Button makes "pro" bow in Icecapades.

Nancy Olson Is On Tour for 'McLain'

CHICAGO, Sept. 7.—Nancy Olson will arrive here from New York tomorrow to be hostess at a press luncheon to be held at the Ambassador East Hotel for representatives of Chicago and Milwaukee newspapers. The star, who is appearing opposite John Wayne in "Big Jim McLain," a Wayne-Fellows production for Warner Brothers, currently playing at the Roosevelt Theatre here, will also do a series of broadeasts and press interviews in connection with the picture.

Miss Olson will arrive in Milwaukee Tuesday for personal appearances in advance of the opening of the picture at the Warner Theatre there on Thursday.

Weekend Party for 'Thief' Screening

Harry Popkin's picture without dialogue, "The Thief," will be screened for trade press representatives in the course of a weekend party at Tyler Hill, Pa., at which United Artists will be host, starting next Friday evening.

The weekend program, in addition to the screening, ineludes the recreational facilities of Bernard Kamber's nearby Wayne Country Club and a visit to the Wayne County Fair, which will be in progress. The trip to and from will be made by automobile.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales. each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



Presenting **THE MOST LUXURIOUS TRANSCONTINENTAL AIR SERVICE EVER OFFERED**

TWA's *New* SUPER CONSTELLATIONS

The Ambassadors

Nightly departures from Los Angeles and New York (one-stop Chicago). Effective September 10. Sleeper berth reservations available.

Now TWA inaugurates transcontinental "Ambassador" service . . . offering all of the luxurious features that have distinguished TWA "Ambassador" flights to Europe, *and more!*

You're in important, exciting company from the moment you set foot on the rich red carpet that leads to your flight. Your plane is a giant new Super Constellation, expressly built by Lockheed for TWA, and one of the most powerful airliners in the skies today. Your accommodations are the finest: restful lean-back club chairs or luxurious full-length sleeping berths. And you can enjoy delicious between-meal refreshments and friendly conversation with your fellow passengers in the gaily decorated lounge.

On your next cross-country trip plan to go on the "Ambassador" . . . truly the most luxurious transcontinental flight ever offered. For reservations, see your travel agent or call Trans World Airlines, LExington 2-7100.

ACROSS THE U.S. AND OVERSEAS . . . FLY TWA

TRANS WORLD AIRLINES

U.S.A. · EUROPE · AFRICA · ASIA

WTO Future

(Continued from page 1)

tend to revitalize itself with the election of a new president.

Since Harvey resigned, however, several prominent members have declined the presidency. The organization recently was obliged to cancel its planned annual convention.

Unless a president can be found soon, WTO will not be represented at future meetings of the Council of Motion Picture Organizations board or the Industry Arbitration Conference. However, it is expected that a sufficient number of WTO members could be gotten together for the purpose of acting on an industry plan of arbitration, should one be submitted.

One of the WTO constituent organizations, Independent Theatre Owners of Washington, Northern Idaho and Alaska, recently applied to COMPO for membership in the industry agency, notwithstanding the fact that WTO is a charter member of COMPO. Other units in WTO are ITO of Northern California and Nevada, ITO of Oregon, ITO of Montana and ITO of Utah and Southern Idaho. The units may continue as separate entities if WTO goes out of being, or they may seek affiliation with existing national exhibitor organizations.

Until about a year ago WTO was known as the Pacific Coast Conference of Independent Theatre Owners.

'Snows' Given Big Magazine Break

The Sept. 23 issue of *Look* magazine, on newsstands tomorrow, will give cover attention and seven inside pages to publicity on 20th Century-Fox's "The Snows of Kilimanjaro."

Ava Gardner and Susan Hayward get the cover position. Many of the inside pages display color art from the picture and running text on the production. The film will have its world premiere at the Rivoli here on Sept. 17. The company claims the publicity is the largest ever accorded a film by *Look* and compares well with attention given to the film by a score of other magazines.

Ten fashion models who will appear at the American Fashion Critics Awards at the Waldorf-Astoria here on Sept. 16, will act as guest hostesses at the premiere.

A special five-page radio and television newsletter devoted exclusively to "The Snows of Kilimanjaro" is being distributed to over 1,200 news and showbusiness commentators, "disk jockeys," and "chatter show" "M.C.'s", it was reported by 20th Century-Fox.

St. Louis 7th to Top Compo Dues Quota

The St. Louis exchange area is the seventh indicated by the Council of Motion Picture Organizations as having exceeded its quota in the recent COMPO dues collection drive.

"Executive Producer-Distributor requires Executive Secretary with thorough knowledge of world-wide distribution and some production."

BOX 540
MOTION PICTURE DAILY
1270 Sixth Avenue, New York 20, N. Y.

Rodgers on Arbitration

(Continued from page 1)

executive committee chairman; Herman M. Levy, general counsel, and William F. Rodgers, Loew's vice-president who has headed the distributors' arbitration negotiating committee.

If the distributors this week approve the arbitration draft, the Sept. 16 TOA business meeting, over which Walter Reade, Jr., will preside, will vote on acceptance of the document.

The following morning will be devoted by the convention to discussion of the government's anti-trust suit to force the sale of 16mm. pictures to TV and other outlets competing with regular theatres. According to an agenda released here at the weekend by TOA, Walter Morris will preside at a meeting of the organization's 16mm. committee and Wolfson and Levy will speak on the suit at a convention session to follow.

Will Ask Decision

Levy is scheduled to ask the delegates to decide if TOA, branded a co-conspirator in the government's complaint but not named a defendant, should seek to become a defendant in the suit.

The convention, which will open Sept. 14 and continue for five days, will feature a trade show, a large number of social events for delegates and their wives, and a world premiere preview of 20th-Fox's "Snows of Kilimanjaro." The Shoreham Hotel will be the site of business sessions and the trade show.

Sept. 14 will be taken up with a meeting of the TOA legal advisory council headed by Levy, an executive committee meeting and a nominating committee session. The TOA board will meet the following day under the chairmanship of Wolfson who will be substituting for board chairman Charles P. Skouras. The latter, National Theatres president, has informed TOA that personal family matters will make it impossible for him to attend this year's convention.

However, Wolfson reported that National Theatres will send to the convention the largest group of representatives in its history. Heading the group will be Dick Dickson, Southern California division manager; Elmer C. Rhoden, Midwest division president; Frank H. Ricketson, Inter-Mountain division president; Harold J. Fitzgerald, Wisconsin division president; R. H. McCullough, head of Research and maintenance, and Rudy Krappman, merchandising division chief. Rhoden, who has been mentioned as a possible successor to Skouras as TOA board chairman, will deliver the convention keynote address on Sept. 16.

Wolfson and A. Julian Brylawski, convention chairman, announced jointly at the weekend that registrations for the annual conclave have exceeded 500, or 200 more than were registered at the corresponding pre-convention time last year. Wolfson said the convention this year would be "definitely operation work-shop." When he gave his address last year accepting the presidency, the theme was "aggressive unity," he said, "and we are seeing that borne out in the responses to the convention this year. At no time in our history has there been a greater need for militant co-ordination of our industry strength to stimulate the box-office, to keep pace with technical facilities and to develop a greater public acceptance and goodwill for industry progress."

The opening convention session will include an address of greeting by F. Joseph Donohue, chairman of the District of Columbia Board of Commissioners, and a speech by Wolfson. A convention showmanship luncheon will follow, with Myron Blank serving as chairman. Earl J. Hudson will speak on the "Detroit Campaign" and Abe Montague, Columbia distribution vice-president, will speak on the Will Rogers Memorial Christmas Salute at the luncheon.

At the Sept. 17 morning session Robert O'Brien of United Paramount Theatres, Fabian and television attorney Marcus Cohn will discuss theatre TV. In the afternoon, Harold J. Fitzgerald will preside at a concessions session, Jack Braunagel at a drive-ins session, and Alfred Starr at an admission tax session, which will feature comments by Pat McGee, co-chairman of the Council of Motion Picture Organizations tax committee. Sam Pinanski, member of the COMPO governing triumvirate, will follow with a discussion of the industry agency's achievements.

Kirby, Lightman to Preside

The fifth and sixth business sessions on Sept. 18 will be presided over by Sam Kirby and M. A. Lightman, Sr., respectively. The fifth will be a closed session for TOA members and the sixth will deal with a plan for stimulating the box-office on a national basis. That same day will be marked by a convention research luncheon at which C. E. Cook, McCullough, and Nathan D. Golden, Commerce Department film chief, will speak. The president's banquet will be held in the evening.

Sponsors of various cocktail parties, show boat trips and other entertainment events during the convention include the Coca-Cola Co., Pepsi-Cola Co., and other business firms.

Lesser Forms New So. American Unit

HOLLYWOOD, Sept. 7.—Formation of the W. H. Distributing Corp. to handle South American production and distribution for the Sol Lesser organization was announced here by Lesser, with "Cave Girl" in color by Technicolor, to be the first picture produced.

The picture will be filmed in Brazil this winter, under the direction of Harry Horner, with American stars in the two top male roles. The title role will be portrayed by a Latin-American actress. Lesser is currently discussing with two South American producers a deal whereby one will take on actual production reins under a similar arrangement as that which was recently set up by Lesser in England for the production of his "Black Chiffon," which British producer Sydney Box will make.

Jake Rachman, Critic

OMAHA, Sept. 7.—Jake Rachman, 68, *World-Herald* columnist and drama critic since 1938, and before that with the *Bee-News* here many years in a similar capacity, died Thursday in his sleep. Survivors include his cousin, R. D. Goldberg, of R. D. Goldberg Theatres.

B'way. Ad

(Continued from page 1)

boxed, at the 12 participating show houses. They are: "The Miracle of Our Lady of Fatima" at the Astor and Bijou theatres; "The Quiet Man" at the Capitol; "The Big Sky," Criterion; "The Devil Makes Three," Globe; "High Noon," Mayfair; "The Crimson Pirate," Paramount; "Ivanhoe," Radio City Music Hall; "The Snows of Kilimanjaro" (starting Sept. 19), Rivoli; "Monkey Business," Roxy; "Sudden Fear," Loew's State, and "Affair in Trinidad," Victoria.

Accompanying text read: "Broadway is booming! ! ! The motion picture industry greets the new season with its best foot forward. All first-run theatres in town are playing wonderful attractions—attractions offered by no other entertainment medium—and presented for your pleasure at luxurious theatres with every comfort and convenience.

"Whatever you're looking for in the way of enjoyment is here—Hollywood's top stars in gay musicals, exciting dramas, riotous comedies, magnificent spectacles. There have never been so many outstanding pictures offered on Broadway at the same time before—and more are on the way.

"Plan to see as many of these fine films as you can. You'll enjoy every one of them."

Trade circles hope the Broadway theatres' cooperative move will set a pattern for similar ads elsewhere around the country. Distributors participating were: Warner, Columbia, Republic, RKO Radio, M-G-M, United Artists and 20th Century-Fox.

Texas Attendance

(Continued from page 1)

in 1946, and that the increase during the seven-week period varied from five to 11 per cent. It also revealed that attendance was up 16.5 per cent over that same period in the majority of the theatres whose managers and executives had attended the COMPO Texas conference on June 9-11.

The survey further revealed that this increased patronage was spread over 225 additional drive-in and conventional theatres built since 1946. Despite the increased attendance, the survey found current profits to be less than in 1946 due to greater operating costs. It was also pointed out that the "confiscatory" 20 per cent Federal admission tax amounted to 7.2 times the profit earned during the seven-week period.

Favorable comment on the findings came from such leading Texas showmen as Ed Rowley, president of Rowley United Theatres, Inc., Robert J. O'Donnell, vice-president and general manager of Interstate Circuit, Inc., and Col. H. A. Cole, co-chairman of the COMPO tax committee.

Rowley praised the COMPO conference in June for stimulating merchandising, while O'Donnell credited the better understanding of individual community problems on the part of theatre managers as a major factor.

Ezell declared that "if the exhibitors of Texas can continue this stimulated program of selling the superb product that is coming out of Hollywood, our worries are over."

H. J. Griffith, president of Theatre Enterprises, Inc., stated that the results achieved by Theatre Enterprises' managers since the COMPO conference would seem to justify conducting similar sessions every six months.

20% Tax Hit at Meet Of Iowa Exhibitors

DES MOINES, Sept. 7.—Injustices of the 20 per cent Federal amusement tax were stressed by actor George Murphy at a meeting here at the weekend of 200 exhibitors and their guests, 150 Iowa newspaper publishers and editors.

Calling for immediate repeal of the tax law, Murphy said movies are the "poor man's entertainment" and as such should not be subject to hamstringing penalties. He said the tax was a direct threat to the national economy resulting as it has in the closing down of so many theatres.

Murphy told his audience there was no further Communist menace in the industry, that the "Reds" had been ferreted out. He added that Hollywood is continually alert to prevent any further infiltration. He sees no threat in TV, saying that the two can live and work together just as is true with radio, and feels Hollywood will be making films for TV as a sideline and still producing bigger and better films. Urging greater exploitation of potential film audiences, Murphy noted that only 30 per cent of the population are film goers. He thinks this figure can be doubled with proper publicity.

Other speakers at the luncheon meeting included: Myron Blank of Central States; Gov. William Beardsley; and Colonel William McCraw of Variety International. Charles Niles of Anamosa presided.

Halted by France

(*Continued from page* 1)

viously offered, but wanted to pay the rest of the $6,000,000 over a period of 13 months instead of at once at the capital account rate, it was reported.

Having reduced American film import licenses from 121 to 90 per year, the French will not have to meet their obligation to accept 90 pictures until after a new remittance agreement is signed.

Eric A. Johnston, Motion Picture Association of America president, will be in no rush to negotiate with the French under the blanket authority given him by the Motion Picture Export Association board, it was said. Johnston is expected to visit Brazil to straighten out U. S. film difficulties there before undertaking the trip to Paris.

France was demonstrating its "Anti-American" attitude when it caused the breakdown of negotiations in Paris, one film export official here observed at the weekend. Also, he conceded, the rupture was a result of France's poor fiscal position.

SAG, Makers of TV Ad Films Meet Today

HOLLYWOOD, Sept. 5.—Screen Actors Guild representatives left here over the weekend for New York for meetings starting Monday with national advertising agencies and film producers to negotiate a contract covering actors employed to make TV shorts.

The guild is seeking to restrict repeat showing of such films or to establish the principle of additional payments to performers for extra screenings. Representing the guild will be Richard Carlson, third vice-president; George Chandler, treasurer; John Dales, Jr., executive secretary; Kenneth Thomson, TV administrator, and William Berger, legal counsel.

Set Quick Processing Of RKO Fight Film

Three relays of cars with two cars in each relay, will rush the films of the Jersey Joe Walcott - Rocky Marciano heavyweight championship fight from Philadelphia to New York for processing, Sidney Kramer, RKO Radio short subject sales manager, said at the weekend.

Processing and editing will be under the direction of Jay Bonafield, RKO Pathe executive producer. The fight will be filmed by seven camera crews.

RKO Pathe Acquires A-Bomb Color Film

The first color films of the recent Atomic Warfare Maneuvers by the U. S. Marine Corps at Yucca Flat, Nevada, have been acquired by RKO Pathe, it was announced by Jay Bonafield, executive vice-president. These films, now being readied for RKO Radio distribution, will be released as a special two-reel subect, under the title of "Operation A-Bomb" and will feature a narration by Bob Considine, columnist and commentator.

RKO Radio said that "for the first time motion picture theatre audiences will see in color an actual A-Bomb blast explode." The films were photographed by Marine Corps cameramen in the new 35mm Eastman color. Fifteen cameramen, employing seven cameras, covered the event, shooting 29,000 feet of film.

Saw A-Bomb Close-up

Twenty-one hundred Leathernecks, selected at random, from bases all over the United States and Hawaii participated in the desert moneuvers. The men witnessed the A-Bomb close-up, under combat conditions, and then returned to their respective units to relay their experiences. The occasion marked the 28th A-Bomb exploded by the United States, at Alamogordo, Hiroshima, Nagasaki, two at Bikini and the rest here or at Eniwetok in the Pacific.

"Operation A-Bomb" will be produced by Bonafield and supervised and written by Burton Benjamin.

Fight Telecast

(*Continued from page* 1)

minimum is believed to be between 30 to 40 theatres. Wires were sent out Friday afternoon to committed theatres authorizing them to put their fight tickets on sale, TNT added. It was also pointed out that the cancellation provision of the NBC contract is now no longer operative.

The Orpheum, a 2,200-seater, the only television-equipped theatre here, will charge $3.60 for all seats except 130 loge seats, which are priced at $4.80.

Corwin's deal with Theatre Network Television, which has acquired the television rights from the International Boxing Club, is on sliding scale with TNT guaranteed 90 cents per seat against a $1.35 high if the house sells out.

U. K. Talks

(*Continued from page* 1)

F. W. Allport, MPAA manager for Britain, and John McCarthy, MPAA international vice-president.

The British officials exercised their right under the existing two-year monetary agreement to reopen the pact at the end of its first year on Oct. 1, ostensibly to seek modifications of the sterling conversion and other provisions on the grounds that Britain's balance of overseas payments is less favorable now than when the agreement was made.

The pact permits the American film companies to withdraw $17,000,000 annually from Britain, plus a minimum guaranty of $4,000,000 from the Eady Plan fund in Britain, and 33⅓ per cent of the American investments in production in Britain. It has been estimated that withdrawals totaled about $25,000,000 for the first year of the agreement.

The British emissaries have been officially uncommunicative concerning the proposals for modification of the agreement which they will carry into the sessions here tomorrow. One report that preceded them here but lacks confirmation is that they will ask the American film industry to agree to a reduction of almost 50 per cent in the basic sterling conversion, or to perhaps $10,000,000, for the second year of the agreement.

The further unconfirmed report is that the British officials also will ask for increased production commitments in Britain by the American industry with, as a possible inducement, a higher percentage of such production investments eligible for withdrawal.

Nub of the negotiations is the actual dollar position of the British Treasury. While Britain's fiscal position admittedly still is grave, current reports indicate there has been an improvement exceeding even the recent predictions made to Commons by Chancellor of the Exchequer R. A. Butler on the results of Britain's new economic program.

It is expected that the negotiations here will continue throughout the week and possibly longer. A firm agreement might or might not emerge at their conclusion. If not, there would be a recess in the talks which could be resumed either here or in London, where negotiations of the previous agreements took place.

MPAA officials said they have no advance hint of what the British will propose. "They asked to reopen the agreement," one official said, "so we're just going to wait and listen to what they have in mind."

American industry representatives assume that the British delegation will make an extremely strong bid for whatever modifications in the agreement they have decided to concentrate upon, not only for practical reasons but also because a reduction in Britain's dollar expenditures for American films, if achieved, would be a political asset to the Churchill government at home.

N.O.'s Liberty Reopens

NEW ORLEANS, Sept. 7.—The Liberty here, a former RKO showcase in the heart of the business section, now owned by drive-in theatre owners Larry and Barner Woolner, reopened, all remodeled, on Friday.

In the THEATRE Equipment World . . . *. . with RAY GALLO*

THE PLEASURES of movie entertainment will be tied in with its "Good and Plenty" licorice candy in a newspaper advertising campaign planned by the Quaker City Chocolate & Confectionery Co., Inc., Philadelphia. Film stars, including Bing Crosby, Betty Hutton and Charles Boyer, will be featured in the ads under the slogan, "It's a treat to go to the movies!" This will be followed by the suggestion that "the treat will be complete" with "Good and Plenty" candy. Ads will mention each star's current film and will run day-and-date with showings, city by city, in newspapers in the East and Midwest.

•

The Electro-Chemical Products Corp., East Orange, N. J., has developed a film cleaning machine for use with its "Ecco" No. 1500 anti-static film cleaner. The unit will accommodate both eight and 16 mm. film, and there is another model for 35 mm. film. Called 'Speedrol," the device has a laboratory-type glass fluid-feed reservoir and valve designed to permit an accurate flow of cleaning fluid to the wiping pads without evaporation or annoying fumes. Film can be cranked through the spring-loaded jaws of the unit at any desired speed, thus enabling the operator to inspect the film either before or after it has been cleaned.

•

A universal high intensity arc slide projector which accommodates 2-by-2, 3¼-by-4 and 4-by-5-inch slides has been announced by the Strong Electric Corp., Toledo. Especially designed for the large screens of drive-in theatres, the projector (see photo below) is 78 inches in length. Adjustable legs permit establishment of the optical center at a height of from 36 to 55 inches while the projection angle afforded is as much as 27 degrees downward and 10 degrees upward. The motor-driven arc burns six mm. by seven inch copper coated carbons at 45 amperes and 21 volts to project 7,500 lumens of light. The optical system includes three lenses and a 3¼-inch focus polished glass reflector of 24-inch working distance and 10¼-inch diameter. For a brochure, write to the company at 44 City Park Avenue, Toledo 2, Ohio.



Marilyn Monroe



DATE THE INDUSTRY'S
Miss America
EVERYBODY LOVES IN
"MONKEY BUSINESS"
"DON'T BOTHER TO KNOCK"
"WE'RE NOT MARRIED"
"*O. Henry's* FULL HOUSE"

There's No Business Like 20th Century-Fox Business!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 48 NEW YORK, U.S.A., MONDAY, SEPTEMBER 8, 1952 TEN CENTS

Tradewise...

By SHERWIN KANE

THE Justice Department recites as the aim of its suit to force the sale of films to television and other non-theatrical users the breaking up of an alleged conspiracy in the 16mm. field.

Should it succeed in convincing a court that the conspiracy alleged exists, the Department contends that it will ask for a decree which will not be ruinous to the motion picture industry but which will provide for reasonable clearance between exhibition of the same films in theatres and on television.

If such a decree is not to be ruinous to the motion picture industry, it is a fact that the courts which administer it must have the clairvoyant ability to determine when a motion picture's theatrical value has been exhausted. Otherwise, there is no way of determining whether the price asked for its exhibition on television is fair and reasonable. If its theatrical value has not been exhausted, or nearly so—and industry experience demonstrates how impossible it is to say when, if ever, that occurs—then the elapsed time after its initial theatrical showing is of no practical use in measuring the commercial value of the picture.

•

For that reason, the owner of a copyrighted motion picture, should he ever be required to offer it for sale to television, would be wholly justified in setting whatever price for it his best business judgment dictated.

That, of course, is pretty much the situation with respect to the sale of films to television which exists now and has existed for some time.

Television knows, as of this moment, where and from whom it can buy films—good films, not too old, and lots of them. What television does not know is where it can get the money to pay for them.

Accordingly, should the government win its suit, there is a real possibility that all it will achieve is a court certification of the *status quo ante*—film producers offering their copyrighted properties to television, with television unable to afford them.

Thus, at considerable drain on the public treasury—which is of great concern to taxpayers always and has particular point at election

(*Continued on page 2*)

Walcott Bout Set to Go Coast-to-Coast

LOS ANGELES, Sept. 7.—Plans for the first trans-continental theatre telecast were disclosed here with the announcement that Sherrill Corwin's Orpheum Theatre will put seats on sale tomorrow for the Jersey Joe Walcott-Rocky Marciano heavyweight title bout, to be telecast from Philadelphia's Municipal Stadium on September 23.

Sufficient theatres are now committed to take the Walcott-Marciano fight telecast to exceed the minimum required by the International Boxing Club, Theatre Network Television disclosed here. The

(*Continued on page 5*)

Rodgers to Address TOA on Arbitration

Theatre Owners of America has reserved the entire afternoon of Sept. 16 for discussion at its annual convention in Washington of the developments which have brought about the exhibitor-distributor draft of a plan of industry arbitration. Speakers at that particular session will be Mitchell Wolfson, TOA president; S. H. Fabian,

(*Continued on page 4*)

Licensing of U. S. Film Imports Are Halted by France

The complete breakdown in the Franco-American film negotiations has resulted in termination of the carried-over previous pact to the extent that not even a single dubbing license will be issued to American distributors by France, it was reported here at the weekend.

It was learned also that the French move which made American acceptance of a new pact impossible was the withdrawal of a previous offer to permit the bulk of some $6,000,000 in blocked earnings to be remitted at the capital account rate forthwith.

The French were willing to remit $1,200,000 at the official rate, as pre-

(*Continued on page 5*)

Future of WTO Is Seen as Doubtful

LOS ANGELES, Sept. 7.—Western Theatre Owners, which has been leaderless for the past few weeks and has had a depleted treasury for a considerably longer period, is regarded in California exhibitor circles as being in danger of dissolution.

H. V. (Rotus) Harvey resigned recently as president because of pressure of his personal business and because, according to friends, he expected the exhibitor organization would

(*Continued on page 4*)

Talks on U. K. Fiscal Pact To Open Today

Report Britons to Ask Big Cut in Remittances

WASHINGTON, Sept. 7. — Sir Frank Lee, permanent secretary of the British Board of Trade, and Sidney Golt, head of the films division of the Board, arrived here by plane from London yesterday and will open talks with industry representatives tomorrow afternoon on the new British monetary agreement for American film distributors.

Joining them in the negotiations will be Victor George Baker of the Exchange Control department of the Bank of England.

The negotiations will take place at the Motion Picture Association of America headquarters here. Participating for the industry will be Eric Johnston, MPAA president; Ellis Arnall, president of the Society of Independent Motion Picture Producers; James A. Mulvey, president of Samuel Goldwyn Prod., also for SIMPP; Joyce O'Hara, MPAA vice-president;

(*Continued on page 5*)

Industry to Make New Bid to A.T.&T.

WASHINGTON, Sept. 7.—Theatre television lawyers and engineers will send a strong letter early this week to the American Telephone and Telegraph Co. reiterating the industry's request for theatre television transmission costs. This was decided here at the weekend during a meeting of industry television interests.

Copies of the letter which will be sent to the A. T. & T. will also be forwarded to the FCC, Welch said.

B'way Theatres Cooperate In Full-Page Ad Splurge

All New York newspapers yesterday carried a full-page promotional ad calling attention to current strong film attractions at 12 theatres in the Broadway area and blazoning the message that there are "More Great Movies on Broadway Than Ever Before!"

The ads, which reached an estimated 10,000,000 New York Sunday newspaper readers, resulted from the first cooperative effort of its kind by the Broadway first-runs. Prepared by the Donahue & Coe agency, the copy was designed not only to call attention to the strong product currently showing and the accompanying strong upbeat in box office business, but also to challenge the new season's television programs for public attention.

Illustrated with a panoramic, nighttime photo of the Broadway-Seventh Ave. triangle from the vantage point of Times Square, the ad asked the public to "Check the Hits You've Yet to See" and listed the attractions,

(*Continued on page 4*)

Texas Attendance At All-time Peak

DALLAS, Sept. 7.—More people went to theatres in Texas for a period of seven weeks, ending Aug. 18, than in any other comparable period in the history of the industry in the state, according to a survey conducted by the Texas Council of Motion Picture Organizations.

The survey revealed that the average weekly attendance of 3,500,000 was 220,000 over the weekly average

(*Continued on page 4*)

Receipts Are Up 15%, Reports Alabama 'U'

Birmingham, Sept. 7. — The University of Alabama, in an economic study, learned that theatre receipts are up 15 per cent over April. The university's report, based on sales tax returns, also disclosed that theatre receipts in May were 6.4 per cent higher than in the same month one year ago.

Personal Mention

ARTHUR C. BROMBERG, president of Monogram Southern Exchanges, Atlanta, has returned there from the Coast.

•

MIKE SIMONS, home office assistant to H. M. RICHEY at M-G-M, will attend the West Virginia Allied annual convention in Clarksburg, W. Va., Tuesday and Wednesday, and will also address a meeting of the managers of Gibralter Enterprises in Denver on Sept. 16.

•

EDWARD L. HYMAN, United Paramount Theatres vice-president, is visiting upstate New York theatres with GENE STREET. He is also accompanied by BERNARD LEVY and AL SICIGNANO. They will return here Wednesday.

•

DICK PITTS, Theatre Owners of American administrative assistant, left here yesterday for Washington, on preparations for the TOA convention there next week.

•

MICHAEL HAVAS, RKO Radio's Latin American supervisor, is in New York for two weeks of home office conferences.

•

EDGAR HIRSCHBERG, former Theatre Owners of America clerical aide, has joined the office staff of the Council of Motion Picture Organizations.

Wilder Promoted; To Assist Eve Siegel

Leo Wilder has been promoted from head of the Warner Brothers home office still department to the post of assistant to Eve Siegel, fan and national magazine contact, it was announced at the weekend by Mort Blumenstock, WB advertising-publicity vice-president. Nat Gartsman, assistant to Wilder, has been promoted to head the still department.

Tradewise . . .

(*Continued from page* 1)

time—we find the Justice Department prosecuting an action which, even if it is won, promises no benefit to the public or to television, even while it threatens the motion picture industry through possible miscarriage of justice in the application or interpretation of the eventual decree.

This, too, is the industry's story with respect to the 16mm. suit.

This purposeless waste of public money by the Justice Department on a legal adventure almost certain to end in practical insignificance if, as the Justice Department contends, it does not ruin the motion picture industry, constitutes a story that should be of interest to the public.

Thousands of screens and tons of newsprint are available for its telling.

Canada Subjects Industry to New Combine Regulations

OTTAWA, Sept. 7.—In an all-out drive to tighten up efforts in cracking down on possible combines in industry or trade, the Canadian government has appointed a new three-man commission, with stiffer regulations coming into effect Nov. 1. The motion picture industry is subject to the regulations.

Under the new setup, the present Combines Commissioner, T. D. MacDonald, will be Director of Investigations and Research. The new commission will give alleged offenders an opportunity to defend themselves in private hearings before a report is made to the Minister of Justice who will have the final say whether prosecutions should be undertaken. In addition, under the new laws, ceilings on maximum fines have been lifted and the courts will be allowed to grant injunctions restraining a combine from continuing in operation.

E. V. Richards Heads Louisiana Fete

NEW ORLEANS, Sept. 7.—E. V. Richards, Jr., New Orleans theatre executive and chairman of the Louisiana Navy League, has been appointed chairman of the Louisiana Purchase Sesquicentennial Commission by Gov. Robert F. Kennon.



E. V. Richards, Jr.

Richards has called a meeting of city and state businessmen and civic leaders for Tuesday to begin immediate planning for the event, which will be held here early next year.

Richards developed one of the largest circuits in the South, which in later years he operated in partnership with Paramount and which, following the divorcement of the latter's exhibition operations, was taken over by United Paramount Theatres, and is now the Paramount Gulf circuit. Richards retains an interest in theatre business here, largely in an advisory capacity to his sons and the Richards Estate, in the operation of the Tudor and Globe here; the De Luxe, Slidell, La.; the A & G, Bay St. Louis, Miss.; the Pix, Jackson, Miss., and the Avalon, Pass Christian, Miss., which are known as the Slidell Theatre Corp.

Richards said his plans for the 150th anniversary of the Louisiana Purchase would embrace the governments of the United States and France and the participation of all states which were a part of the original Louisiana Territory.

Gaskin Drive-in Opened

ATLANTA, Sept. 7.—"Pug" Gaskin has opened his new 250-car drive-in theatre at Monticello, Fla.

Northwest Is Eager To Hit Gov't Suit

Exhibitors of Northern California, Oregon and the State of Washington are eager to get into the fight against the Department of Justice's 16mm. anti-trust suit, but are willing to await the development of a "pattern" which will show how best to attack the litigation, Henderson M. Richey, Loew's exhibitor relations director, reported here at the weekend following two weeks of informal conferences with Western Theatre Owners members on a multitude of industry subjects.

Theatremen of the Northwest, Richey said, are of the opinion that the time has passed for appealing to the Justice Department to see its error in pursuing the action.

Richey found the exhibitors he spoke with to be highly optimistic about the future of the theatre business. He said that in cities where television has not yet been introduced, showmen are fully prepared for the competition and are confident they can beat it.

The prediction came from Richey that the California, Washington and Oregon will be high on the list of outstanding contributing areas in the Council of Motion Picture Organizations dues drive. Showmen in the three states are girded for the fight for repeal of the 20 per cent admissions tax, he said.

Md. Censor Charges Are Hit by Breen

HOLLYWOOD, Sept. 7.—The charge in the annual report of the Maryland State Censor Board that there has been a relaxation in the motion picture industry's voluntary code of self-regulation was described as "completely without foundation" by Joseph I. Breen, vice-president of the Motion Picture Association of America and administrator of the Production Code.

Declared Breen: "The unwarranted charges sound like nothing more than an effort to defend political censorship in the face of recent decisions of the Supreme Court of the United States which said that motion pictures are entitled to the freedom of speech and press guarantees of the Constitution.

"Not only has there been no relaxation of the standards of good taste and decency represented by the Code but there will be none. Hollywood, as it has done in the past, will continue to provide clean and wholesome entertainment.

The views of the Maryland censors cretainly are not shared by responsible and public-spirited groups all over the country."

Newsreel Parade

GENERAL EISENHOWER'S tour of the South is the major highlight of current newsreels, which also feature such items as the jump of the octogenarian Bernarr Macfadden, 1953 Icecapades and the upcoming Walcott-Marciano bout. Complete synopses follow:

MOVIETONE NEWS, No. 73—"Ike" hailed in air tour of the South. Truce Reds get set for winter. Rescue at Niagara Falls. Wall of fire at Fort Bragg. Americen beauties battle for crown. 1953 Icecapades. Hawaii wins open golf tournament.

NEWS OF THE DAY, No. 203—"Ike" invades Dixie and gets huge welcome. Macfadden, 84, thrills Paris in parachute leap. King Faisal meets film stars. Beauties on parade. Bullfight. Icecapades. Little League world series.

PARAMOUNT NEWS, No. 6—Philadelphia joins the South in welcoming "Ike" as the Republican presidential aspirant. Dick Button at the Icecapades. Macfadden parachutes over Paris. The Little League world series.

TELENEWS DIGEST, No. 36B—Marines slug Reds in Korea. Macfadden "hits the silk," missing the Seine River. Nixon tours New England. Tornado hits Texas air hase. Water shortage threatens Texas town. British unveil latest aircraft. Little League world series. Jolting jeeps in road race.

UNIVERSAL NEWS, No. 593—British jet plane sets speed record. Macfadden jumps. French fashions. Training shots of Walcott and Marciano. Women's golf. Icecapades of 1953.

WARNER PATHE NEWS, No. 8—"Ike" storms the South in his bid for the presidency. Macfadden at 84 parachutes over Paris. Jet bomber spans the Atlantic twice in a day. Women Marines show new look in uniforms. General Ridgway meets West German Premiere Adenauer. "Miss America" finalists on parade at Atlantic City. Dick Button makes "pro" bow in Icecapades.

Nancy Olson Is On Tour for 'McLain'

CHICAGO, Sept. 7.—Nancy Olson will arrive here from New York tomorrow to be hostess at a press luncheon to be held at the Ambassador East Hotel for representatives of Chicago and Milwaukee newspapers. The star, who is appearing opposite John Wayne in "Big Jim McLain," a Wayne-Fellows production for Warner Brothers, currently playing at the Roosevelt Theatre here, will also do a series of broadcasts and press interviews in connection with the picture.

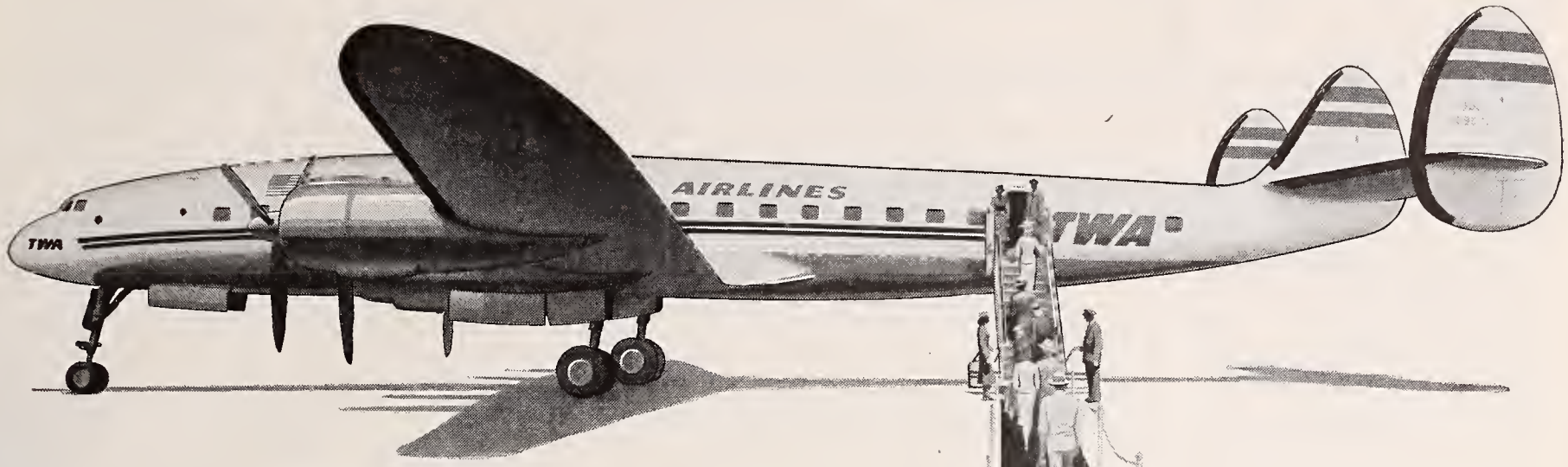
Miss Olson will arrive in Milwaukee Tuesday for personal appearances in advance of the opening of the picture at the Warner Theatre there on Thursday.

Weekend Party for 'Thief' Screening

Harry Popkin's picture without dialogue, "The Thief," will be screened for trade press representatives in the course of a weekend party at Tyler Hill, Pa., at which United Artists will be host, starting next Friday evening.

The weekend program, in addition to the screening, includes the recreational facilities of Bernard Kamber's nearby Wayne Country Club and a visit to the Wayne County Fair, which will be in progress. The trip to and from will be made by automobile.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20. N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



Presenting **THE MOST LUXURIOUS TRANSCONTINENTAL AIR SERVICE EVER OFFERED**

TWA's *New* SUPER CONSTELLATIONS

The Ambassadors

Nightly departures from Los Angeles and New York (one-stop Chicago). Effective September 10. Sleeper berth reservations available.

Now TWA inaugurates transcontinental "Ambassador" service . . . offering all of the luxurious features that have distinguished TWA "Ambassador" flights to Europe, *and more!*

You're in important, exciting company from the moment you set foot on the rich red carpet that leads to your flight. Your plane is a giant new Super Constellation, expressly built by Lockheed for TWA, and one of the most powerful airliners in the skies today. Your accommodations are the finest: restful lean-back club chairs or luxurious full-length sleeping berths. And you can enjoy delicious between-meal refreshments and friendly conversation with your fellow passengers in the gaily decorated lounge.

On your next cross-country trip plan to go on the "Ambassador" . . . truly the most luxurious transcontinental flight ever offered. For reservations, see your travel agent or call Trans World Airlines, LExington 2-7100.



ACROSS THE U.S. AND OVERSEAS . . . FLY TWA

TRANS WORLD AIRLINES

U.S.A. · EUROPE · AFRICA · ASIA

WTO Future

(Continued from page 1)

tend to revitalize itself with the election of a new president.

Since Harvey resigned, however, several prominent members have declined the presidency. The organization recently was obliged to cancel its planned annual convention.

Unless a president can be found soon, WTO will not be represented at future meetings of the Council of Motion Picture Organizations board or the Industry Arbitration Conference. However, it is expected that a sufficient number of WTO members could be gotten together for the purpose of acting on an industry plan of arbitration, should one be submitted.

One of the WTO constituent organizations, Independent Theatre Owners of Washington, Northern Idaho and Alaska, recently applied to COMPO for membership in the industry agency, notwithstanding the fact that WTO is a charter member of COMPO. Other units in WTO are ITO of Northern California and Nevada, ITO of Oregon, ITO of Montana and ITO of Utah and Southern Idaho. The units may continue as separate entities if WTO goes out of being, or they may seek affiliation with existing national exhibitor organizations.

Until about a year ago WTO was known as the Pacific Coast Conference of Independent Theatre Owners.

'Snows' Given Big Magazine Break

The Sept. 23 issue of *Look* magazine, on newsstands tomorrow, will give cover attention and seven inside pages to publicity on 20th Century-Fox's "The Snows of Kilimanjaro."

Ava Gardner and Susan Hayward get the cover position. Many of the inside pages display color art from the picture and running text on the production. The film will have its world premiere at the Rivoli here on Sept. 17. The company claims the publicity is the largest ever accorded a film by *Look* and compares well with attention given to the film by a score of other magazines.

Ten fashion models who will appear at the American Fashion Critics Awards at the Waldorf-Astoria here on Sept. 16, will act as guest hostesses at the premiere.

A special five-page radio and television newsletter devoted exclusively to "The Snows of Kilimanjaro" is being distributed to over 1,200 news and showbusiness commentators, "disk jockeys," and "chatter show" "M.C.'s", it was reported by 20th Century-Fox.

St. Louis 7th to Top Compo Dues Quota

The St. Louis exchange area is the seventh indicated by the Council of Motion Picture Organizations as having exceeded its quota in the recent COMPO dues collection drive.

"Executive Producer-Distributor requires Executive Secretary with thorough knowledge of world-wide distribution and some production."

BOX 540
MOTION PICTURE DAILY
1270 Sixth Avenue, New York 20, N. Y.

Rodgers on Arbitration

(Continued from page 1)

executive committee chairman; Herman M. Levy, general counsel, and William F. Rodgers, Loew's vice-president who has headed the distributors' arbitration negotiating committee.

If the distributors this week approve the arbitration draft, the Sept. 16 TOA business meeting, over which Walter Reade, Jr., will preside, will vote on acceptance of the document.

The following morning will be devoted by the convention to discussion of the government's anti-trust suit to force the sale of 16mm. pictures to TV and other outlets competing with regular theatres. According to an agenda released here at the weekend by TOA, Walter Morris will preside at a meeting of the organization's 16mm. committee and Wolfson and Levy will speak on the suit at a convention session to follow.

Will Ask Decision

Levy is scheduled to ask the delegates to decide if TOA, branded a co-conspirator in the government's complaint but not named a defendant, should seek to become a defendant in the suit.

The convention, which will open Sept. 14 and continue for five days, will feature a trade show, a large number of social events for delegates and their wives, and a world premiere preview of 20th-Fox's "Snows of Kilimanjaro." The Shoreham Hotel will be the site of business sessions and the trade show.

Sept. 14 will be taken up with a meeting of the TOA legal advisory council headed by Levy, an executive committee meeting and a nominating committee session. The TOA board will meet the following day under the chairmanship of Wolfson who will be substituting for board chairman Charles P. Skouras. The latter, National Theatres president, has informed TOA that personal family matters will make it impossible for him to attend this year's convention.

However, Wolfson reported that National Theatres will send to the convention the largest group of representatives in its history. Heading the group will be Dick Dickson, Southern California division manager; Elmer C. Rhoden, Midwest division president; Frank H. Ricketson, Inter-Mountain division president; Harold J. Fitzgerald, Wisconsin division president; R. H. McCullough, head of Research and maintenance, and Rudy Krappman, merchandising division chief. Rhoden, who has been mentioned as a possible successor to Skouras as TOA board chairman, will deliver the convention keynote address on Sept. 16.

Wolfson and A. Julian Brylawski, convention chairman, announced jointly at the weekend that registrations for the annual conclave have exceeded 500, or 200 more than were registered at the corresponding pre-convention time last year. Wolfson said the convention this year would be "definitely operation work-shop." When he gave his address last year accepting the presidency, the theme was "aggressive unity," he said, "and we are seeing that borne out in the responses to the convention this year. At no time in our history has there been a greater need for militant co-ordination of our industry strength to stimulate the box-office, to keep pace with technical facilities and to develop a greater public acceptance and goodwill for industry progress."

The opening convention session will include an address of greeting by F. Joseph Donohue, chairman of the District of Columbia Board of Commissioners, and a speech by Wolfson. A convention showmanship luncheon will follow, with Myron Blank serving as chairman. Earl J. Hudson will speak on the "Detroit Campaign" and Abe Montague, Columbia distribution vice-president, will speak on the Will Rogers Memorial Christmas Salute at the luncheon.

At the Sept. 17 morning session Robert O'Brien of United Paramount Theatres, Fabian and television attorney Marcus Cohn will discuss theatre TV. In the afternoon, Harold J. Fitzgerald will preside at a concessions session, Jack Braunagel at a drive-ins session, and Alfred Starr at an admission tax session, which will feature comments by Pat McGee, co-chairman of the Council of Motion Picture Organizations tax committee. Sam Pinanski, member of the COMPO governing triumvirate, will follow with a discussion of the industry agency's achievements.

Kirby, Lightman to Preside

The fifth and sixth business sessions on Sept. 18 will be presided over by Sam Kirby and M. A. Lightman, Sr., respectively. The fifth will be a closed session for TOA members and the sixth will deal with a plan for stimulating the box-office on a national basis. That same day will be marked by a convention research luncheon at which C. E. Cook, McCullough, and Nathan D. Golden, Commerce Department film chief, will speak. The president's banquet will be held in the evening.

Sponsors of various cocktail parties, show boat trips and other entertainment events during the convention include the Coca-Cola Co., Pepsi-Cola Co., and other business firms.

Lesser Forms New So. American Unit

HOLLYWOOD, Sept. 7.—Formation of the W. H. Distributing Corp. to handle South American production and distribution for the Sol Lesser organization was announced here by Lesser, with "Cave Girl" in color by Technicolor, to be the first picture produced.

The picture will be filmed in Brazil this winter, under the direction of Harry Horner, with American stars in the two top male roles. The title role will be portrayed by a Latin-American actress. Lesser is currently discussing with two South American producers a deal whereby one will take on actual production reins under a similar arrangement as that which was recently set up by Lesser in England for the production of his "Black Chiffon," which British producer Sydney Box will make.

Jake Rachman, Critic

OMAHA, Sept. 7.—Jake Rachman, 68, *World-Herald* columnist and drama critic since 1938, and before that with the *Bee-News* here many years in a similar capacity, died Thursday in his sleep. Survivors include his cousin, R. D. Goldberg, of R. D. Goldberg Theatres.

B'way. Ad

(Continued from page 1)

boxed, at the 12 participating show houses. They are: "The Miracle of Our Lady of Fatima" at the Astor and Bijou theatres; "The Quiet Man" at the Capitol; "The Big Sky," Criterion; "The Devil Makes Three," Globe; "High Noon," Mayfair; "The Crimson Pirate," Paramount; "Ivanhoe," Radio City Music Hall; "The Snows of Kilimanjaro" (starting Sept. 19), Rivoli; "Monkey Business," Roxy; "Sudden Fear," Loew's State, and "Affair in Trinidad," Victoria.

Accompanying text read: "Broadway is booming! ! ! The motion picture industry greets the new season with its best foot forward. All first-run theatres in town are playing wonderful attractions—attractions offered by no other entertainment medium—and presented for your pleasure at luxurious theatres with every comfort and convenience.

"Whatever you're looking for in the way of enjoyment is here—Hollywood's top stars in gay musicals, exciting dramas, riotous comedies, magnificent spectacles. There have never been so many outstanding pictures offered on Broadway at the same time before—and more are on the way.

"Plan to see as many of these fine films as you can. You'll enjoy every one of them."

Trade circles hope the Broadway theatres' cooperative move will set a pattern for similar ads elsewhere around the country. Distributors participating were: Warner, Columbia, Republic, RKO Radio, M-G-M, United Artists and 20th Century-Fox.

Texas Attendance

(Continued from page 1)

in 1946, and that the increase during the seven-week period varied from five to 11 per cent. It also revealed that attendance was up 16.5 per cent over that same period in the majority of the theatres whose managers and executives had attended the COMPO Texas conference on June 9-11.

The survey further revealed that this increased patronage was spread over 225 additional drive-in and conventional theatres built since 1946. Despite the increased attendance, the survey found current profits to be less than in 1946 due to greater operating costs. It was also pointed out that the "confiscatory" 20 per cent Federal admission tax amounted to 7.2 times the profit earned during the seven-week period.

Favorable comment on the findings came from such leading Texas showmen as Ed Rowley, president of Rowley United Theatres, Inc., Robert J. O'Donnell, vice-president and general manager of Interstate Circuit, Inc., and Col. H. A. Cole, co-chairman of the COMPO tax committee.

Rowley praised the COMPO conference in June for stimulating merchandising, while O'Donnell credited the better understanding of individual community problems on the part of theatre managers as a major factor.

Ezell declared that "if the exhibitors of Texas can continue this stimulated program of selling the superb product that is coming out of Hollywood, our worries are over."

H. J. Griffith, president of Theatre Enterprises, Inc., stated that the results achieved by Theatre Enterprises' managers since the COMPO conference would seem to justify conducting similar sessions every six months.

20% Tax Hit at Meet Of Iowa Exhibitors

DES MOINES, Sept. 7.—Injustices of the 20 per cent Federal amusement tax were stressed by actor George Murphy at a meeting here at the weekend of 200 exhibitors and their guests, 150 Iowa newspaper publishers and editors.

Calling for immediate repeal of the tax law, Murphy said movies are the "poor man's entertainment" and as such should not be subject to hamstringing penalties. He said the tax was a direct threat to the national economy resulting as it has in the closing down of so many theatres.

Murphy told his audience there was no further Communist menace in the industry, that the "Reds" had been ferreted out. He added that Hollywood is continually alert to prevent any further infiltration. He sees no threat in TV, saying that the two can live and work together just as is true with radio, and feels Hollywood will be making films for TV as a sideline and still producing bigger and better films. Urging greater exploitation of potential film audiences, Murphy noted that only 30 per cent of the population are film goers. He thinks this figure can be doubled with proper publicity.

Other speakers at the luncheon meeting included: Myron Blank of Central States; Gov. William Beardsley; and Colonel William McCraw of Variety International. Charles Niles of Anamosa presided.

Halted by France

(*Continued from page* 1)

viously offered, but wanted to pay the rest of the $6,000,000 over a period of 13 months instead of at once at the capital account rate, it was reported.

Having reduced American film import licenses from 121 to 90 per year, the French will not have to meet their obligation to accept 90 pictures until after a new remittance agreement is signed.

Eric A. Johnston, Motion Picture Association of America president, will be in no rush to negotiate with the French under the blanket authority given him by the Motion Picture Export Association board, it was said. Johnston is expected to visit Brazil to straighten out U. S. film difficulties there before undertaking the trip to Paris.

France was demonstrating its "Anti-American" attitude when it caused the breakdown of negotiations in Paris, one film export official here observed at the weekend. Also, he conceded, the rupture was a result of France's poor fiscal position.

SAG, Makers of TV Ad Films Meet Today

HOLLYWOOD, Sept. 5.—Screen Actors Guild representatives left here over the weekend for New York for meetings starting Monday with national advertising agencies and film producers to negotiate a contract covering actors employed to make TV shorts.

The guild is seeking to restrict repeat showing of such films or to establish the principle of additional payments to performers for extra screenings. Representing the guild will be Richard Carlson, third vice-president; George Chandler, treasurer; John Dales, Jr., executive secretary; Kenneth Thomson, TV administrator, and William Berger, legal counsel.

Set Quick Processing Of RKO Fight Film

Three relays of cars with two cars in each relay, will rush the films of the Jersey Joe Walcott - Rocky Marciano heavyweight championship fight from Philadelphia to New York for processing, Sidney Kramer, RKO Radio short subject sales manager, said at the weekend.

Processing and editing will be under the direction of Jay Bonafield, RKO Pathe executive producer. The fight will be filmed by seven camera crews.

RKO Pathe Acquires A-Bomb Color Film

The first color films of the recent Atomic Warfare Maneuvers by the U. S. Marine Corps at Yucca Flat, Nevada, have been acquired by RKO Pathe, it was announced by Jay Bonafield, executive vice-president. These films, now being readied for RKO Radio distribution, will be released as a special two-reel subect, under the title of "Operation A-Bomb" and will feature a narration by Bob Considine, columnist and commentator.

RKO Radio said that "for the first time motion picture theatre audiences will see in color an actual A-Bomb blast explode." The films were photographed by Marine Corps cameramen in the new 35mm Eastman color. Fifteen cameramen, employing seven cameras, covered the event, shooting 29,000 feet of film.

Saw A-Bomb Close-up

Twenty-one hundred Leathernecks, selected at random, from bases all over the United States and Hawaii participated in the desert moneuvers. The men witnessed the A-Bomb close-up, under combat conditions, and then returned to their respective units to relay their experiences. The occasion marked the 28th A-Bomb exploded by the United States, at Alamogordo, Hiroshima, Nagasaki, two at Bikini and the rest here or at Eniwetok in the Pacific.

"Operation A-Bomb" will be produced by Bonafield and supervised and written by Burton Benjamin.

Fight Telecast

(*Continued from page* 1)

minimum is believed to be between 30 to 40 theatres. Wires were sent out Friday afternoon to committed theatres authorizing them to put their fight tickets on sale, TNT added. It was also pointed out that the cancellation provision of the IBC contract is now no longer operative.

The Orpheum, a 2,200-seater, the only television-equipped theatre here, will charge $3.60 for all seats except 130 loge seats, which are priced at $4.80.

Corwin's deal with Theatre Network Television, which has acquired the television rights from the International Boxing Club, is on sliding scale with TNT guaranteed 90 cents per seat against a $1.35 high if the house sells out.

U. K. Talks

(*Continued from page* 1)

F. W. Allport, MPAA manager for Britain, and John McCarthy, MPAA international vice-president.

The British officials exercised their right, under the existing two-year monetary agreement to reopen the pact at the end of its first year on Oct. 1, ostensibly to seek modifications of the sterling conversion and other provisions on the grounds that Britain's balance of overseas payments is less favorable now than when the agreement was made.

The pact permits the American film companies to withdraw $17,000,000 annually from Britain, plus a minimum guaranty of $4,000,000 from the Eady Plan fund in Britain, and 33⅓ per cent of the American investments in production in Britain. It has been estimated that withdrawals totaled about $25,000,000 for the first year of the agreement.

The British emissaries have been officially uncommunicative concerning the proposals for modification of the agreement which they will carry into the sessions here tomorrow. One report that preceded them here but lacks confirmation is that they will ask the American film industry to agree to a reduction of almost 50 per cent in the basic sterling conversion, or to perhaps $10 000,000, for the second year of the agreement.

The further unconfirmed report is that the British officials also will ask for increased production commitments in Britain by the American industry with, as a possible inducement, a higher percentage of such production investments eligible for withdrawal.

Nub of the negotiations is the actual dollar position of the British Treasury. While Britain's fiscal position admittedly still is grave, current reports indicate there has been an improvement exceeding even the recent predictions made to Commons by Chancellor of the Exchequer R. A. Butler on the results of Britain's new economic program.

It is expected that the negotiations here will continue throughout the week and possibly longer. A firm agreement might or might not emerge at their conclusion. If not, there would be a recess in the talks which could be resumed either here or in London, where negotiations of the previous agreements took place.

MPAA officials said they have no advance hint of what the British will propose. "They asked to reopen the agreement," one official said, "so we're just going to wait and listen to what they have in mind."

American industry representatives assume that the British delegation will make an extremely strong bid for whatever modifications in the agreement they have decided to concentrate upon, not only for practical reasons but also because a reduction in Britain's dollar expenditures for American films, if achieved, would be a political asset to the Churchill government at home.

N.O.'s Liberty Reopens

NEW ORLEANS, Sept. 7.—The Liberty here, a former RKO showcase in the heart of the business section, now owned by drive-in theatre owners Larry and Barner Woolner, reopened, all remodeled, on Friday.

In the THEATRE Equipment World . . .

. . . *with RAY GALLO*

THE PLEASURES of movie entertainment will be tied in with its "Good and Plenty" licorice candy in a newspaper advertising campaign planned by the Quaker City Chocolate & Confectionery Co., Inc., Philadelphia. Film stars, including Bing Crosby, Betty Hutton and Charles Boyer, will be featured in the ads under the slogan, "It's a treat to go to the movies!" This will be followed by the suggestion that "the treat will be complete" with "Good and Plenty" candy. Ads will mention each star's current film and will run day-and-date with showings, city by city, in newspapers in the East and Midwest.

•

The Electro-Chemical Products Corp., East Orange, N. J., has developed a film cleaning machine for use with its "Ecco" No. 1500 anti-static film cleaner. The unit will accommodate both eight and 16 mm. film, and there is another model for 35 mm. film. Called 'Speedrol," the device has a laboratory-type glass fluid-feed reservoir and valve designed to permit an accurate flow of cleaning fluid to the wiping pads without evaporation or annoying fumes. Film can be cranked through the spring-loaded jaws of the unit at any desired speed, thus enabling the operator to inspect the film either before or after it has been cleaned.

•

A universal high intensity arc slide projector which accommodates 2-by-2, 3¼-by-4 and 4-by-5-inch slides has been announced by the Strong Electric Corp., Toledo. Especially designed for the large screens of drive-in theatres, the projector (see photo below) is 78 inches in length. Adjustable legs permit establishment of the optical center at a height of from 36 to 55 inches while the projection angle afforded is as much as 27 degrees downward and 10 degrees upward. The motor-driven arc burns six mm. by seven inch copper coated carbons at 45 amperes and 21 volts to project 7,500 lumens of light. The optical system includes three lenses and a 3¼-inch focus polished glass reflector of 24-inch working distance and 10¼-inch diameter. For a brochure, write to the company at 44 City Park Avenue, Toledo 2, Ohio.



Marilyn Monroe



DATE THE INDUSTRY'S

Miss America

EVERYBODY LOVES IN

"MONKEY BUSINESS"

"DON'T BOTHER TO KNOCK"

"WE'RE NOT MARRIED"

"*O. Henry's* FULL HOUSE"

There's No Business Like 20th Century-Fox Business!

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 49 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 9, 1952 TEN CENTS

16mm. Dealer In Suit Vs. 'Restraints'

Asks 'Opening' of Field; $3,135,000 in Damages

PHILADELPHIA, Sept. 8. — An anti-trust suit for $3,135,000 in triple damages was filed against eight distribution companies and others in U. S. District Court here today to compel them to sell 16mm. feature films to the plaintiff, Kunz Motion Picture Service, without the imposition of restrictions on the exhibition of the substandard films.

The action, said to have been touched off by the filing last July of the Department of Justice's anti-trust suit to force the sale of 16mm. films to television and other non-theatrical users, includes among the defendants Loew's and Paramount, which were not named in the government action. The government said it had no evidence against the two.

Other defendants named are 20th

(*Continued on page 4*)

Presidents Meet on Arbitration Thurs.

Thursday has been set for the meeting of the Motion Picture Association of America member companies' presidents, sales managers and attorneys to vote on acceptance of the completed draft of a projected industry system of arbitration. The meeting will be held at the Hotel Astor here.

In accordance with a pre-arranged plan, the draft is to be accepted first by the distributors before it is acted

(*Continued on page 5*)

Lodge Tribute to Leonard Goldenson

Leonard H. Goldenson, president of United Paramount Theatres, will be honored by New York's Cinema Lodge of B'nai B'rith on behalf of the entertainment industry at the Hotel Astor in New York on Wednesday evening, Sept. 24, Martin Levine, president of the Lodge announced.

Goldenson will be presented with

(*Continued on page 4*)

Sherman Sets Distribution Franchise Unit

CHICAGO, Sept. 8.—Meeting at the Blackstone Hotel here, Harry Sherman, veteran producer, and a group of independent distributors from all parts of the U. S. and Canada, prepared a distribution franchise deal for forthcoming feature productions Sherman plans to film at his own studios in California. Present plans call for releasing one new picture per month, with four of the first 12 to be in color.

Sherman, who has made 153 pictures for release through other companies during his producing career (among them the Hopalong Cassidy series), long has had the idea of setting up his own distribution company. One feature of his projected organization would be that the distribution franchise holders would own a part

(*Continued on page 4*)

$1-Million Suit Is Won By Defendants

CLEVELAND, Sept. 8.—Judge Emerich Freed of the U. S. District Court here today handed down a verdict in favor of the Regent Theatre Co., operated by Paul Gusdanovic, and a number of major distributors and other defendants in the $1,016,400 anti-trust suit brought by G. & P. Amusement Co.

Trial of the case consumed 10 weeks last fall. The plaintiffs, headed

(*Continued on page 4*)

DISTRIBUTE FIGHT FILM BY VIDEO

B. & K., UDT, Maco Join TNT Network

Six theatres affiliated with United Paramount Theatres have booked the telecast of the Walcott-Marciano bout on Sept. 23.

They are: Balaban & Katz's Uptown, Tivoli and Marbro, Chicago, and Paramount, Hammond; United Detroit Theatres' Palm State, Detroit; and Minnesota Amusement's Radio City, Minneapolis.

Negotiations are continuing to carry the event in the Paramount, San Francisco.

Western Theatres to Get Walcott Bout Via Film Recording

By MURRAY HOROWITZ

The first use of theatre television as a medium to effect national, simultaneous distribution of a film will occur with the history-making Transcontinental telecast of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout on Sept. 23, it was learned here yesterday.

Television-equipped theatres West of Omaha will be serviced by Theatre Network Television's film recording of the bout, which will be telecast separately to Western theatres about one hour after the fight begins. The point of origin for the film telecast will be from the NBC-TV studio in New York.

The East-West split up was necessitated by the lack of long line facilities West of Omaha before 11:15 P.M. (EDT). Theatres East of Omaha will

(*Continued on page 5*)

British Ask Change In Existing Pact

WASHINGTON, Sept. 8.—Confirming industry expectations, British representatives here for negotiation of the monetary agreement between this country and Great Britain today asked for a modification of the existing terms.

At the close of their first meeting neither British nor industry representatives would give any details beyond this statement.

A spokesman for Sir Frank Lee, top British negotiator, declared that the British felt that publicizing the terms which they were proposing might "damage their bargaining

(*Continued on page 4*)

House Leader McCormack Favors Tax Elimination

BOSTON, Sept. 8.—Rep. John W. McCormack, (D.-Mass.), majority leader of the House of Representatives in Washington, in an interview in Boston last night regarding the 20 per cent Federal admission tax, stated that, "I am aware of the burdensome nature of any kind of taxes levied upon motion picture theatres. In my opinion when the time comes for the elimination of the miscellaneous taxes, then the 20 per cent Federal admission tax should be one of the first to be repealed in order to assist the motion picture industry in every way we possibly can.

"As a member of the House Ways and Means Committee many years ago I was in favor of the repeal of the 10 per cent Federal admission tax."

National Collection For Rogers Hospital

A plan that was described as promising to go far toward solving the financial problems of the Will Rogers Memorial Hospital was revealed here yesterday by the hospital's special "collection coin box committee" of

(*Continued on page 4*)

NEWS FLASHES

Alfred E. Daff, executive vice-president and director of world sales for Universal-International, has appointed Arthur Doyle to the post of managing director of Japan. Doyle, who left over the weekend for Tokyo, started with 20th Century-Fox as a salesman in Pittsburgh in 1935.

•

Producer George Jessel will serve as toastmaster of the Motion Picture Pioneers' "Jubilee Dinner" paying tribute to N. J. Blumberg, chairman of the board of directors of Universal Pictures, it was disclosed here by Jack Cohn, Pioneers president. The dinner will be held Tuesday, Nov. 25 at the Hotel Astor.

Personal Mention

RICHARD F. WALSH, IATSE president, is en route back to New York by ship, due here at the end of the week, after attending the British Trades Union Congress at Margate, England, last week as an A. F. of L. delegate.

•

JAMES R. GRAINGER, Republic vice-president in charge of sales and distribution, left Los Angeles over the weekend for San Francisco. Following a stopover in Chicago, he will return here on Monday.

•

LAURA WEBER, daughter of LOUIS WEBER, Skouras Theatres' executive, will resume her featured role in the CBS-TV show, "Mama," next Friday night, following a vacation.

•

HARRY FELLERMAN, Universal special films division sales head, left here last night for Minneapolis on a visit to Midwest and Western branch offices.

•

HERBERT R. MAYES, executive editor of *Good Housekeeping* magazine, will return here from the Coast today.

•

ALAN J. LERNER, M-G-M screen writer, arrived here from the Coast yesterday.

K-MTA Will Honor Biechele October 1

KANSAS CITY, Sept. 8.—R. R. (Dick) Biechele, 41 years an exhibitor, a leader in industry organizations, will be honored at the banquet Oct. 1 of the Kansas-Missouri Theatre Association. He operated the Osage Theatre in Kansas City, Kan. until its destruction in the flood of 1951. He has had an interest since its establishment in the Consolidated Agencies, Inc., handling theatre and other business.

Biechele served several years as president, secretary and director of the Kansas-Missouri Theatre Association and has for years represented this area on boards of national organizations and committees. He served two years as vice-president of the old MPTOA. His special field of service to the industry has been in legislative matters.

Zanuck Coming for Premiere of 'Snows'

Darryl F. Zanuck, 20th Century-Fox studio chief, will arrive here from Europe on Tuesday by plane to attend the world premiere of "The Snows of Kilimanjaro" at the Rivoli Theatre Wednesday evening. The Technicolor adaptation of Ernest Hemingway's story marks Zanuck's only personal production for 1952.

Zanuck currently is putting the final touches on two pictures scheduled to begin shooting on the Continent within the next week. They are "Man on A Tightrope" and "Able Seaman Brown."

Ohio Congressmen To Discuss Repeal

Cleveland, Sept. 8.—Ohio Republican Congressmen Frances P. Bolton, George Bender, Robert Crosser and Michael Feighan will meet with the northern Ohio anti-tax committee at a luncheon in the Hollenden Hotel on Monday, Sept. 15 to discuss support in the repeal of the 20 per cent admission tax. Committee members to attend the luncheon include chairman Leo T. Jones, M. B. Horwitz, Myer S. Fine, Milton A. Mooney, Frank Murphy, Joe Lissauer, Ernest Schwartz, Henry Greenberger and Robert Wile, ITO executive secretary.

Cinerama Premiere Now Set for Sept. 30

"This Is Cinerama," first production in the new film process that employs a giant screen, three projection units and six separate sound-tracks to create the illusion of a third dimension, will have its world premiere at the Broadway Theatre here on Tuesday evening, Sept. 30, it was announced by Cinerama Productions Corp.

Merian C. Cooper and Robert L. Bendick are the producers of the inaugural two-hour panorama of entertainment. Louis Forbes conducted the symphony orchestra. Lowell Thomas serves as narrator for the prologue and bridges the various sequences. He is chairman of the board of the corporation. The process is the invention of Fred Waller.

'Just for You' Makes L. Arrowhead Debut

LAKE ARROWHEAD, Cal., Sept. 8.—This mile-high play place slipped back into somnolent Indian summer today following a weekend animated by ceremonies surrounding the press premiere of Paramount's "Just for You" at Earl Strebe's Village Theatre.

In addition to an Air Force contingent from Norton Field, several Hollywood stars including Tony Curtis, Janet Leigh, Colleen Gray, Bob Arthur and Natalie Wood, were on hand for the premiere. Don Hartman, Paramount production executive, was an honor guest and took a part in the proceedings.

Kennedy to Retire

LONDON, Sept. 8.—J. P. Kennedy, representative of the Bank of America here for the past 30 years, will retire Sept. 18 and return to America. He is succeeded by J. A. Buhler.

Bell Is Reopened

NEW ORLEANS, Sept. 8.—Co-owners Eugene Calongne and Jules Sevin celebrated the opening of their remodeled Bell, a neighborhood theatre, over the weekend.

'Monkey Business' Opens to $95,000; Holdovers Govern

"Monkey Business" at the Roxy Theatre opened to a thriving estimated $95,000 for its first week, a seven-day period marked by hold-overs in all other key first-run situations in New York.

Sturdy business continued to be chalked up by "Ivanhoe," "The Quiet Man," "Sudden Fear" and "Crimson Pirate." Grosses at other situations varied from good to fair, with business at most Broadway houses lower than the summer peak reached over the Labor Day weekend.

For its sixth week "Ivanhoe" is expected to hit a robust $144,000 at Radio City Music Hall, while a fine $69,000 is seen for the second inning of "The Crimson Pirate" at the Paramount. Both the Paramount and the Hall, like the Roxy, feature stage shows.

At the Capitol, an excellent $59,000 is forecast for the third stanza of "The Quiet Man." "Sudden Fear" at Loew's State is holding up well, with a nice $32,000 estimated for its fifth week.

"The Miracle of Our Lady of Fatima" is doing well at the Astor, with $28,000 seen for its third week. The same film at the two-a-day Bijou is expected to hit a good $6,000 for its third and final week which ends tomorrow. No new film has been booked by the Bijou as yet.

For its seventh week, a healthy $20,000 is forecast for "High Noon" at the Mayfair, while a fairly nice $16,000 is indicated for the sixth week of "Affair in Trinidad" at the Victoria. At the Globe a moderate $14,500 is seen for the second round of "Devil Makes Three."

"The Big Sky" at the Criterion is expected to do a satisfactory $19,000 for its third week, while the fourth week of "Les Miserables" at the Rivoli is due to hit $7,000, a figure which is a bit on the slow side.

Among off-Broadway houses, "Ivory Hunter" at the Trans-Lux 52nd Street is holding up excellently with $11,000 indicated for its third week. "Man in the White Suit" is doing well, too, with $6,500 seen for the 23rd week. Another long-standing hold-over, "Encore" at the Normandie is expected to chalk up $5,000 for its 22nd inning.

"O'Henry's Full House" will be the next attraction at the Fine Arts Theatre, opening at a date to be set in early October. The current Fine Arts occupant, "The Stranger in Between" is expected to gross a good $6,200 for its third week. "The Amazing Monsieur Fabre" opened at the Park Avenue yesterday, replacing "Brandy for the Parson," which closed its fourth week with a nice $3,600.

Hall Books 'Because,' 'Happy' for Fall

Radio City Music Hall yesterday disclosed the booking of M-G-M's "Because You're Mine," starring Mario Lanza, and Columbia's Stanley Kramer production of "The Happy Time," starring Charles Boyer and Louis Jourdan. The two pictures are for fall presentation.

Equipment Sales Up 25% In Cleveland

Cleveland, Sept. 8.—Theatre equipment business here is up from 20 to 25 per cent as a result of the past four weeks' improvement in theatre attendance, Frank Masek, National Theatre Supply branch manager, reports. Exhibitors are cautious and are making improvements slowly, Masek states, but there is enough optimism to warrant expenditures in a limited amount.

Knorr Will Produce Roxy Stage Shows

Arthur Knorr has been appointed producer in charge of stage productions of the Roxy Theatre beginning Sept. 27 when National Theatres takes over the house from 20th Century-Fox under the divorcement and reorganization of the two companies. Roxy stage shows under 20th-Fox ownership are produced by the theatre's production staff.

Prior to joining the Roxy in 1936, Knorr was producer and art director of the Capitol Theatre stage shows here and for the past four years has been producer of the Milton Berle TV show. David T. Katz, Roxy executive director, who announced Knorr's appointment, plans to develop new stage show ideas for the Roxy under the Knorr production aegis.

Heavy Program of Tri-States TOA Meet

MEMPHIS, Sept. 8.—The Mississippi, Arkansas and Tennessee Theatre Owners (TOA affiliate), will meet in annual convention in Memphis on Oct. 27-29. Dates for the Tri-State TOA convention were announced today by Leon Roundtree, secretary-treasurer of Holly Springs, Miss. Sessions will be held at the Hotel Gayoso.

M. A. Lightman, Jr., president of Tri-States, said arbitration, anti-trust suits, conciliation, Federal taxes, advertising and selling, how to cut operating overhead, drive-ins and concessions would be discussed.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

BURT LANCASTER
The Crimson Pirate
Color by TECHNICOLOR
in person LOUIS ARMSTRONG MR. BALLANTINE GORDON JENKINS And His Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales. each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



Night in day...

The best moonlight is the light of the noonday sun . . .

Obvious, of course, to an industry trained in modern cinematographic technics. Equally obvious is the need for infinite care in the choice of film and filters—in keying film and situation . . . in co-ordinating method and result desired in processing.

To help solve problems such as these, representatives of the Eastman Technical Service for Motion Picture Film are trained to advise—are ready and able to roll up their sleeves and lend a hand wherever necessary.

In maintaining this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address: Motion Picture Film Department, **Eastman Kodak Company**, Rochester 4, N. Y. *East Coast Division,* 342 Madison Avenue, New York 17, N. Y. *Midwest Division,* 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division,* 6706 Santa Monica Blvd., Hollywood 38, California.

16mm. Suit

(*Continued from page* 1)

Century-Fox, Warner, RKO Radio, Columbia, Universal, Republic, Screen Gems, a Columbia subsidiary; United World Films, a Universal subsidiary; Films, Inc., Pictorial Films, Movies En Route and Movies U.S.A.

The plaintiff, headed by Carl J. Kunz, operates a 16mm. distribution business principally in this state and Maryland, and also in Ohio and New Jersey. The complaint lists its customers as schools, institutions, ships, etc., but does not mention any prospective television clients in the relief sought or the practices complained of.

The action, however, asks that the defendants be directed to grant unrestricted licenses for the exhibition of such of the feature films under their control "as the court deems necessary."

It also asks that the defendants be enjoined from conspiring to restrict the production, distribution or exhibition of 16mm. films and from "granting to theatres any protection against competition from exhibition of 16mm. feature films other than by granting reasonable clearance" between 35mm. films in theatres and 16mm. exhibitions of the same films elsewhere when such 16mm. exhibitions "are shown to the general public in an area that makes them substantially competitive with the theatre."

Presumably, if such relief were granted, the 16mm. distributor would be free to license films to television.

The complaint charges that as a result of combination and conspiracy among the defendants and exhibitors, defendants have refused to license their 16mm. feature films "in any place or manner that would compete with the exhibition of 35mm. films." It lists alleged restrictions imposed on the exhibition of 16mm. films, including "arbitrary and excessive clearance, license conditioning and price-fixing."

The action cites the *U. S. vs. Paramount* case and asks that the decisions therein be made a part of the present case.

Defendants are given 20 days after service to reply. Malkan & Isacson of New York and Fred C. Fiechter, Jr., of this city are attorneys for the plaintiffs. The attorneys said it is the first suit for damages brought by a 16mm. dealer under the anti-trust laws.

$1 Million Suit

(*Continued from page* 1)

by Emanuel Stutz, operator of the Moreland Theatre, a Cleveland suburban house, claimed the latter had been deprived of product over a period of years as a result of a conspiracy among the defendants.

Milton Mooney, one of the defendants, operates a buying and booking agency which represents about 125 independent theatres here. The plaintiff claimed Mooney exercised his buying power to persuade distributors to favor the defendant.

This is believed to be the first time a booking agency was charged with being the moving power in a civil anti-trust theatre case. Industry attorneys say that had the plaintiff been successful, the suit might have endangered the operation of booking agencies serving independent exhibitors.

Mooney and Gusdanovic were represented by the Cleveland law firm of Ulmer, Berne, Gordon & Glickman and by Jerome Curtis. Distributor defendants were represented by Jones, Day, Cockley & Revis of Cleveland.



Bank Loans Come High in Britain

London, Sept. 8.—Analysis of the recent financial report of the J. Arthur Rank Organization shows that £774,984 ($2,169,955) in loan interest had to be met by Odeon in the fiscal year ended June 28.

That would suffice to meet nearly eight years dividend on the preferred shares.

L. I. and Brooklyn Papers Hit US Suit

The Brooklyn *Daily Eagle* and the *Long Island Daily Press* have joined in the editorial attacks by newspapers on the Department of Justice's anti-trust suit to force the sale of 16mm. pictures to television and other outlets that compete with regular theatres.

The Brooklyn paper found the government's action "baffling," and the Jamaica daily branded it "unfair provocation." As in the case of Manhattan-published newspapers that hit the suit, the *Eagle* and *Press* printed their editorials after the Independent Theatre Owners Association of New York supplied them with the facts in the litigation.

Last weekend, meanwhile, the New York *Journal-American*, *Sunday Mirror* and *Sunday News* ran features emphasizing that quality Hollywood films are showing at Times Square area theatres. The features supported full-page advertisements to this effect which were placed by the Organization of the Motion Picture Industry of New York City.

Sherman Sets

(*Continued from page* 1)

of the company in addition to having distribution rights in their respective territories.

Attending the meeting with Sherman were Max Roth and Charles Lindau, both of Chicago; N. P. Jacobs, San Francisco, representing the West Coast area; John Franconi, Dallas, representing the South and Southwest; Don Swartz, Milwaukee and Minneapolis; Jack Zide, Detroit; Bernie Mills, New York and Washington; Selma Mitchell, Cincinnati (sitting in on behalf of the Lee Goldberg Estate); Harry Allen, Toronto, and Sam Seidelman, formerly of United Artists and Eagle-Lion, who is negotiating to handle foreign distribution for the company.

Thirty Will Sponsor 'Italian Films Week'

All sections of the American film industry, as well as many phases of the cultural, business and governmental fields of this country, are represented among a list of 30 sponsors of "Salute to Italian Films Week," made public here by Winthrop W. Aldrich, honorary chairman of the Oct. 6-12 celebration.

During the week, seven new Italian films will be presented, one each evening, at the Little Carnegie Theatre. Participating in the many events planned will be a number of stars, producers, directors and government dignitaries from Italy, who will be joined here by Hollywood personalities.

Including Aldrich and Alberto Tarchiani, Italian Ambassador to the U. S., some of the sponsors follow: Ralph Bellamy, president, Actors Equity; Rudolph Bing, director, Metropolitan Opera Association; Floyd Blair, president, Philarmonic Symphony Society of New York; Charles Brackett, president, Academy of Motion Picture Arts and Sciences; Harry Brandt president, Independent Theatre Owners Association; Valentine Davies, president, Screen Writers Guild; Quincy Howe, president, National Board of Review; Eric Johnston, president, Motion Picture Association of America; Ronald Reagan, president, Screen Actors Guild; Wilbur Snaper, president, Allied State Association; George Sidney, president, Screen Directors Guild; Mitchell Wolfson, president, Theatre Owners of America; E. R. Zorgniotti, U. S. representative, Italian Films Export.

Rogers Hospital

(*Continued from page* 1)

which Joseph R. Vogel is chairman.

It is hoped that at least 5,000 theatres will soon be participating in the project and that collections around $250,000 per year may result.

Several months ago, the hospital committee began an experiment without fanfare. About 100 theatres in various parts of the country were enlisted for the experiment. Small display cards were created with small collection-boxes attached. These were placed on candy-stands of the cooperating theatres. Over the three-month experimental period the theatre collections averaged $2.50 to $3.50 per week. There were no patron complaints. The committee will this week start expanding the plan on a national scale.

National Screen Service has volunteered to handle distribution of the collection can without charge. More than 1,000 theatres already are enrolled.

Judy Garland Will Make Film for WB

HOLLYWOOD, Sept. 8.—Judy Garland will return to the screen after an absence of two years in "A Star Is Born," one of three Sid Luft productions in color for Warner Brothers, Jack L. Warner, executive producer, announces.

"A Star Is Born" is scheduled for production at Warners next spring. It will be the first picture she has ever made away from M-G-M where she was under contract until two years ago.

Elected to T.U.C., O'Brien Asks Raises

London, Sept. 8. — Tom O'Brien, who was elected president of the Trades Union Congress at Margate last week, returned to London and immediately asked the Cinematograph Exhibitors Association for wage increases for his union's 86,000 theatre employes here, which would cost exhibitors £132 000 ($369,600) annually. NATKE, O'Brien's union, also wants the work week reduced from 48 hours to 44 and double pay for Sundays.

CEA responded by pointing out that TUC is on record as counselling moderation in wage claims.

British Ask Change

(*Continued from page* 1)

power," with the industry.

Today's three-hour introductory session at the Motion Picture Association of America will be followed by another meeting tomorrow afternoon, and it is expected that there will probably be daily meetings for the rest of the week. MPAA officials have already said that they expect the talks will last a week or even two. They have also pointed out that a final agreement may not come out of these sessions, and that a recess may be called at their finish, with a later resumption here or in London.

See 25-50% Cut

Although neither side would disclose terms and figures offered today by the British, it has been reported in the industry that the British will set a figure cutting the current allowed remittance of $17,000,000 a year by anywhere from 25 to 50 per cent.

Present for the British today were Sir Frank, permanent secretary of the British Board of Trade; Sidney Golt, head of the films division of the board; Victor George Baker, of the exchange control department of the Bank of England, Allan Christelow, member of the British Treasury delegation in Washington; and Geoffrey Parker, British Embassy commercial counselor.

Leaders Attend

MPAA president Eric Johnston and Society of Independent Motion Picture Producers president Ellis Arnall led the industry team, along with James Mulvey, SIMPP vice-president; Joyce O'Hara, MPAA vice-president; John McCarthy, MPAA international vice-president and Fayette Allport, MPAA British manager.

Goldenson

(*Continued from page* 1)

the Cinema Lodge "Honor Scroll," "for his years of service to humanity as a leader in the fight against intolerance and bigotry through the Anti-Defamation League and as a pioneer in helping to awaken Americans to the plight of the physically handicapped afflicted with cerebral palsy," said the Lodge.

Judge Samuel Leibowitz, New York jurist, will be the principal speaker of the evening which will see entertainment industry leaders of all faiths join in the tribute to Goldenson.

Walcott Bout

(*Continued from page* 1)

get the bout "live" as it begins at about 10:00 P.M. (EDT).

In the meantime, Nathan Halpern, president of TNT, disclosed that theatres in San Francisco, Seattle, Denver and Kansas City have joined the Coast-to-Coast telecast which will emanate from Philadelphia's Municipal Stadium. Sherrill Corwin's Orpheum Theatre in Los Angeles has already booked the event.

Under the present plans, it was learned, a simultaneous film recording of the fight will be made by TNT at Municipal Stadium which will be received by telecase at the NBC-TV studio in New York, which, in turn, will be used as the origination point for the Western telecast. This method, TNT pointed out, will allow Western theatres to have the event on the large-screens within the hour of the event itself. It was also pointed out that if the fight goes many rounds the Western telecast will begin before the bout is ended.

With no radio or home television of the fight, TNT added, the Western theatres will have an exclusive on the event for the public in those areas. Other quarters pointed out, however, that the radio and TV "blackout" does not extend to Western radio news broadcasts which could flash the results of the fight before it reaches Western theatres' screens. With this unprecedented condition existing, the effect on the box-office of Western theatres taking the bout will be watched closely in trade quarters.

As to what system will be used to make the film recording, which later will be telecast, Halpern said engineers and technicians are currently studying the choices. He expressed assurance, however, that from past experience, from closed circuit tests with film conducted by TNT, the quality of the film and its reception will be excellent.

The planned first national distribution of a film, in this case a fight film, through the use of theatre TV came about when the American Telephone and Telegraph Co. informed TNT of its inability to service the event West of Omaha at fight time. The potential use of theatre TV as a medium of film distribution was highlighted by Spyros P. Skouras, president of 20th Century-Fox, in commenting recently on the unveiling of his company's Eidophor theatre TV system.

Robert Mochrie, distribution vice-president of RKO Pictures, which has purchased the film rights to the bout, said "no comment," when asked if he thought a question arose as to the propriety of telecasting the bout from a film. Other quarters pointed out, however, that TNT is not engaging in film distribution of the bout, the event remains a telecast on the same night for Western theatres.

Chicago Arrangements for Theatre TV of Bout Nearly Completed

CHICAGO, Sept. 6.—Plans for the large-screen TV showing of the Walcott-Marciano fight Sept. 23 in the Chicago area are virtually complete, with Balaban and Katz having the event scheduled into the Tivoli, Uptown, and Marbro in Chicago, Totalling approximately 11,500 seats, and the Paramount, Hammond, Ind., a 2000-seater, and Essaness planning to show it at the 1200-seat Crown here in Chicago.

Admission at the three B. & K. Chicago houses will be $3.60 including tax. Prices have not been set, as yet, for the Paramount, and Essaness is charging $4.80 including tax for center seats at the Crown with the remainder going for $3.60, including tax. Previous top prices for TV events here were $3.60 at the Crown and $2.40 at the Balaban and Katz houses.

Plans Fight Telecast, Then Film Booking

The 50th Street Guild Theatre, which has already sold out for the Sept. 23 telecast of the Walcott-Marciano bout, plans to book the fight film for the following day, Norman Elson, president of the circuit, disclosed here yesterday.

Elson said negotiations with RKO Pictures for the fight film were currently underway. The 450-seat Guild Theatre is charging $4.80 for the fight telecast.

Monogram-AA Board Will Meet Today

HOLLYWOOD, Sept. 8.—Out-of-town members of the Monogram and Allied Artists board of directors have arrived here to attend a meeting tomorrow at the studio. They include Arthur C. Bromberg, franchise owner, Atlanta; William Hurlbut, franchise owner; Detroit; Edward Morey, vice-president, New York; Herman Rifkin, vice-president and franchise owner, Boston, and Norton V. Ritchey, vice-president and Monogram International Corp. president, New York.

Others who will attend the session, to follow a stockholders meeting, are: Steve Broidy, president; G. Ralph Branton, vice-president; W. Ray Johnston, chairman; George D. Burrows, executive vice-president and treasurer, and Howard Stubbins, West Coast co-franchise owner.

Gertrude Lawrence Services Here Today

Services for Gertrude Lawrence, stage and screen actress, who died here Saturday of cancer at the age of 52, will be held today in the Fifth Avenue Presbyterian Church. Burial will be in the family plot of the widower, Richard Aldrich, theatrical producer, in Upton, Mass.

Miss Lawrence had her stage debut as a child in 1911 and played her first role on the screen in 1929 in "The Battle of Paris." Pictures since include: "Aren't We All?" "Rembrandt," "Men Are Not Gods" and "The Glass Menagerie." A daughter from a previous marriage, Pamela Gordon, also survives.

Services Held for S. A. Myers of B-L

LONDON, Sept. 8.—Funeral services were held here today for Sidney A. Myers, assistant managing director of British Lion Film Corp., who died suddenly on Saturday, following a brief illness. Myers entered the industry here in 1918 and joined British Lion as head of its sales in 1929. He was named assistant managing director in 1946.

Burial was in Jewish Cemetery, Willesden, London.

Arbitration, COMPO Lauded By Harvey

SAN FRANCISCO, Sept. 8.—Rotus Harvey in his Exhibitor's Digest column this month, takes a very optimistic view of the industry and points to the first draft of the arbitration plan as "very good news."

"Arbitration is necessary to settle the multitudinous problems which daily beset our industry," he says. "Through low cost, intelligently administered arbitration many disputes will be settled and as a consequence the number of lawsuits should be materially reduced. In the final analysis it is the exhibitors who have to pay all the bills assessed against the industry and therefore arbitration should mean a lot to all of us, both financially and as a quick means to settle arguments."

"The successful COMPO dues drive is another fine bit of news," he continued. "In the San Francisco area the independents 'came through well over 90 per cent.' I am told the circuits are also 'joining' which means success with a capital 'S'. COMPO, properly financed, can do a great job for the industry by public relations; Movietime tours plus being a fountain of information and providing a voice for a united industry.

"The tax repeal program is just starting to get under way and I want to again add my voice to the others and urge you to take a personal part in this campaign. This is a 'grass roots' fight and we must get the entire tax removed if we are to survive."

Presidents Meet

(*Continued from page* 1)

upon by the membership of the exhibitor organizations which participated in the Industry Arbitration Conference. Theatre Owners of America is in a position to be the first exhibitor organization to accept the draft since it will hold its annual meeting next week in Washington.

The draft was reviewed yesterday at a meeting here of distribution attorneys who, at the same time, set up the agenda for the meeting Thursday.

It was reported that the subject of arbitration will be discussed by Eric A. Johnston, MPAA president, at the final banquet of the TOA convention. The nature of his discussion will depend on the action taken on Thursday by the presidents of the companies, it was indicated. Also scheduled to discuss arbitration at TOA convention is William F. Rodgers, Loew's vice-president who is also chairman of the distributors' arbitration negotiating committee.

Errol Flynn Gets Help Taking Burma

LONDON, Sept. 8.—After seven years of cold storage, "Objective Burma" has been put back into the Warner Theatre here.

When the picture first opened in 1945, indignant Britons claimed that their Fourteenth Army and not Errol Flynn had defeated the Japs in Burma. The late Max Milder, then Warner's London manager, bowed before the storm and took the picture off after a few days run.

Now the film has been given a new prologue explaining that Mountbatten and Wingate, as well as Errol, had something to do with the Burma victory. Warners report it is doing top business and a general relcase through the ABC circuit is in negotiation.

Feels Associations Should Do Buying

San Francisco, Sept. 8.—H. V. (Rotus) Harvey, West Coast exhibitor leader, writing in the current organizational bulletin of Western Theatre Owners, suggests the formation of film buying and booking agencies by exhibitor associations, operated at cost as a service for small exhibitors in outlying locations.

Harvey says current conditions, with salesmen making fewer calls, New York approving deals and dates, mails being slowed and other factors, operate against the small, outlying theatre, whose account usually is too small for an established film buying and booking organization to handle.

Half of Exhibitors Apathetic: Kaufman

Half of the exhibitors in the country are apathetic in supporting the pictures they show, producer Joseph Kaufman declared here yesterday while on a visit from the Coast. He urged the exhibitors to "wake up and help combat competition" and at the same time increase their grosses.

Kaufman said he made his observations on the basis of what has happened during the first-run of his own picture, "Sudden Fear," starring Joan Crawford, and currently being released by RKO Radio. The film is now in its fifth week at Loew's State here.

"We've noticed," he said, "that everywhere this picture received real exhibitor support, the grosses were extremely high. Where it didn't, the grosses were average. Half the exhibitors are apathetic. They expect the distributor to do the whole job.

"Our business today," he continued, "depends on close support all the way down, from star and producer through the whole field to the theatre.

Net Depinet Will Aid Travelers Society

Ned Depinet, president of RKO pictures, has accepted the chairmanship of the motion picture division in the 1952 fund raising drive of the Travelers Aid Society of New York.

Depinet will encourage industry support for the work of Travelers Aid which last year furnished assistance to over 121,000 people lost, stranded, and desperate in New York.

'Caligari' Screening

There will be a special screening of the German films "The Last Laugh" and "The Cabinet of Dr. Caligari" this afternoon at the Johnny Victor Theatre here, followed by a reception. The films will open at The Baronet shortly.



Presenting **THE MOST LUXURIOUS TRANSCONTINENTAL AIR SERVICE EVER OFFERED**

TWA's *New* SUPER CONSTELLATIONS

The Ambassadors

Nightly departures from Los Angeles and New York (one-stop Chicago). Effective September 10. Sleeper berth reservations available.

Now TWA inaugurates transcontinental "Ambassador" service . . . offering all of the luxurious features that have distinguished TWA "Ambassador" flights to Europe, *and more!*

You're in important, exciting company from the moment you set foot on the rich red carpet that leads to your flight. Your plane is a giant new Super Constellation, expressly built by Lockheed for TWA, and one of the most powerful airliners in the skies today. Your accommodations are the finest: restful lean-back club chairs or luxurious full-length sleeping berths. And you can enjoy delicious between-meal refreshments and friendly conversation with your fellow passengers in the gaily decorated lounge.

On your next cross-country trip plan to go on the "Ambassador" . . . truly the most luxurious transcontinental flight ever offered. For reservations, see your travel agent or call Trans World Airlines, LExington 2-7100.





ACROSS THE U.S. AND OVERSEAS . . . FLY TWA

TRANS WORLD AIRLINES

U.S.A. · EUROPE · AFRICA · ASIA

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 49 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 9, 1952 TEN CENTS

16mm. Dealer In Suit Vs. 'Restraints'

Asks 'Opening' of Field; $3,135,000 in Damages

PHILADELPHIA, Sept. 8. — An anti-trust suit for $3,135,000 in triple damages was filed against eight distribution companies and others in U. S. District Court here today to compel them to sell 16mm. feature films to the plaintiff, Kunz Motion Picture Service, without the imposition of restrictions on the exhibition of the substandard films.

The action, said to have been touched off by the filing last July of the Department of Justice's anti-trust suit to force the sale of 16mm. films to television and other non-theatrical users, includes among the defendants Loew's and Paramount, which were not named in the government action. The government said it had no evidence against the two.

Other defendants named are 20th

(*Continued on page 4*)

Presidents Meet on Arbitration Thurs.

Thursday has been set for the meeting of the Motion Picture Association of America member companies' presidents, sales managers and attorneys to vote on acceptance of the completed draft of a projected industry system of arbitration. The meeting will be held at the Hotel Astor here.

In accordance with a pre-arranged plan, the draft is to be accepted first by the distributors before it is acted

(*Continued on page 5*)

Lodge Tribute to Leonard Goldenson

Leonard H. Goldenson, president of United Paramount Theatres, will be honored by New York's Cinema Lodge of B'nai B'rith on behalf of the entertainment industry at the Hotel Astor in New York on Wednesday evening, Sept. 24, Martin Levine, president of the Lodge announced.

Goldenson will be presented with

(*Continued on page 4*)

Sherman Sets Distribution Franchise Unit

CHICAGO, Sept. 8.—Meeting at the Blackstone Hotel here, Harry Sherman, veteran producer, and a group of independent distributors from all parts of the U. S. and Canada, prepared a distribution franchise deal for forthcoming feature productions Sherman plans to film at his own studios in California. Present plans call for releasing one new picture per month, with four of the first 12 to be in color.

Sherman, who has made 153 pictures for release through other companies during his producing career (among them the Hopalong Cassidy series), long has had the idea of setting up his own distribution company. One feature of his projected organization would be that the distribution franchise holders would own a part

(*Continued on page 4*)

$1-Million Suit Is Won By Defendants

CLEVELAND, Sept. 8.—Judge Emerich Freed of the U. S. District Court here today handed down a verdict in favor of the Regent Theatre Co., operated by Paul Gusdanovic, and a number of major distributors and other defendants in the $1,016,400 anti-trust suit brought by G. & P. Amusement Co.

Trial of the case consumed 10 weeks last fall. The plaintiffs, headed

(*Continued on page 4*)

DISTRIBUTE FIGHT FILM BY VIDEO

B. & K., UDT, Maco Join TNT Network

Six theatres affiliated with United Paramount Theatres have booked the telecast of the Walcott-Marciano bout on Sept. 23.

They are: Balaban & Katz's Uptown, Tivoli and Marbro, Chicago, and Paramount, Hammond; United Detroit Theatres' Palm State, Detroit; and Minnesota Amusement's Radio City, Minneapolis.

Negotiations are continuing to carry the event in the Paramount, San Francisco.

Western Theatres to Get Walcott Bout Via Film Recording

By MURRAY HOROWITZ

The first use of theatre television as a medium to effect national, simultaneous distribution of a film will occur with the history-making Transcontinental telecast of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout on Sept. 23, it was learned here yesterday.

Television-equipped theatres West of Omaha will be serviced by Theatre Network Television's film recording of the bout, which will be telecast separately to Western theatres about one hour after the fight begins. The point of origin for the film telecast will be from the NBC-TV studio in New York.

The East-West split up was necessitated by the lack of long line facilities West of Omaha before 11:15 P.M. (EDT). Theatres East of Omaha will

(*Continued on page 5*)

British Ask Change In Existing Pact

WASHINGTON, Sept. 8.—Confirming industry expectations, British representatives here for negotiation of the monetary agreement between this country and Great Britain today asked for a modification of the existing terms.

At the close of their first meeting neither British nor industry representatives would give any details beyond this statement.

A spokesman for Sir Frank Lee, top British negotiator, declared that the British felt that publicizing the terms which they were proposing might "damage their bargaining

(*Continued on page 4*)

Arthur Doyle Heads 'U's' Tokyo Office

Arthur Doyle has been named to the post of managing director of Japan by Alfred E. Daff, executive vice-president and director of world sales for Universal-International.

Doyle started with 20th Century-Fox as a salesman in Pittsburgh in 1935. In 1936, he was made manager for Japan and in 1939 China and the Philippines were added to his territory. Following the war he rejoined 20th Century-Fox as managing director for India and China.

House Leader McCormack Favors Tax Elimination

BOSTON, Sept. 8.—Rep. John W. McCormack, (D.-Mass.), majority leader of the House of Representatives in Washington, in an interview in Boston last night regarding the 20 per cent Federal admission tax, stated that, "I am aware of the burdensome nature of any kind of taxes levied upon motion picture theatres. In my opinion when the time comes for the elimination of the miscellaneous taxes, then the 20 per cent Federal admission tax should be one of the first to be repealed in order to assist the motion picture industry in every way we possibly can.

"As a member of the House Ways and Means Committee many years ago I was in favor of the repeal of the 10 per cent Federal admission tax."

National Collection For Rogers Hospital

A plan that was described as promising to go far toward solving the financial problems of the Will Rogers Memorial Hospital was revealed here yesterday by the hospital's special "collection coin box committee" of

(*Continued on page 4*)

Jessel Toastmaster At Blumberg Tribute

George Jessel has accepted the invitation of the Motion Picture Pioneers to serve as toastmaster of the organization's "Jubilee Dinner" paying tribute to N. J. Blumberg, chairman of the board of directors of Universal Pictures, Jack Cohn, president of the Pioneers, announced here yesterday. The dinner will be held in the Hotel Astor on Tuesday evening, Nov. 25.

The dinner will mark the selection of Blumberg as "Motion Picture Pioneer of 1952."

Personal Mention

RICHARD F. WALSH, IATSE president, is en route back to New York by ship, due here at the end of the week, after attending the British Trades Union Congress at Margate, England, last week as an A. F. of L. delegate.

•

JAMES R. GRAINGER, Republic vice-president in charge of sales and distribution, left Los Angeles over the weekend for San Francisco. Following a stopover in Chicago, he will return here on Monday.

•

LAURA WEBER, daughter of LOUIS WEBER, Skouras Theatres' executive, will resume her featured role in the CBS-TV show, "Mama," next Friday night, following a vacation.

•

HARRY FELLERMAN, Universal special films division sales head, left here last night for Minneapolis on a visit to Midwest and Western branch offices.

•

HERBERT R. MAYES, executive editor of *Good Housekeeping* magazine, will return here from the Coast today.

•

ALAN J. LERNER, M-G-M screen writer, arrived here from the Coast yesterday.

K-MTA Will Honor Biechele October 1

KANSAS CITY, Sept. 8.—R. R. (Dick) Biechele, 41 years an exhibitor, a leader in industry organizations, will be honored at the banquet Oct. 1 of the Kansas-Missouri Theatre Association. He operated the Osage Theatre in Kansas City, Kan. until its destruction in the flood of 1951. He has had an interest since its establishment in the Consolidated Agencies, Inc., handling theatre and other business.

Biechele served several years as president, secretary and director of the Kansas-Missouri Theatre Association and has for years represented this area on boards of national organizations and committees. He served two years as vice-president of the old MPTOA. His special field of service to the industry has been in legislative matters.

Zanuck Coming for Premiere of 'Snows'

Darryl F. Zanuck, 20th Century-Fox studio chief, will arrive here from Europe on Tuesday by plane to attend the world premiere of "The Snows of Kilimanjaro" at the Rivoli Theatre Wednesday evening. The Technicolor adaptation of Ernest Hemingway's story marks Zanuck's only personal production for 1952.

Zanuck currently is putting the final touches on two pictures scheduled to begin shooting on the Continent within the next week. They are "Man on A Tightrope" and "Able Seaman Brown."

Ohio Congressmen To Discuss Repeal

Cleveland, Sept. 8.—Ohio Republican Congressmen Frances P. Bolton, George Bender, Robert Crosser and Michael Feighan will meet with the northern Ohio anti-tax committee at a luncheon in the Hollenden Hotel on Monday, Sept. 15 to discuss support in the repeal of the 20 per cent admission tax. Committee members to attend the luncheon include chairman Leo T. Jones, M. B. Horwitz, Myer S. Fine, Milton A. Mooney, Frank Murphy, Joe Lissauer, Ernest Schwartz, Henry Greenberger and Robert Wile, ITO executive secretary.

Cinerama Premiere Now Set for Sept. 30

"This Is Cinerama," first production in the new film process that employs a giant screen, three projection units and six separate sound-tracks to create the illusion of a third dimension, will have its world premiere at the Broadway Theatre here on Tuesday evening, Sept. 30, it was announced by Cinerama Productions Corp.

Merian C. Cooper and Robert L. Bendick are the producers of the inaugural two-hour panorama of entertainment. Louis Forbes conducted the symphony orchestra. Lowell Thomas serves as narrator for the prologue and bridges the various sequences. He is chairman of the board of the corporation. The process is the invention of Fred Waller.

'Just for You' Makes L. Arrowhead Debut

LAKE ARROWHEAD, Cal., Sept. 8.—This mile-high play place slipped back into somnolent Indian summer today following a weekend animated by ceremonies surrounding the press premiere of Paramount's "Just for You" at Earl Strebe's Village Theatre.

In addition to an Air Force contingent from Norton Field, several Hollywood stars including Tony Curtis, Janet Leigh, Colleen Gray, Bob Arthur and Natalie Wood, were on hand for the premiere. Don Hartman, Paramount production executive, was an honor guest and took a part in the proceedings.

Kennedy to Retire

LONDON, Sept. 8.—J. P. Kennedy, representative of the Bank of America here for the past 30 years, will retire Sept. 18 and return to America. He is succeeded by J. A. Buhler.

Bell Is Reopened

NEW ORLEANS, Sept. 8.—Co-owners Eugene Calongne and Jules Sevin celebrated the opening of their remodeled Bell, a neighborhood theatre, over the weekend.

'Monkey Business' Opens to $95,000; Holdovers Govern

"Monkey Business" at the Roxy Theatre opened to a thriving estimated $95,000 for its first week, a seven-day period marked by hold-overs in all other key first-run situations in New York.

Sturdy business continued to be chalked up by "Ivanhoe," "The Quiet Man," "Sudden Fear" and "Crimson Pirate." Grosses at other situations varied from good to fair, with business at most Broadway houses lower than the summer peak reached over the Labor Day weekend.

For its sixth week "Ivanhoe" is expected to hit a robust $144,000 at Radio City Music Hall, while a fine $69,000 is seen for the second inning of "The Crimson Pirate" at the Paramount. Both the Paramount and the Hall, like the Roxy, feature stage shows.

At the Capitol, an excellent $59,000 is forecast for the third stanza of "The Quiet Man." "Sudden Fear" at Loew's State is holding up well, with a nice $32,000 estimated for its fifth week.

"The Miracle of Our Lady of Fatima" is doing well at the Astor, with $28,000 seen for its third week. The same film at the two-a-day Bijou is expected to hit a good $6,000 for its third and final week which ends tomorrow. No new film has been booked by the Bijou as yet.

For its seventh week, a healthy $20,000 is forecast for "High Noon" at the Mayfair, while a fairly nice $16,000 is indicated for the sixth week of "Affair in Trinidad" at the Victoria. At the Globe a moderate $14,500 is seen for the second round of "Devil Makes Three."

"The Big Sky" at the Criterion is expected to do a satisfactory $19,000 for its third week, while the fourth week of "Les Miserables" at the Rivoli is due to hit $7,000, a figure which is a bit on the slow side.

Among off-Broadway houses, "Ivory Hunter" at the Trans-Lux 52nd Street is holding up excellently with $11,000 indicated for its third week. "Man in the White Suit" is doing well, too, with $6,500 seen for the 23rd week. Another long-standing hold-over, "Encore" at the Normandie is expected to chalk up $5,000 for its 22nd inning.

"O'Henry's Full House" will be the next attraction at the Fine Arts Theatre, opening at a date to be set in early October. The current Fine Arts occupant, "The Stranger in Between" is expected to gross a good $6,200 for its third week. "The Amazing Monsieur Fabre" opened at the Park Avenue yesterday, replacing "Brandy for the Parson," which closed its fourth week with a nice $3,600.

Hall Books 'Because,' 'Happy' for Fall

Radio City Music Hall yesterday disclosed the booking of M-G-M's "Because You're Mine," starring Mario Lanza, and Columbia's Stanley Kramer production of "The Happy Time," starring Charles Boyer and Louis Jourdan. The two pictures are for fall presentation.

Equipment Sales Up 25% In Cleveland

Cleveland, Sept. 8.—Theatre equipment business here is up from 20 to 25 per cent as a result of the past four weeks' improvement in theatre attendance, Frank Masek, National Theatre Supply branch manager, reports. Exhibitors are cautious and are making improvements slowly, Masek states, but there is enough optimism to warrant expenditures in a limited amount.

Knorr Will Produce Roxy Stage Shows

Arthur Knorr has been appointed producer in charge of stage productions of the Roxy Theatre beginning Sept. 27 when National Theatres takes over the house from 20th Century-Fox under the divorcement and reorganization of the two companies. Roxy stage shows under 20th-Fox ownership are produced by the theatre's production staff.

Prior to joining the Roxy in 1936, Knorr was producer and art director of the Capitol Theatre stage shows here and for the past four years has been producer of the Milton Berle TV show. David T. Katz, Roxy executive director, who announced Knorr's appointment, plans to develop new stage show ideas for the Roxy under the Knorr production aegis.

Heavy Program of Tri-States TOA Meet

MEMPHIS, Sept. 8.—The Mississippi, Arkansas and Tennessee Theatre Owners (TOA affiliate), will meet in annual convention in Memphis on Oct. 27-29. Dates for the Tri-State TOA convention were announced today by Leon Roundtree, secretary-treasurer of Holly Springs, Miss. Sessions will be held at the Hotel Gayoso.

M. A. Lightman, Jr., president of Tri-States, said arbitration, anti-trust suits, conciliation, Federal taxes, advertising and selling, how to cut operating overhead, drive-ins and concessions would be discussed.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

BURT LANCASTER
The Crimson Pirate
Color by TECHNICOLOR
in person LOUIS ARMSTRONG MR. BALLANTINE GORDON JENKINS And His Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales. each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



Night in day...

The best moonlight is the light of the noonday sun . . .

Obvious, of course, to an industry trained in modern cinematographic technics. Equally obvious is the need for infinite care in the choice of film and filters—in keying film and situation . . . in co-ordinating method and result desired in processing.

To help solve problems such as these, representatives of the Eastman Technical Service for Motion Picture Film are trained to advise—are ready and able to roll up their sleeves and lend a hand wherever necessary.

In maintaining this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address: Motion Picture Film Department, **Eastman Kodak Company**, Rochester 4, N. Y. *East Coast Division,* 342 Madison Avenue, New York 17, N. Y. *Midwest Division,* 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division,* 6706 Santa Monica Blvd., Hollywood 38, California.

16mm. Suit

(*Continued from page* 1)

Century-Fox, Warner, RKO Radio, Columbia, Universal, Republic, Screen Gems, a Columbia subsidiary; United World Films, a Universal subsidiary; Films, Inc., Pictorial Films, Movies En Route and Movies U.S.A.

The plaintiff, headed by Carl J. Kunz, operates a 16mm. distribution business principally in this state and Maryland, and also in Ohio and New Jersey. The complaint lists its customers as schools, institutions, ships, etc., but does not mention any prospective television clients in the relief sought or the practices complained of.

The action, however, asks that the defendants be directed to grant unrestricted licenses for the exhibition of such of the feature films under their control "as the court deems necessary."

It also asks that the defendants be enjoined from conspiring to restrict the production, distribution or exhibition of 16mm. films and from "granting to theatres any protection against competition from exhibition of 16mm. feature films other than by granting reasonable clearance" between 35mm. films in theatres and 16mm. exhibitions of the same films elsewhere when such 16mm. exhibitions "are shown to the general public in an area that makes them substantially competitive with the theatre."

Presumably, if such relief were granted, the 16mm. distributor would be free to license films to television.

The complaint charges that as a result of combination and conspiracy among the defendants and exhibitors, defendants have refused to license their 16mm. feature films "in any place or manner that would compete with the exhibition of 35mm. films." It lists alleged restrictions imposed on the exhibition of 16mm. films, including "arbitrary and excessive clearance, license conditioning and price-fixing."

The action cites the *U. S. vs. Paramount* case and asks that the decisions therein be made a part of the present case.

Defendants are given 20 days after service to reply. Malkan & Isacson of New York and Fred C. Fiechter, Jr., of this city are attorneys for the plaintiffs. The attorneys said it is the first suit for damages brought by a 16mm. dealer under the anti-trust laws.

$1 Million Suit

(*Continued from page* 1)

by Emanuel Stutz, operator of the Moreland Theatre, a Cleveland suburban house, claimed the latter had been deprived of product over a period of years as a result of a conspiracy among the defendants.

Milton Mooney, one of the defendants, operates a buying and booking agency which represents about 125 independent theatres here. The plaintiff claimed Mooney exercised his buying power to persuade distributors to favor the defendant.

This is believed to be the first time a booking agency was charged with being the moving power in a civil anti-trust theatre case. Industry attorneys say that had the plaintiff been successful, the suit might have endangered the operation of booking agencies serving independent exhibitors.

Mooney and Gusdanovic were represented by the Cleveland law firm of Ulmer, Berne, Gordon & Glickman and by Jerome Curtis. Distributor defendants were represented by Jones, Day, Cockley & Revis of Cleveland.



Bank Loans Come High in Britain

London, Sept. 8.—Analysis of the recent financial report of the J. Arthur Rank Organization shows that £774,984 ($2,169,955) in loan interest had to be met by Odeon in the fiscal year ended June 28.

That would suffice to meet nearly eight years dividend on the preferred shares.

L. I. and Brooklyn Papers Hit US Suit

The Brooklyn *Daily Eagle* and the *Long Island Daily Press* have joined in the editorial attacks by newspapers on the Department of Justice's anti-trust suit to force the sale of 16mm. pictures to television and other outlets that compete with regular theatres.

The Brooklyn paper found the government's action "baffling," and the Jamaica daily branded it "unfair provocation." As in the case of Manhattan-published newspapers that hit the suit, the *Eagle* and *Press* printed their editorials after the Independent Theatre Owners Association of New York supplied them with the facts in the litigation.

Last weekend, meanwhile, the New York *Journal-American*, *Sunday Mirror* and *Sunday News* ran features emphasizing that quality Hollywood films are showing at Times Square area theatres. The features supported full-page advertisements to this effect which were placed by the Organization of the Motion Picture Industry of New York City.

Sherman Sets

(*Continued from page* 1)

of the company in addition to having distribution rights in their respective territories.

Attending the meeting with Sherman were Max Roth and Charles Lindau, both of Chicago; N. P. Jacobs, San Francisco, representing the West Coast area; John Franconi, Dallas, representing the South and Southwest; Don Swartz, Milwaukee and Minneapolis; Jack Zide, Detroit; Bernie Mills, New York and Washington; Selma Mitchell, Cincinnati (sitting in on behalf of the Lee Goldberg Estate); Harry Allen, Toronto, and Sam Seidelman, formerly of United Artists and Eagle-Lion, who is negotiating to handle foreign distribution for the company.

Thirty Will Sponsor 'Italian Films Week'

All sections of the American film industry, as well as many phases of the cultural, business and governmental fields of this country, are represented among a list of 30 sponsors of "Salute to Italian Films Week," made public here by Winthrop W. Aldrich, honorary chairman of the Oct. 6-12 celebration.

During the week, seven new Italian films will be presented, one each evening, at the Little Carnegie Theatre. Participating in the many events planned will be a number of stars, producers, directors and government dignitaries from Italy, who will be joined here by Hollywood personalities.

Including Aldrich and Alberto Tarchiani, Italian Ambassador to the U. S., some of the sponsors follow: Ralph Bellamy, president, Actors Equity; Rudolph Bing, director, Metropolitan Opera Association; Floyd Blair, president, Philarmonic Symphony Society of New York; Charles Brackett, president, Academy of Motion Picture Arts and Sciences; Harry Brandt president, Independent Theatre Owners Association; Valentine Davies, president, Screen Writers Guild; Quincy Howe, president, National Board of Review; Eric Johnston, president, Motion Picture Association of America; Ronald Reagan, president, Screen Actors Guild; Wilbur Snaper, president, Allied State Association; George Sidney, president, Screen Directors Guild; Mitchell Wolfson, president, Theatre Owners of America; E. R. Zorgniotti, U. S. representative, Italian Films Export.

Rogers Hospital

(*Continued from page* 1)

which Joseph R. Vogel is chairman.

It is hoped that at least 5,000 theatres will soon be participating in the project and that collections around $250,000 per year may result.

Several months ago, the hospital committee began an experiment without fanfare. About 100 theatres in various parts of the country were enlisted for the experiment. Small display cards were created with small collection-boxes attached. These were placed on candy-stands of the cooperating theatres. Over the three-month experimental period the theatre collections averaged $2.50 to $3.50 per week. There were no patron complaints. The committee will this week start expanding the plan on a national scale.

National Screen Service has volunteered to handle distribution of the collection can without charge. More than 1,000 theatres already are enrolled.

Judy Garland Will Make Film for WB

HOLLYWOOD, Sept. 8.—Judy Garland will return to the screen after an absence of two years in "A Star Is Born," one of three Sid Luft productions in color for Warner Brothers, Jack L. Warner, executive producer, announces.

"A Star Is Born" is scheduled for production at Warners next spring. It will be the first picture she has ever made away from M-G-M where she was under contract until two years ago.

Elected to T.U.C., O'Brien Asks Raises

London, Sept. 8. — Tom O'Brien, who was elected president of the Trades Union Congress at Margate last week, returned to London and immediately asked the Cinematograph Exhibitors Association for wage increases for his union's 86,000 theatre employes here, which would cost exhibitors £132,000 ($369,600) annually. NATKE, O'Brien's union, also wants the work week reduced from 48 hours to 44 and double pay for Sundays.

CEA responded by pointing out that TUC is on record as counselling moderation in wage claims.

British Ask Change

(*Continued from page* 1)

power," with the industry.

Today's three-hour introductory session at the Motion Picture Association of America will be followed by another meeting tomorrow afternoon, and it is expected that there will probably be daily meetings for the rest of the week. MPAA officials have already said that they expect the talks will last a week or even two. They have also pointed out that a final agreement may not come out of these sessions, and that a recess may be called at their finish, with a later resumption here or in London.

See 25-50% Cut

Although neither side would disclose terms and figures offered today by the British, it has been reported in the industry that the British will set a figure cutting the current allowed remittance of $17,000,000 a year by anywhere from 25 to 50 per cent.

Present for the British today were Sir Frank, permanent secretary of the British Board of Trade; Sidney Golt, head of the films division of the board; Victor George Baker, of the exchange control department of the Bank of England, Allan Christelow, member of the British Treasury delegation in Washington; and Geoffrey Parker, British Embassy commercial counselor.

Leaders Attend

MPAA president Eric Johnston and Society of Independent Motion Picture Producers president Ellis Arnall led the industry team, along with James Mulvey, SIMPP vice-president; Joyce O'Hara, MPAA vice-president; John McCarthy, MPAA international vice-president and Fayette Allport, MPAA British manager.

Goldenson

(*Continued from page* 1)

the Cinema Lodge "Honor Scroll," "for his years of service to humanity as a leader in the fight against intolerance and bigotry through the Anti-Defamation League and as a pioneer in helping to awaken Americans to the plight of the physically handicapped afflicted with cerebral palsy," said the Lodge.

Judge Samuel Leibowitz, New York jurist, will be the principal speaker of the evening which will see entertainment industry leaders of all faiths join in the tribute to Goldenson.

Walcott Bout

(*Continued from page* 1)

get the bout "live" as it begins at about 10:00 P.M. (EDT).

In the meantime, Nathan Halpern, president of TNT, disclosed that theatres in San Francisco, Seattle, Denver and Kansas City have joined the Coast-to-Coast telecast which will emanate from Philadelphia's Municipal Stadium. Sherrill Corwin's Orpheum Theatre in Los Angeles has already booked the event.

Under the present plans, it was learned, a simultaneous film recording of the fight will be made by TNT at Municipal Stadium which will be received by telecase at the NBC-TV studio in New York, which, in turn, will be used as the origination point for the Western telecast. This method, TNT pointed out, will allow Western theatres to have the event on the large-screens within the hour of the event itself. It was also pointed out that if the fight goes many rounds the Western telecast will begin before the bout is ended.

With no radio or home television of the fight, TNT added, the Western theatres will have an exclusive on the event for the public in those areas. Other quarters pointed out, however, that the radio and TV "blackout" does not extend to Western radio news broadcasts which could flash the results of the fight before it reaches Western theatres' screens. With this unprecedented condition existing, the effect on the box-office of Western theatres taking the bout will be watched closely in trade quarters.

As to what system will be used to make the film recording, which later will be telecast, Halpern said engineers and technicians are currently studying the choices. He expressed assurance, however, that from past experience, from closed circuit tests with film conducted by TNT, the quality of the film and its reception will be excellent.

The planned first national distribution of a film, in this case a fight film, through the use of theatre TV came about when the American Telephone and Telegraph Co. informed TNT of its inability to service the event West of Omaha at fight time. The potential use of theatre TV as a medium of film distribution was highlighted by Spyros P. Skouras, president of 20th Century-Fox, in commenting recently on the unveiling of his company's Eidophor theatre TV system.

Robert Mochrie, distribution vice-president of RKO Pictures, which has purchased the film rights to the bout, said "no comment," when asked if he thought a question arose as to the propriety of telecasting the bout from a film. Other quarters pointed out, however, that TNT is not engaging in film distribution of the bout, the event remains a telecast on the same night for Western theatres.

Chicago Arrangements for Theatre TV of Bout Nearly Completed

CHICAGO, Sept. 6.—Plans for the large-screen TV showing of the Walcott-Marciano fight Sept. 23 in the Chicago area are virtually complete, with Balaban and Katz having the event scheduled into the Tivoli, Uptown, and Marbro in Chicago, Totalling approximately 11,500 seats, and the Paramount, Hammond, Ind., a 2000-seater, and Essaness planning to show it at the 1200-seat Crown here in Chicago.

Admission at the three B. & K. Chicago houses will be $3.60 including tax. Prices have not been set, as yet, for the Paramount, and Essaness is charging $4.80 including tax for center seats at the Crown with the remainder going for $3.60, including tax. Previous top prices for TV events here were $3.60 at the Crown and $2.40 at the Balaban and Katz houses.

Plans Fight Telecast, Then Film Booking

The 50th Street Guild Theatre, which has already sold out for the Sept. 23 telecast of the Walcott-Marciano bout, plans to book the fight film for the following day, Norman Elson, president of the circuit, disclosed here yesterday.

Elson said negotiations with RKO Pictures for the fight film were currently underway. The 450-seat Guild Theatre is charging $4.80 for the fight telecast.

Monogram-AA Board Will Meet Today

HOLLYWOOD, Sept. 8.—Out-of-town members of the Monogram and Allied Artists board of directors have arrived here to attend a meeting tomorrow at the studio. They include Arthur C. Bromberg, franchise owner, Atlanta; William Hurlbut, franchise owner, Detroit; Edward Morey, vice-president, New York; Herman Rifkin, vice-president and franchise owner, Boston, and Norton V. Ritchey, vice-president and Monogram International Corp. president, New York.

Others who will attend the session, to follow a stockholders meeting, are: Steve Broidy, president; G. Ralph Branton, vice-president; W. Ray Johnston, chairman; George D. Burrows, executive vice-president and treasurer, and Howard Stubbins, West Coast co-franchise owner.

Gertrude Lawrence Services Here Today

Services for Gertrude Lawrence, stage and screen actress, who died here Saturday of cancer at the age of 52, will be held today in the Fifth Avenue Presbyterian Church. Burial will be in the family plot of the widower, Richard Aldrich, theatrical producer, in Upton, Mass.

Miss Lawrence had her stage debut as a child in 1911 and played her first role on the screen in 1929 in "The Battle of Paris." Pictures since include: "Aren't We All?" "Rembrandt," "Men Are Not Gods" and "The Glass Menagerie." A daughter from a previous marriage, Pamela Gordon, also survives.

Services Held for S. A. Myers of B-L

LONDON, Sept. 8.—Funeral services were held here today for Sidney A. Myers, assistant managing director of British Lion Film Corp., who died suddenly on Saturday, following a brief illness. Myers entered the industry here in 1918 and joined British Lion as head of its sales in 1929. He was named assistant managing director in 1946.

Burial was in Jewish Cemetery, Willesden, London.

Arbitration, COMPO Lauded By Harvey

SAN FRANCISCO, Sept. 8.—Rotus Harvey in his Exhibitor's Digest column this month, takes a very optimistic view of the industry and points to the first draft of the arbitration plan as "very good news."

"Arbitration is necessary to settle the multitudinous problems which daily beset our industry," he says. "Through low cost, intelligently administered arbitration many disputes will be settled and as a consequence the number of lawsuits should be materially reduced. In the final analysis it is the exhibitors who have to pay all the bills assessed against the industry and therefore arbitration should mean a lot to all of us, both financially and as a quick means to settle arguments."

"The successful COMPO dues drive is another fine bit of news," he continued. "In the San Francisco area the independents 'came through well over 90 per cent.' I am told the circuits are also 'joining' which means success with a capital 'S'. COMPO, properly financed, can do a great job for the industry by public relations; Movietime tours plus being a fountain of information and providing a voice for a united industry.

"The tax repeal program is just starting to get under way and I want to again add my voice to the others and urge you to take a personal part in this campaign. This is a 'grass roots' fight and we must get the entire tax removed if we are to survive."

Presidents Meet

(*Continued from page* 1)

upon by the membership of the exhibitor organizations which participated in the Industry Arbitration Conference. Theatre Owners of America is in a position to be the first exhibitor organization to accept the draft since it will hold its annual meeting next week in Washington.

The draft was reviewed yesterday at a meeting here of distribution attorneys who, at the same time, set up the agenda for the meeting Thursday.

It was reported that the subject of arbitration will be discussed by Eric A. Johnston, MPAA president, at the final banquet of the TOA convention. The nature of his discussion will depend on the action taken on Thursday by the presidents of the companies, it was indicated. Also scheduled to discuss arbitration at TOA convention is William F. Rodgers, Loew's vice-president who is also chairman of the distributors' arbitration negotiating committee.

Errol Flynn Gets Help Taking Burma

LONDON, Sept. 8.—After seven years of cold storage, "Objective Burma" has been put back into the Warner Theatre here.

When the picture first opened in 1945, indignant Britons claimed that their Fourteenth Army and not Errol Flynn had defeated the Japs in Burma. The late Max Milder, then Warner's London manager, bowed before the storm and took the picture off after a few days run.

Now the film has been given a new prologue explaining that Mountbatten and Wingate, as well as Errol, had something to do with the Burma victory. Warners report it is doing top business and a general release through the ABC circuit is in negotiation.

Feels Associations Should Do Buying

San Francisco, Sept. 8.—H. V. (Rotus) Harvey, West Coast exhibitor leader, writing in the current organizational bulletin of Western Theatre Owners, suggests the formation of film buying and booking agencies by exhibitor associations, operated at cost as a service for small exhibitors in outlying locations.

Harvey says current conditions, with salesmen making fewer calls, New York approving deals and dates, mails being slowed and other factors, operate against the small, outlying theatre, whose account usually is too small for an established film buying and booking organization to handle.

Half of Exhibitors Apathetic: Kaufman

Half of the exhibitors in the country are apathetic in supporting the pictures they show, producer Joseph Kaufman declared here yesterday while on a visit from the Coast. He urged the exhibitors to "wake up and help combat competition" and at the same time increase their grosses.

Kaufman said he made his observations on the basis of what has happened during the first-run of his own picture, "Sudden Fear," starring Joan Crawford, and currently being released by RKO Radio. The film is now in its fifth week at Loew's State here.

"We've noticed," he said, "that everywhere this picture received real exhibitor support, the grosses were extremely high. Where it didn't, the grosses were average. Half the exhibitors are apathetic. They expect the distributor to do the whole job.

"Our business today," he continued, "depends on close support all the way down, from star and producer through the whole field to the theatre.

Net Depinet Will Aid Travelers Society

Ned Depinet, president of RKO pictures, has accepted the chairmanship of the motion picture division in the 1952 fund raising drive of the Travelers Aid Society of New York.

Depinet will encourage industry support for the work of Travelers Aid which last year furnished assistance to over 121,000 people lost, stranded, and desperate in New York.

'Caligari' Screening

There will be a special screening of the German films "The Last Laugh" and "The Cabinet of Dr. Caligari" this afternoon at the Johnny Victor Theatre here, followed by a reception. The films will open at The Baronet shortly.



Presenting **THE MOST LUXURIOUS TRANSCONTINENTAL AIR SERVICE EVER OFFERED**

TWA's *New* SUPER CONSTELLATIONS

The Ambassadors

Nightly departures from Los Angeles and New York (one-stop Chicago). Effective September 10. Sleeper berth reservations available.

Now TWA inaugurates transcontinental "Ambassador" service . . . offering all of the luxurious features that have distinguished TWA "Ambassador" flights to Europe, *and more!*

You're in important, exciting company from the moment you set foot on the rich red carpet that leads to your flight. Your plane is a giant new Super Constellation, expressly built by Lockheed for TWA, and one of the most powerful airliners in the skies today. Your accommodations are the finest: restful lean-back club chairs or luxurious full-length sleeping berths. And you can enjoy delicious between-meal refreshments and friendly conversation with your fellow passengers in the gaily decorated lounge.

On your next cross-country trip plan to go on the "Ambassador" . . . truly the most luxurious transcontinental flight ever offered. For reservations, see your travel agent or call Trans World Airlines, LExington 2-7100.

ACROSS THE U.S. AND OVERSEAS . . . FLY TWA
TRANS WORLD AIRLINES
U.S.A. · EUROPE · AFRICA · ASIA

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 50 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 10, 1952 TEN CENTS

Drive-in Boom Is Underway in The Northwest

See Hundreds Built in The Next Five Years

MINNEAPOLIS, Sept. 9. — The greatest construction boom of drive-in theatres in the history of the Northwest is now underway and is sweeping the Minneapolis exchange area, according to reports from Film Row sources.

Leading the parade of optimistic predictions are Irving Marks'. The Monogram branch manager said that the boom may continue for as long as five years. In spite of the comparatively short season in the area, Marks continued, hundreds of drive-ins will be built due to the public demand for this type of showplace.

Meanwhile, the list of new drive-in openings in this area, or those under construction continues to grow.

The Snyder Theatre Co. of Williston, N. D., is opening a new drive-in theatre in that city on Friday. The Ironwood Amusement Co., Ironwood, Mich., opened a drive-in in that city a few

(*Continued on page* 4)

Pacts Give Rackmil $122,500 Yearly

Milton R. Rackmil, whose employment contract as president of Universal Pictures, provides for a salary of $80,000 per year, has taken a 50 per cent salary cut as Decca Records president to give him $42,500 instead of $85,000 per year as chief executive of the latter company, Decca has disclosed in a report to the Securities & Exchange Commission.

Decca, shortly before Rackmil was elected Universal president, became

(*Continued on page* 4)

Youngstein on Last Lap of Drive Tour

CHICAGO, Sept. 9.—Max E. Youngstein, vice-president of United Artists, who is drive captain in the company's "Bill Heineman Sales Drive," has arrived here from New York to launch a 10-day, 10,000-mile tour that will take him to nine key exchanges in preparation for the last lap of the drive which U. A. says already has resulted in all-time weekly highs for

(*Continued on page* 4)

Fabian Houses Join TNT Line-up for Title Bout

Three television-equipped Fabian Theatres, including the 4,060-seat Fox in Brooklyn, N. Y., will carry the telecast of the Walcott-Marciano heavyweight title bout on Sept. 23, thus bringing the number of theatres which have already disclosed plans to join the trans-continental telecast to 15.

Nathan Halpern, president of Theatre Network Television, also disclosed yesterday that in addition to Fabian's Fox, the Grand in Albany, N. Y., and National in Richmond, the Paramount and the Telenews, in San Francisco, will also carry the bout.

Negotiations with Century Circuit, Loew's, Warner Brothers, RKO Theatres and others for the fight telecast are continuing, in the meantime.

It was also learned that Comerford's Capital Theatre, Binghamton, N. Y., a 1,609-seater, also plans to carry the event, which will be telecast from Philadelphia's Municipal Stadium. The only contingency for the Capitol Theatre, it was added, is the availability of long lines and local loops. Pricing policy for the Capitol still is to be determined.

Other theatres which have already

(*Continued on page* 4)

Dietz Will Keynote The AMPA Courses

Howard Dietz, M-G-M advertising-publicity vice-president, will deliver the keynote lecture in the courses to be started Sept. 25 by the Associated Motion Picture Advertisers, Harry McWilliams, AMPA president, disclosed yesterday. AMPA set up the courses for the benefit of industry employes here who are desirous of improving their knowledge of promotional techniques or learning new ones.



Howard Dietz

The 12-week initial course, which will be conducted Thursday evenings, will open in the screening room of the RKO Pictures home office on Sept. 25. Tuition will be $15 per course and classes will last two hours per evening.

Truman in Tribute To Para. Newsreel

Newsreels were called an "indispensable public service . . . by which the American public keeps informed about the problems of the day" in a letter of congratulations by President Truman, sent to the Paramount home office here yesterday on the 25th anniversary of Paramount News.

The event was marked by an informal home office luncheon honoring A. J. Richard, editor of Paramount News. Barney Balaban, president of Paramount Pictures Corp., paid tribute to the veteran newsreel editor whose motion picture experience goes back to 1907.

In addition to President Truman's congratulations, other letters of tribute were received from General Sory Smith, director of public information; Robert A. Lovett, Secretary of Defense; Charles Sawyer, Secretary of Commerce; J. Edgar Hoover, head of the FBI; John W. Snyder, Sec-

(*Continued on page* 4)

FCC Says Para. in Control of DuMont

WASHINGTON, Sept. 9.—The Federal Communications Commission's broadcast bureau told the FCC today that Paramount Pictures has negative control of Allen B. Du Mont Laboratories, Inc., and at the same time both Du Mont and Paramount denied the existence of control.

The two companies and the broadcast bureau made these statements in proposed findings filed today with the Commission and dealing with the question of Paramount's control of Du Mont. This is one of the issues in the United Paramount Theatres—

(*Continued on page* 5)

Balks at Ontario Film Censorship

TORONTO, Sept. 9.—After buying film features and short subjects in the United States for its television programs at Montreal and at Toronto, the Canadian Broadcasting Corp. denied the right of the Ontario Board of Censors to pass upon the pictures.

"We are a Dominion government organization and we are not bound by provincial censorship," it was

(*Continued on page* 5)

To Rule Today On Censorship In Ohio Case

Future Industry Plans Hinge on the Decision

TOLEDO, Sept. 9.—Judge Frank W. Wiley said today that he will render his decision in Municipal Court tomorrow morning in the industry newsreel censorship case.

It is expected that the industry's campaign to eliminate motion picture censorship in the other states that have censor boards will pick up speed if the attack on the Ohio newsreel censorship law results in a decision by Judge Wiley that is favorable to the industry.

If, however, Judge Wiley rules unfavorably from an industry standpoint, the defendant, local exhibitor Martin G. Smith, and the Motion Picture Association of America and the Independent Theatre Owners of Ohio are expected to appeal, with the ultimate aim of getting the case before the U.S. Supreme Court. The MPAA and the Ohio ITO co-operated with Smith's attorney's in preparing the "test" case

(*Continued on page* 4)

79 Shorts from RKO, An Increase of 13

RKO Radio has scheduled a total of 79 short subjects for 1952-53, it is announced by Sid Kramer, short subject sales manager. The program comprises 35 two-reelers and 44 one-reelers, representing a total of 114 reels. This season the company is down for a total of 66 subjects, 28 two-reelers and 38 ones.

In the one-reel classification will be 18 Walt Disney color cartoons; 13 RKO Pathe "Sportscopes," and 13 RKO-Pathe "Screenliners."

Mono. Buys Detroit Franchise Exchange

HOLLYWOOD, Sept. 9.—Monogram-Allied Artists head Steve Broidy announced the purchase of the Monogram franchise-operated exchange in Detroit from William B. Hurlbut, J. L. Saxe, and George W. Weeks. Negotiations for purchase were conducted by vice-president Harold Mirisch, and studio attorney Barnett Shapiro. Monogram operation will become effective on Sunday.

Personal Mention

CHARLES CHAPLIN arrived here from Hollywood yesterday accompanied by his wife and his longtime associate, HARRY CROCKER. He will remain here for about a week before sailing for England.

•

DAVID NATHAN and BEN R. KATZ, Universal executives; BERNARD J. PROCKTER, JR., president of Prockter Productions, and his wife, and JENNIFER JONES and her children will sail from here for Europe today on the *S.S. Queen Mary*.

•

BOB DORFMAN, assistant to CHARLES LEVY, Walt Disney's Eastern publicity representative, and MRS. DORFMAN announce the birth of a daughter, BARBARA ANN, at the Brooklyn Woman's Hospital.

•

SAMUEL GOLDWYN and MRS. GOLDWYN are scheduled to arrive in New York from Europe by plane next Tuesday and will spend several days here before leaving for the Coast.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject sales and newsreels, will be in Minneapolis from New York on Monday on the first stopover of a five-city Midwest tour.

•

FRED HUTCHINSON, managing director of sales for Paramount in Britain, has arrived here from London by plane for a week of home office conferences.

•

RAY E. MOON, Universal's assistant general sales manager, and P. T. DANA, Eastern division manager, will be in Boston today from New York.

•

HERMAN RIPPS, field assistant to M-G-M's Eastern sales manager, JOHN P. BYRNE, left here yesterday for Albany and Gloversville.

•

IRVING MAAS of the Motion Picture Association of America's international division, is in Tokyo from New York.

•

DAVID CANTOR, assistant to TERRY TURNER, RKO Radio director of exploitation, is in Dallas from New York.

•

DAVID COPLON, head of International Film Distributors, London, is en route to New York and will visit Hollywood and Canada.

•

RUSSELL HOLMAN, Paramount's Eastern production manager, left here yesterday for Hollywood.

•

DORE SCHARY, M-G-M vice-president in charge of production, will arrive here from the Coast Sept. 26.

•

SIDNEY KRAMER, RKO Radio short subjects sales manager, is in Toronto from New York for a few days.

•

JULES LEVEY, producer, has left for Montreal and Toronto, and will remain in Canada for about ten days.

Indian Film Delegation to Arrive Mon. for US Tour

At the joint invitation of the U. S. State Department and Eric Johnston, president of the Motion Picture Association of America, 14 top-ranking Indian motion picture industry personalities will arrive here Monday for a four-week, eight-city tour of the country, including a visit to Hollywood.

The invitation was extended as part of a program to bolster U.S.-Indian relations and to reciprocate India's reception of American film industry representatives at the International Film Festival held in New Delhi last March.

Seven of the 14 goodwill visitors are leading actors and actresses of the Indian screen, with producers, directors and a cinematographer among the others.

Highlights of their initial four days in New York, starting Sept. 16, include an official welcome by the mayor; a luncheon reception at the U.N. Secretariat, and a reception, hosted by Johnston, at the Waldorf-Astoria, with luminaries of the Broadway stage and Hollywood in attendance.

The visitors also will attend a performance of "The King and I," and on the following evening will be guests of 20th Century-Fox and the Rivoli theatre at the world premiere of "The Snows of Kilimanjaro."

Their activities in New York will be rounded out by a trip to Poughkeepsie, a visit to West Point, and a reception and tea by Mrs. Eleanor Roosevelt at Hyde Park.

In Washington, Sept. 19-22, the group will meet with President Truman. They will be guests of honor at a reception given by the State Department at Blair House, and another to be given by the Indian Embassy. Johnston will again be host at a dinner which will be followed by a screening in MPAA's Academia theatre of India's first feature picture in color.

Five Completed for Franco-London

Five new features have been completed abroad for Franco-London Films, it was revealed here by their American spokesman, Arthur Davis. Three were produced in France, one in Italy and one is a French-Italian bilingual co-production.

The three French pictures are: "The Minute of Truth," starring Jean Gabin, Michele Morgan and Daniel Gelin, directed by Jean Dellanoy; "The House of Silence," directed by G. W. Pabst and featuring Jean Marais, Frank Villard, and Aldo Fabrizi, and "Night Beauties," directed by Rene Clair, starring Gerard Philipe, Martine Carole and Gina Lollobrigida.

The Italian picture is Vittorio De Sica's "Hello, Elephant!" starring De Sica with Sabu and Maria Mercedar.

The French-Italian production, co-directed by Roberto Rossellini, Claude Autant-Lara and Yves Allegret, is "The Seven Capital Sins," starring Michele Morgan, Gerard Philipe, Viviane Romance and Frank Villard.

"Hello, Elephant!" and "The Seven Capital Sins" will be released in the United States before the end of 1952.

Maintain Secrecy at British Pact Talks

WASHINGTON, Sept. 9.—British and industry negotiators meeting here for the second day to work out a new monetary agreement pulled down a curtain of secrecy and refused to divulge anything in the way of facts and figures.

Only fact coming out of the morning and afternoon sessions held here today at the Motion Picture Association of America was that the teams would meet again tomorrow. British spokesmen, led by Sir Frank Lee, permanent secretary of the British Board of Trade, have previously indicated their feeling that disclosure of the terms they are asking might diminish their bargaining power.

Industry representatives, led by MPAA president Eric Johnston and Ellis Arnall, president of the Society of Independent Motion Picture Producers, are respecting the wishes of the British and have said nothing.

July - August Stock Trading Was Light

WASHINGTON, Sept. 9.—Stock trading by industry officers and directors was very light from mid-July to mid-August, according to a report issued today by the Securities and Exchange commission covering that period.

At Monogram W. Ray Johnson reported his holdings at 4,217 shares of common, after 1,900 shares had been returned on offer of rescission. Harry M. Warner disposed of 100 shares of Warner Brothers common, leaving his personal holdings at 245,300 shares and 16,000 in a trust. At United Paramount Theatres Walter P. Marshall bought 25 shares of common, bringing his holdings up to 125. Loew's acquired 197 shares of Loew's Boston Theatres common, leaving them with 129,934 shares at the close of the period.

Mullin Circuit to Reopen Five Theatres

BOSTON, Sept. 9.—Martin J. Mullin, president of New England Theatres, disclosed today that five out of the circuit's six closed houses will be in full-time operation by Sept. 21.

Two of the houses have already opened. They are the Olympia in Lynn, Mass., and the Merrimack Square in Lowell, Mass., with the Field's Corner Theatre in Dorchester, the Harvard in North Cambridge and the Strand in Somerville to open about Sept. 21. The Broadway Theatre in Chelsea will remain closed but may reopen later this year, said Mullin.

Newsreel Parade

NEWSREELS mainly featured the Presidential candidates addressing farmers, the Miss and Mrs. America beauty contests and tennis championship finals. Other topics were Queen Elizabeth at Scottish games, the air show in England and Truman and the handicapped. Complete contents follow:

MOVIETONE NEWS, No. 74—"Ike" and Stevenson talk to farmers. Jet flies through sound barrier. Miss and Mrs. America. Sedgman and Connolly win tennis titles.

NEWS OF THE DAY, No. 204—"Ike" and Adlai address farmers. British air show. Miss and Mrs. America. National tennis championships. Scottish games thrill Elizabeth.

PARAMOUNT NEWS, No. 7—King and Queen of tennis. Berlin bounces boogie-woogie. Miss and Mrs. America. 100,000 hear residential candidates' farm talks.

TELENEWS DIGEST, No. 37A—Stevenson speaks in Denver. Miss and Mrs. America. Furious fighting in Korea. Queen visits Scottish games. Favorites win tennis finals.

UNIVERSAL NEWS, No. 594—Stevenson and "Ike" in Minnesota. News-in-Brief: oil explosion, Truman and the handicapped, baby parade. Air show in England. Wrestling.

WARNER PATHE NEWS, No. 9.—Candidates bid for farm vote. Disaster at British air show. Truman and handicapped. Marshal sails to dedicate monument. Miss and Mrs. America. National tennis finals.

Says Prices Will Rise If U.S. Wins Suit

COLUMBUS, O., Sept. 9.—"Free movies" via home television if the government's 16mm. suit is successful actually would not be free, said Norman Nadel, theatre editor of the *Citizen*.

The viewer he said, would pay for such films by increases in the price of "toothpaste, laxatives clothing, food, deodorants, soft drinks, breakfast food and beer." Quality of films would be cut if the U.S. wins, Nadel added. "If television is not strong enough to continue to supply entertainment without using a legal weapon to usurp movie production, that lack of strength will show up sooner or later, at which time nothing will be able to save it," he declared.

Nadel said that the "ideal situation" of good movies in theatres and good video at home is most apt to be achieved if the two media are allowed "full freedom of enterprise in their own fields."

Herb Golden Joins Bankers Trust Co.

Herb Golden will terminate 14 years as a film reporter for *Variety* this week to join the 51st Street branch of Bankers Trust Co. here, where he will serve in a new entertainment industries division headed by Harry Watkins, vice-president. The new department will specialize in financing of films, television, radio and related fields.

MOTION PICTURE DAILY, Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales. each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Royal Performance May Get 'Andersen'

London, Sept. 9.—Bettng here favors Samuel Goldwyn's "Hans Christian Andersen" as the likely choice for the Royal Film Performance at M-G-M's Empire Theatre, Oct. 27. Many feel it has a slight edge over Britain's favored entry, "Pickwick Papers," from George Minter's Renown Pictures.

Film viewings by the selection panel will start Thursday.

Services Held for Charles W. Bunn, 61

Funcral services were held Monday for Charles W. Bunn, 61, veteran motion picture and theatre equipment executive, who died suddenly last Saturday at his home at Highland Falls, N. Y.

Bunn entered the industry in 1915 as a member of the sales staff of World Film Corp. Later he was affiliated with First National's special field force, headed Warner Brothers' road show department and, with the introduction of sound, became sales head of Vitaphone Corp. At the time of his retirement several years ago, he was general sales manager of Electrical Research Products, distributing and servicing sound equipment subsidiary of Western Electric.

Record $37,000 for 'Somebody' in Chi.

CHICAGO, Sept. 9. — Paramount's "Somebody Loves Me" is said to have smashed all box-office records in the first three days of its world premiere engagement, which began last Friday at the Chicago Theatre here with a $37,000 gross.

Playing to standing room only audiences, the Technicolor musical, starring Betty Hutton and Ralph Meeker, reportedly nearly doubled the opening day's business of the previous record holder, Hal Wallis' "Sailor Beware," grossing $13,500.

$1,225,000 Goal for Coast Charity Group

HOLLYWOOD, Sept. 9.—The Permanent Charities Committee has announced a goal for the 1953 campaign of $1,225,000. Campaign chairman Dore Schary said, "While slightly in excess of the amount actually subscribed in last year's campaign, $1,225,000 is entirely a realistic goal which we believe we can reach."

Rosen Visits Coast

HOLLYWOOD, Sept. 9. — Samuel Rosen, executive of Fabian Theatres, New York, is here to view pictures in production, and visited the Warner lot for conference with studio executives and meeting Warner stars on the sets.

Services for Zellner

HOLLYWOOD, Sept. 9.—Services will be held tomorrow at Steens Mortuary, North Hollywood, for Arthur J. Zellner, 59, veteran scenarist and publicist, who died yesterday night following a long illness. The widow and two daughters survive.

Review

"The Golden Hawk"

(Columbia)

SAM KATZMAN'S PRODUCTION of Frank Yerby's best-selling novel, "The Golden Hawk," is a lively pirate saga replete with sterling heroics, formidable sailing vessels, obstreperous battles and lovely women. Completing its array of merchandisable assets are color by Technicolor and a cast carrying such marquee names as Sterling Hayden, Rhonda Fleming and John Sutton.

Hayden, in the role of a French privateer, is a fine figure of a sea captain who captures a bevy of beautiful ladies who themselves turn out to be masters of ships. All of these become smitten with Hayden except Miss Fleming, a notorious lady pirate in disguise. The Frenchman, however, falls very much in love with her. Another of his prisoners, played by Helena Carter, loses her heart to Hayden, but he finds out before long that she is the fiancee of Sutton, sinister Spanish governor of Cartagena. This triangle is resolved in the denoument when Hayden slips into the fortress of Cartagena and, after being caught and exposed by Miss Fleming, finally is saved by her. The climax is marked by the bombardment of the city and its capture.

Also in the cast are Paul Cavanagh, Michael Ansara, Raymond Hatton, Alex Montoya and David Bond. Sidney Salkow directed with emphasis on quick pace. Robert E. Kent wrote the screenplay.

Running time, 83 minutes. General audience classification. Release date, not set.

MGM Executives at Miss Zucker Lunch

More than 85 friends and associates at the MGM home office turned out yesterday at Trader Horn's for a luncheon given to Gladys Zucker, secretary to Ben Melniker of the legal department, who on Sept. 14 will become Mrs. Abe Palen. Among those who attended were J. Robert Rubin, Ben Fielding, Melniker, Irving Greenfield, Archie Weltman, Stanley Thompson, Earle Beatty, Morris Sher, George Sharf, Jay Eisenberg, Sid Bromberg, Dolph Schadler, Mark Avramo, Tom Robinson, Bill Ornstein, Gilbert Wallterstein. The bride-to-be was presented with silver.

Close Rivoli to Prepare for 'Snows'

The Rivoli Theatre here will be closed to the public all day Sept. 17 to prepare for that evening's invitational premiere of Ernest Hemingway's "The Snows of Kilimanjaro," it was announced by Montague Salmon, the Rivoli's executive director.

Refurbishing of the lobby, and readying of installations for radio, TV and newsreel coverage of the opening of the 20th Century-Fox production make the closing necessary.

Chaplin to Observe His 40th Anniversary

Charles Chaplin's "Limelight," his first film in five years, will be described as his "40th Anniversary Film," it was announced by Francis M. Winikus, national director of advertising-publicity for United Artists, which will release the picture before the end of the year.

"Limelight" marks four decades since Chaplin appeared in his first motion picture, "Making a Living," a Keystone Comedy.

Set Dates for 'Beloved'

"Cry, the Beloved Country" will move into a series of first-run, popular-price engagements in Chicago, Seattle, New Orleans and Washington, during the next 10 days, it was announced by William J. Heineman, sales vice-president of United Artists, which is distributing the Lopert film.

News Writers to Quebec on 'Junket'

Two more flights have been set by Warner Brothers according to the company's schedule of taking key city newspaper, syndicate and national magazine representatives to Quebec City to cover the location shooting of "I Confess," Alfred Hitchcock production.

In Quebec today is a group of national and fan magazine writers, including Larry Elliot, *Coronet;* Ed Miller, *Seventeen;* Tony Gray, *Photoplay,* and Bess Little, Goodman Publications. Eve Siegel, Warner home office magazine contact, accompanied them. Flying up tomorrow will be syndicate writers L. L. Stevenson, Bell; Mel Heimer, King Features; Ed Stein, INP; Phyllis Battelle, INS; Harold Blumenfeld, Acme and Kay Sullivan, of *Parade.* Warner's Felix Greenfield will accompany them.

Carreras Sets Six Anglo-U.S. Features

LONDON, Sept. 9.—James Carreras, head of Exclusive Films, has completed deals to produce six Anglo-American cooperative features here in the next 12 months. Four will be made jointly with Sol Lesser; two with Robert Lippert.

First on the schedule is "The Flanagan Boy," starring Barbara Payton, with Reginald Le Borg directing.

Another from Rogers For Warner Bros.

HOLLYWOOD, Sept. 9.—As the result of negotiations completed between Jack L. Warner, executive producer, and Mitchell Hamilburg, representative of the Will Rogers family, Will Rogers, Jr., who had planned to make only one motion picture, has been signed to star for Warner Brothers in "The Boy from Oklahoma."

George Joins Culhane

George L. George, director of the Academy Award-winning Signal Corps featurette, "Toward Independence," has been appointed producer-director for Shamus Culhane Productions, Inc., it was announced by Culhane.

National Pre-Selling

DONAHUE & COE, advertising agents to the film industry, who serve major producing companies and Broadway theatres, were responsible for the splurge of full-page ads which hit all of the Metropolitan newspapers here on Sunday. We explored around to discover who instigated this fine institutional gesture at the beginning of a "Greater Movie Season," and found that the Motion Picture Association of America gave credit to Ed Churchill's staff, who prepared the ad copy and then solicited the necessary support for it. It was about the best piece of pre-selling of the year, and we know that the motion picture industry in New York, as well as across the country, will benefit from it. This was distinctly a New York presentation, but the idea can be followed elsewhere, for it is a good example for any city or town with a representative number of supporting theatres.

•

DuFine-Kaufman, Inc., advertising public relations experts in New York, are similarly charged with offering something new and different in their "Goodstix" transparent plastic posters, in miniature size and full color. M-G-M was among the first to use this ingenious point-of-sale device for motion pictures, and now, with the formation of a new company, Goodren Products Corp., at 136 West 21st Street, New York, it is to be expected that other film companies will follow. You merely press the adhesive strip against glass, where it stays until you want to peel it off.

•

"The Snows of Kilimanjaro" is the feature article in the new Look, *dated Sept. 23, and it covers seven inside pages in both color and black-and-white, in addition to star portraits of Ava Gardner and Susan Hayward on the front cover. Exhibitors will do well to acquire enough copies of this issue to prepare and display a special lobby frame on the picture, made up from the magazine's pages, and including the color splash and editorial comment. The magazine says, "Some of the words are Hemingway's; the film takes two hours to see, and because the action is better than the words, it is a good one." Also, in the next Sunday issue of* Pictorial Review *a color photograph of Miss Hayward will be run in conjunction with an interview with her.*

•

"Soundscriber," the dictating machine that is used in United Artists' "Sudden Fear," is purchasing large ads in 150 newspapers across the country, tying in with openings of the film. The company is also making available to theatres the use of a machine for the lobby to record patron's voices, and the discs, which play on any 33⅓ r.p.m. phonograph, will be given to patrons free. Further promotion is provided through the mailing of discs for recording to secretaries, schools and potential customers, who are asked to bring the recording to the theatre in exchange for guest tickets, with "Soundscriber" paying the admission for all discs turned in. Special kits have been sent to dealers and agents as a tieup with local playdates.

WALTER BROOKS

Commonwealth Fall Meet Opens in K.C.

KANSAS CITY, Sept. 9.—The two-day fall meeting of Commonwealth Theatres began here this morning at the Muehlebach Hotel with R. M. Shelton, general manager, presiding for the preliminary proceedings. H. E. Jameyson, president, gave the keynote talk stressing showmanship.

Elmer C. Rhoden, president of Fox-Midwest, was the guest speaker at the luncheon reviewing the history of Commonwealth from small beginnings to its present importance.

The division managers and their staffs presented new product, each group talking on productions of a company. Winners of various contests were announced, and presentations were made at the banquet in the evening. The "King of the Sun" award in the traditional contest of summer months, for covered theatre managers, went to Ray Watkins, Superior, Neb. The runner-up was Harold McCracken, Belleville, Kan. The "King of the Moon" award, for drive-in theatre managers, went to Dick Wommack, Harrison, who won it last year also. Runner-up in the drive-in competition was Dale Stewart, Springfield, Mo.

Guest speaker at the banquet was Sterling Silliphant, the toastmaster Bob Walter. Service pins were presented by Jameyson, one for 20 years and one for 15 years with the circuit.

Silliphant will also speak tomorrow at the morning session, and division meetings will be held.

Drive-in Boom

(*Continued from page* 1)

days ago. Drive-in theatres are under construction at Navarre, Minn.; on Lake Minnetonka by the Navarre Amusement Corp. of Minneapolis, at Miller, S. D., by Ernest Schweigert and at Ashland, Wis., by Frank Hahn. Lyle Carrish of Wayzata, Minn. is scheduling construction of a new drive-in at Hibbing, Minn.

Truman Tribute

(*Continued from page* 1)

retary of the Treasury; Oscar Chapman, Secretary of the Interior; and Jesse M. Donaldson, Postmaster General.

only $624* for a
10-DAY HAWAIIAN VACATION!



Includes Mainliner transportation, hotel accommodations and sightseeing.

That's just one of United Air Lines' low-expense Hawaiian Air Vacations. There are six others from which to choose, lasting up to 23 days. Call or write for a free descriptive folder. * From New York

UNITED AIR LINES
(Fares plus tax.)

Report Business Up In Minneapolis

Minneapolis, Sept. 9.—Good pictures are smashing box-office records in the Minneapolis exchange area, according to Myron Adcock, Warner branch manager.

Adcock cited the many Minneapolis Loop hold-overs of first-run pictures as proof of the box-office upward trend here. Cities where box-office grosses are reported exceptionally good are Duluth, Minn., and Bismark, N. D.

Rackmil Pacts

(*Continued from page* 1)

the principal holder of Universal stock.

Rackmil's contracts with Universal and Decca are both for a period of seven years from last July 15. The Decca pact stipulates that he shall give at least one-third of his business time to performing his duties for that company, and the Universal contract also requires that he shall devote "not more than one-third of his business time" to Decca.

The Decca contract takes cognizance "of the fact that Rackmil has undertaken to serve as president and director of Universal Pictures, in which Decca had made a substantial investment."

Rackmil's Decca salary is to be paid in the form of $817.31 per week, while his Universal salary comes to $1,538.50 per week. Each company has granted him a one-month vacation per year.

The Decca agreement, stating that Rackmil "may serve as an officer or consultant to Universal and its subsidiaries or affiliates under his agreement with Universal dated July 15, 1952," allows that "he may continue to hold any directorship, trusteeship or executorship which he now has, but he shall not, without first obtaining the consent of the board of directors of Decca, assume any new obligations in any such capacity except such directorships in Universal, its subsidiaries and affiliates as shall be appropriate to his continuing relation with that company."

Join TNT Line-up

(*Continued from page* 1)

announced their intentions of joining the network include: the Guild Theatre, New York; St. James, Asbury Park; Orpheum, Los Angeles; Uptown, Tivoli and Marbro, Chicago; Paramount, Hammond, Ind.; Palm State, Detroit, and Radio City, Minneapolis. It is believed that John Wolfberg's Broadway Theatre, Denver, has also contracted for the event.

Youngstein

(*Continued from page* 1)

billings. With a minimum of one meeting a day set, Youngstein began his final swing around the country with a session at the local exchange. He will be in Denver tomorrow, Salt Lake City Thursday, Seattle on Friday, Los Angeles over the weekend, San Francisco on Monday, Los Angeles again next Tuesday, Dallas on Wednesday, and New Orleans on Thursday, Sept. 18.

Rule Today on Censorship

(*Continued from page* 1)

here. Smith had exposed himself to arrest and fine for showing in one of his theatres a newsreel that had not been submitted to the Ohio censor board. The exhibitor did this to co-operate with the MPAA in the industry campaign to have the state law declared unconstitutional in light of the "Pinky" and "Miracle" decisions of the U. S. Supreme Court.

A certain amount of caution in pursuing "test" cases in other states is likely to be exercised by the industry, it is understood, in view of the Supreme Court's expressed disinclination to see so-called "test" actions against censorship coming to the fore with increasing frequency. Hence, industry strategy in fighting the state censorship statutes may be altered somewhat to enable future actions to be accepted as uncontrived, it was said. Ideas for such strategy are as yet undeveloped.

But, industry observers point out, the high court ruled against censorship in the "Pinky" and "Miracle" cases, and if the states refuse to be guided by the Supreme Court decisions, the industry may have to impress upon the justices the unqualified need for "test" cases. The decision by Judge Wiley may serve to arm the industry with a good argument in this connection should it not hold the state's censorship laws to be unconstitutional, as the industry contends.

Close Pimlico Theatre

BALTIMORE, Sept. 9, Lauritz Garman has closed his 1,100-seat Pimlico Theatre here. It is located near the Pimlico racetrack. Garman is disposing of all equipment and the building will be given over for commercial development.

Another typical example of how so many subscriptions keep coming to Motion Picture Daily . . .

Dear Mr. Quigley:

My father, J. F. Woodward, formerly with the Delft Theatre Circuit of Milwaukee, has recently formed the Lake-Wood Circuit servicing Wisconsin and Michigan. Previously he served as district manager of Eagle-Lion in St. Louis and branch manager of 20th Century-Fox in Milwaukee.

Enclosed is my check to cover a year's subscription to MOTION PICTURE DAILY which he and I consider the finest of the trade publications. His opinion is based on over twenty years in the business which started with the old Pathe company in Chicago. My somewhat different viewpoint is slanted from three years of New York TV. We both agree that it pays to read MPD.

Please send his copies to:

J. F. Woodward
Lake-Wood Circuit
4652 N. Lake Drive
Milwaukee, Wisconsin.

Sincerely,

Joan Woodward
Asst. director,
THE FRED WARING SHOW.

Para. Control

(Continued from page 1)

American Broadcasting Co. merger hearing recently terminated before the FCC. Proposed findings on the other issues in the hearing are due in ten days.

Has 'Negative' Control

In its findings the broadcast bureau declared that neither Paramount nor Du Mont have affirmative control, but that Paramount, "through the power to veto or block action on the many basic decisions of the company, has negative control of Du Mont."

The Bureau said that the facts brought out at the hearing "clearly delineate a division of powers and duties betwewen Paramount and Dr. Du Mont and his associates on the various levels of stockholders, board, executive and management action." This division, the bureau went on to say, "effectively prevents either group from gaining ascendency over the other in arriving at the basic decisions of the company."

The Paramount findings maintained that the company could not exercise any power of control over DuMont "unless it takes unusual affirmative action such as engaging in a proxy fight, purchasing more Class A stock, etc." The brief pointed out that Paramount could do those things with the same results even if it only had 100 shares of stock. Paramount would have no power to control Du Mont the brief went on, unless it "took such affirmative action." There is no evidence, the findings concluded, that Paramount "ever desired or attempted to obtain such control."

100-Page Statement

In a 100 page statement Du Mont told the FCC that Paramount has utterly failed to influence the policy of Du Mont with respect to the declaration of dividends, major expenditures, stock issues and operating policies." Dr. Du Mont, the class A majority of the Du Mont board of directors, and the Class A management "have eliminated Paramount as an influence on operating policies, the findings continued. In addition, the Du-Mont statement said, "the opportunity cannot arise for Paramount to exercise its veto power."

Paramount now holds all the outstanding shares of Class B stock in Du Mont as well as 2.8 per cent of the outstanding A stock. There are five Class A directors on the Du Mont board and three Class B Paramount directors.

The question of Paramount's control of Du Mont has been up before the Commission twice before and in each case the FCC found that Paramount did control Du Mont in the light of the Commission's ruling that no company or group may own more than five television stations. Most recent FCC statement on the subject was a proposed decision issued in 1948 but which has never been finalized by the Commission.

Next step on the way to a final Commission decision on this and other merger issues will be the hearing examiner's decision, which should come anywhere from two or six weeks after attorneys have filed proposed findings on the remaining merger issues.

Television--Radio

with Pinky Herman

GIL FATES, first to ever have been CBSigned to a three-way contract, actor-writer-producer, whose own career would make an entertaining story, will become executive director for Goodson-Todman Productions starting next Monday. . . . Mel Allen, Tommy Harmon, Bill Henry and Russ Hodges have been named to NBCover via TV, 11 NCAA football games starting Sept. 20, with General Motors picking up the tab. . . . Sam Jaffe Agency is plenty interested in Hamilton Benz, the scripter whose recent original story, "Gilia," was a "De LUXe Video Theatre" thrill. . . . After carving himself an altitudinous niche in his first season on TV, Red Skelton, who will start his second year Sunday, Sept. 28, returns likewise to radio, his NBClownings to be heard Tuesdays, 8:30-9:00 P.M., beginning next Tuesday. Red comes by his talents naturally, his father having been a circus clown for years. . . . Fred Allen will be off the air for awhile yet recuperating from an illness but one of his famous characters, will be heard in a daily 5-minute series titled, "Titus Moody Speaks." Program will be presented by Bob Monroe over WOR-Mutual and will bow in Sept. 30 (7:55-8:00 P.M.)

☆ ☆ ☆

Veep Bill Dozier of CBS has three additional half hour dramatic packages all ready for TV should certain time slots become available. . . . We like the breezy style and hep sportcasting Jack Lescoulie delivers every morning on Dave Garroway's daily TVideo, "Today." . . . Producer Jack Hurdle is seeking a vocalist for the "Jackie Gleason Show" which will be telecast CBSatudays starting Sept. 20. . . . Tin Pan Alley's octogenarian songwriter Al Bryan, who appeared last Friday on the "We, the People" program is ever ready with a quip, anecdote or ad-lib. One day while having a cupacawffee at the Paddock on Broadway, Irving Berlin asked Al, "How are things?" "Oh," answered Bryan, "About the same." "What do you mean, about the same?" asked the Triple AAAscap composer. "Well," drawled Bryan, "You can still get MY songs published and I still could NOT get YOUR songs published." . . . Bob Houston, former NBChirper, just back from a successful engagement at the Hotel Roosevelt in N'Orlins, set for a TV buildup by his new manager Paul Kapp.

☆ ☆ ☆

Paula Stone writes from the Coast that she is preparing two new musicals for Broadway. . . . "Mr. & Mrs. North," will debut on TV Friday, Oct. 3, and will be CBSeen 10:00-10:30 P.M. Series will be sponsored by Colgate-Palmolive-Peet Co., which will continue the radio series. Films, starring Barbara Britton and Richard Denning, as Pam and Jerry, are now being shot at the Sam Goldwyn studios in Hollywood. . . . That constant WABDuel between the sales and production departments should be called a draw and all concerned would benefit thereby. . . . Radio stations should avail themselves of the opportunity of presenting a timely and interesting series of public service programs, "Errand of Mercy," produced in Hollywood by Louis Graf for the American Red Cross, with Rod O'Connor, announcer. . . . Rex Marshall, who is announcer of Autolite's "CBSuspense" show for the fourth year, will also announce the "Herman Hickman Show" when it NBCommences. . . . Dennis (Voice of Old Gold Ciggies) James will cut up with Herb Shriner when the new "Two For The Money" simulcast takes place Tuesday Sept. 30 at 10:00 P.M. via NBC. Sponsor of the Goodson-Todman package is P. Lorillard Co.

☆ ☆ ☆

LOTSA DOTS . . Film scouts should take a gander at the new baritone that record exec Dave Miller has brought in from Philly. Name's Dick Lee and he sings and looks like a million dollars. . . . George Harris, national sales manager for Dunhill cigarets, is in a bit of a dither these days. Seems that Mack Sennett has been getting bids to re-issue his Keystone Kops series for TV and George was one of Ford Sterling's Kops. . . . United Artists TV package, "Sports Parade," which opened two months ago in 22 cities, is now TViewed in 35 cities. . . . Don Sanford, former scripter of "Martin Kane, Private Eye," has been signed to write the "Man Against Crime," stories.

Atkin Managing House

ALBANY, N. Y., Sept. 9.—Gerry Atkin, Warner Theatres advertising and publicity director in the Eastern New York district, is now also managing the Ritz, Albany zone manager Charles Smakwitz announced. It is Atkins' first such assignment. It was also disclosed that Oscar J. Perrin, who managed the downtown "B" first run for four years has returned to his former post at the Uptown Madison. John Brousseau, who had been doubling from the Delaware, continues at that neighborhood house.

Set Du Mont Annual Meeting for Oct. 20

A special meeting of common stockholders of Allen B. Du Mont Laboratories will be held Oct. 20 in the company's offices at Clifton, N. J., to elect eight directors, the president, vice-president, secretary, treasurer and assistant treasurer of the corporation.

Paramount Pictures, which owns all of the Class B common stock of Du Mont, is entitled to elect three members of the board, the secretary, treasurer and assistant treasurer. Class A stockholders elect the others. The corporation's nominees for Class A stockholders' votes consist of five of the present board members, Allen B. Du Mont, Bruce T. Du Mont, Thomas T. Goldsmith, Jr., Stanley F. Patten and Percy M. Stewart, with Allen B. Du Mont for president, and Patten for vice-president.

The company's proxy statement notes that the identity of the directors and officers to be elected by Paramount are unknown to it. Listed compensation paid to officers last year are: Allen Du Mont, $50,500; Leonard Cramer, former vice-president, $52,961; Goldsmith, director of research, $25,400.

The special meeting of stockholders is being held in lieu of the annual meeting which was not held last May 5.

Balks at Ontario

(Continued from page 1)

ruled by Stuart W. Griffiths, CBC supervisor of programs here.

Ernest L. Bushnell, director-general of programs for both TV and radio, added: "We bought some pictures in the States and they've been censored by some board down there but not by the Ontario Board."

Bushnell asserted that the CBC would do its own policing.

O. J. Silverthorne, chairman of the Ontario censors, objected to the attitude of the Federal agency, declaring: "This board was set up to make sure our children and young people would get proper entertainment."

Ignored Distributors

It also developed that the Canadian Broadcasting Corp. had ignored the film distributors in Canada in buying at least three features in the U.S. for its television programs. These are "Jamaica Inn," "Red Stallion" and "Sky Dragon," the Canadian rights for which are held by film exchanges here.

The CBC has not bought a feature from any Canadian distributor, it is claimed.

Business Will Grow Despite TV: Berger

MINNEAPOLIS, April 9.—The motion picture theatre business will enjoy its greatest period of prosperity as soon as the novelty of television wears off, Benjamin Berger, president of North Central Allied, predicted at a district meeting in Fargo, N. D.

Berger told the well-attended meeting of exhibitors at Fargo that TV is going to hurt motion picture business until people get used to the novelty. But remember, Berger added, every home has a kitchen and still restaurants do a big business.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Aug. 3	(Aug. Releases) CAPTAIN PIRATE (Color) Louis Hayward D—85 min. (Rev. 7/25/52) LAST TRAIN FROM BOMBAY Jon Hall D—72 min. (Rev. 7/30/52) (J. Arthur Rank) THE CLOUDED YELLOW Jean Simmons Trevor Howard D—89 min. (Rev. 10/8/51) THE KID FROM BROKEN GUN Charles Starrett Smiley Burnette O—56 min. (Rev. 8/8/52)		YOU FOR ME Peter Lawford Jane Greer CD—71 min. (Rev. 7/23/52)				(Aug. Releases) THE BIG SKY Kirk Douglas Dewey Martin OD—140 min. (361) (Rev. 7/9/52) ONE MINUTE TO ZERO Robert Mitchum Ann Blyth D—105 min. (301) (Rev. 7/22/52) SUDDEN FEAR Joan Crawford D—110 min. (362) (Rev. 7/23/52) (Re-Releases) LOOK WHO'S LAUGHING Fiber McGee & Molly C—79 min. (363) (Rev. 9/17/41) TOO MANY GIRLS Desi Arnaz Lucille Ball MC—84 min. (364) (Rev. 10/8/40)	(Aug. Releases) DREAM BOAT Clifton Webb Ginger Rogers C—83 min. (223) (Rev. 7/22/52) DON'T BOTHER TO KNOCK Richard Widmark Marilyn Monroe D—76 min. (224) (Rev. 7/11/52) LES MISERABLES Michael Rennie Debra Paget D—104 min. (225) (Rev. 7/24/52) WHAT PRICE GLORY (Color) James Cagney Corinne Calvet CD—111 min. (226) (Rev. 7/28/52)	(David E. Rose) ISLAND OF DESIRE (Color) Linda Darnell Tab Hunter D—103 min. (Rev. 7/31/52) (Samuel Fuller) PARK ROW Gene Evans D— 83 min. (Rev. 8/6/52) (Zoltan Korda-Lopert) CRY THE BELOVED COUNTRY Canada Lee D—105 min. (Rev. 1/24/52) (Re-Releases) IT'S IN THE BAG Jack Benny Fred Allen C—87 min. (Rev. 2/9/45) GUEST WIFE Claudette Colbert Don Ameche C—90 min. (Rev. 7/23/45) (Jewell) UNTAMED WOMEN D—70 min. (Rev. 8/13/52) (Re-Release) THE LADY VANISHES Michael Redgrave Margaret Lockwood D—85 min. (Rev. 10/11/38) (King Bros.) THE RING Gerald Mohr Lalos Rios D—79 min. (Rev. 8/26/52)	(Aug. Releases) THE WORLD IN HIS ARMS (Color) Gregory Peck Ann Blyth D—104 min. (227) (Rev. 6/17/52) THE DUEL AT SILVER CREEK (Color) Audie Murphy Stephen McNally OD—77 min (228) (Rev. 7/14/52) LOST IN ALASKA Bud Abbott Lou Costello C—76 min. (229) (Rev. 7/28/52) (J. Arthur Rank) THE STRANGER IN BETWEEN Dirk Bogarde D—84 min. (282) (Rev. 8/20/52)	
Aug. 10		FEARLESS FAGAN Janet Leigh Carleton Carpenter C—79 min. (Rev. 7/7/52)	MONTANA INCIDENT Whip Wilson O—54 min. (5253) (Rev. 8/28/52)	(Aug. Releases) CARRIE Laurence Olivier Jennifer Jones D—118 min. (5123) (Rev. 6/9/52) SON OF PALEFACE (Color) Bob Hope Jane Russell C—95 min. (5124) (Rev. 7/14/52)						WHERE'S CHARLEY? (Color) Ray Bolger Allyn McLerie MC—97 min. (130) (Rev. 6/26/52)
Aug. 17		SECRET PEOPLE Valentina Cortesa Audrey Hepburn D—88 min. (5116) (Rev. 8/27/52)	IVANHOE (Color) Robert Taylor Elizabeth Taylor D—106 min. (Rev. 6/16/52)	ROSE BOWL STORY (Color) Marshall Thompson D—73 min. (5204) (Rev. 8/27/52)							
Aug. 24		HELLGATE Sterling Hayden Joan Leslie D—87 min. (5113) (Rev. 8/22/52)	THE MERRY WIDOW (Color) Lana Turner Fernando Lamas MC—105 min. (Rev. 7/8/52)	YUKON GOLD Kirby Grant D (5221)		WOMAN OF THE NORTH COUNTRY (Color) Ruth Hussey Rod Cameron OD—90 min. (5107) (Rev. 7/30/52)					BIG JIM McLAIN John Wayne Nancy Olson D—90 min. (201) (Rev. 8/26/52)
Aug. 31			THE DEVIL MAKES THREE Gene Kelly Pier Angeli D—96 min. (Rev. 8/13/52)	FARGO Wild Bill Elliott O—70 min. (5226) (Rev. 9/4/52)							
Sept. 7	(Sept. Releases) RAINBOW 'ROUND MY SHOULDER (Color) Frankie Laine Billy Daniels M—78 min. (Rev. 8/8/52) AFFAIR IN TRINIDAD Rita Hayworth Glenn Ford D—98 min. (Rev. 7/30/52)				(Sept. Releases) JUST FOR YOU (Color) Bing Crosby Jane Wyman (5201) CD—M—104 min. (Rev. 7/31/52) CARIBBEAN (Color) John Payne Arlene Dahl D—97 min. (5202) (Rev. 8/4/52)		(Sept. Releases) BEWARE MY LOVELY Ida Lupino Robert Ryan D—77 min. (302) (Rev. 7/31/52) (Re-Releases) ANNIE OAKLEY Barbara Stanwyck Preston Foster D—91 min. (365) (Rev. 10/28/35) ALLEGHENY UPRISING John Wayne Claire Trevor D—81 min. (366) (Rev. 10/24/39)	(Sept. Releases) LURE OF THE WILDERNESS (Color) Jean Peters Jeffrey Hunter D—92 min. (Rev. 7/29/52) D. HENRY'S FULL HOUSE Fred Allen Anne Baxter C—D—117 min. (Rev. 8/18/52) MONKEY BUSINESS Cary Grant Ginger Rogers C—97 min. (Rev. 9/2/52)		(Sept. Releases) UNTAMED FRONTIER (Color) Joseph Cotten Shelley Winiers OD—75 min. (230) SON OF ALI BABA (Color) Tony Curtis Piper Laurie D—75 min. (231) (Rev. 8/13/52) BONZO GOES TO COLLEGE Maureen O'Sullivan Edmund Gwenn C—80 min. (232) (Rev. 8/29/52)	
Sept. 14			MY MAN AND I Shelley Winters Ricardo Montalban D—99 min. (Rev. 8/19/52)	FEUDIN' FOOLS Leo Gorcey C—63 min. (5213)							THE CRIMSON PIRATE (Color) Burt Lancaster D—104 min. (202) (Rev. 8/27/52)
Sept. 21	(Re-Release) THE MINE WITH THE IRON DOOR Richard Arlen Cecilia Parker D—66 min. (Rev. 4/20/36)	TROMBA, THE TIGER MAN Special Cast D—63 min. (5201)	BECAUSE YOU'RE MINE (Color) Mario Lanza M—103 min. (Rev. 8/29/52)	(Allied Artists) BATTLE ZONE John Hodiak Linda Christian D (AA22)		TROPICAL HEAT WAVE Estelita Robert Hutton CM					
Sept. 28				ARMY BOUND Stanley Clements D (5216)	(Oct. Releases) SOMEBODY LOVES ME (Color) Betty Hutton Ralph Meeker M—95 min. (Rev. 8/20/52) HURRICANE SMITH (Color) Yvonne DeCarlo John Ireland D—90 min.	DESPERADOES OUTPOST Alan "Rocky" Lane O—54 min. (5174) THE WAC FROM WALLA WALLA Judy Canova Stephen Dunne C	(Oct. Releases) THE LUSTY MEN Robert Mitchum Susan Hayward OD	(Oct. Releases) MY WIFE'S BEST FRIEND Anne Baxter Macdonald Carey CD WAY OF A GAUCHO Rory Calhoun Gene Tierney O SOMETHING FOR THE BIRDS Victor Mature Patricia Neal C		(Oct. Releases) WILLIE AND JOE BACK AT THE FRONT Tom Ewell Mary Blanchard C—87 min. (233) YANKEE BUCCANEER (Color) Jeff Chandler Scott Brady D—86 min. (234) HORIZONS WEST (Color) Robert Ryan Julia Adams OD—81 min. (235)	
Oct. 5	(Oct. Releases) ASSIGNMENT—PARIS Dana Andrews Marta Toren D—85 min. (Rev. 9/4/52) THE GOLDEN HAWK (Color) Rhonda Fleming Sterling Hayden D—83 min.										THE MIRACLE OF OUR LADY OF FATIMA (Color) Gilbert Roland Angela Clark D—102 min. (Rev. 8/21/52)
Oct. 12			APACHE WAR SMOKE Gilbert Roland Glenda Farrell O	CANYON AMBUSH Johnny Mack Brown O (5244)							

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

AIR MAIL EDITION

MOTION PICTURE DAILY

NEWS WHILE IT IS NEWS

VOL. 72. NO. 50 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 10, 1952 TEN CENTS

Drive-in Boom Is Underway in The Northwest

See Hundreds Built in The Next Five Years

MINNEAPOLIS, Sept. 9. — The greatest construction boom of drive-in theatres in the history of the Northwest is now underway and is sweeping the Minneapolis exchange area, according to reports from Film Row sources.

Leading the parade of optimistic predictions are Irving Marks'. The Monogram branch manager said that the boom may continue for as long as five years. In spite of the comparatively short season in the area, Marks continued, hundreds of drive-ins will be built due to the public demand for this type of showplace.

Meanwhile, the list of new drive-in openings in this area, or those under construction continues to grow.

The Snyder Theatre Co. of Williston, N. D., is opening a new drive-in theatre in that city on Friday. The Ironwood Amusement Co., Ironwood, Mich., opened a drive-in in that city a few

(Continued on page 4)

Pacts Give Rackmil $122,500 Yearly

Milton R. Rackmil, whose employment contract as president of Universal Pictures, provides for a salary of $80,000 per year, has taken a 50 per cent salary cut as Decca Records president to give him $42,500 instead of $85,000 per year as chief executive of the latter company, Decca has disclosed in a report to the Securities & Exchange Commission.

Decca, shortly before Rackmil was elected Universal president, became

(Continued on page 4)

Youngstein on Last Lap of Drive Tour

CHICAGO, Sept. 9.—Max E. Youngstein, vice-president of United Artists, who is drive captain in the company's "Bill Heineman Sales Drive," has arrived here from New York to launch a 10-day, 10,000-mile tour that will take him to nine key exchanges in preparation for the last lap of the drive which U. A. says already has resulted in all-time weekly highs for

(Continued on page 4)

Fabian Houses Join TNT Line-up for Title Bout

Three television-equipped Fabian Theatres, including the 4,060-seat Fox in Brooklyn, N. Y., will carry the telecast of the Walcott-Marciano heavyweight title bout on Sept. 23, thus bringing the number of theatres which have already disclosed plans to join the trans-continental telecast to 15.

Nathan Halpern, president of Theatre Network Television, also disclosed yesterday that in addition to Fabian's Fox, the Grand in Albany, N. Y., and National in Richmond, the Paramount and the Telenews, in San Francisco, will also carry the bout.

Negotiations with Century Circuit, Loew's, Warner Brothers, RKO Theatres and others for the fight telecast are continuing, in the meantime.

It was also learned that Comerford's Capital Theatre, Binghamton, N. Y., a 1,609-seater, also plans to carry the event, which will be telecast from Philadelphia's Municipal Stadium. The only contingency for the Capitol Theatre, it was added, is the availability of long lines and local loops. Pricing policy for the Capitol still is to be determined.

Other theatres which have already

(Continued on page 4)

Dietz Will Keynote The AMPA Courses

Howard Dietz, M-G-M advertising-publicity vice-president, will deliver the keynote lecture in the courses to be started Sept. 25 by the Associated Motion Picture Advertisers, Harry McWilliams, AMPA president, disclosed yesterday. AMPA set up the courses for the benefit of industry employes here who are desirous of improving their knowledge of promotional techniques or learning new ones.



Howard Dietz

The 12-week initial course, which will be conducted Thursday evenings, will open in the screening room of the RKO Pictures home office on Sept. 25. Tuition will be $15 per course and classes will last two hours per evening.

Truman in Tribute To Para. Newsreel

Newsreels were called an "indispensable public service . . . by which the American public keeps informed about the problems of the day" in a letter of congratulations by President Truman, sent to the Paramount home office here yesterday on the 25th anniversary of Paramount News.

The event was marked by an informal home office luncheon honoring A. J. Richard, editor of Paramount News. Barney Balaban, president of Paramount Pictures Corp., paid tribute to the veteran newsreel editor whose motion picture experience goes back to 1907.

In addition to President Truman's congratulations, other letters of tribute were received from General Sory Smith, director of public information; Robert A. Lovett, Secretary of Defense; Charles Sawyer, Secretary of Commerce; J. Edgar Hoover, head of the FBI; John W. Snyder, Sec-

(Continued on page 4)

FCC Says Para. in Control of DuMont

WASHINGTON, Sept. 9.—The Federal Communications Commission's broadcast bureau told the FCC today that Paramount Pictures has negative control of Allen B. Du Mont Laboratories, Inc., and at the same time both Du Mont and Paramount denied the existence of control.

The two companies and the broadcast bureau made these statements in proposed findings filed today with the Commission and dealing with the question of Paramount's control of Du Mont. This is one of the issues in the United Paramount Theatres—

(Continued on page 5)

Balks at Ontario Film Censorship

TORONTO, Sept. 9.—After buying film features and short subjects in the United States for its television programs at Montreal and at Toronto, the Canadian Broadcasting Corp. denied the right of the Ontario Board of Censors to pass upon the pictures.

"We are a Dominion government organization and we are not bound by provincial censorship," it was

(Continued on page 5)

To Rule Today On Censorship In Ohio Case

Future Industry Plans Hinge on the Decision

TOLEDO, Sept. 9.—Judge Frank W. Wiley said today that he will render his decision in Municipal Court tomorrow morning in the industry newsreel censorship case.

It is expected that the industry's campaign to eliminate motion picture censorship in the other states that have censor boards will pick up speed if the attack on the Ohio newsreel censorship law results in a decision by Judge Wiley that is favorable to the industry.

If, however, Judge Wiley rules unfavorably from an industry standpoint, the defendant, local exhibitor Martin G. Smith, and the Motion Picture Association of America and the Independent Theatre Owners of Ohio are expected to appeal, with the ultimate aim of getting the case before the U.S. Supreme Court. The MPAA and the Ohio ITO co-operated with Smith's attorney's in preparing the "test" case

(Continued on page 4)

NEWS FLASHES

Sid Kramer, RKO Radio short subject sales manager, disclosed that the company has scheduled a total of 79 short subjects for 1952-53. The program comprises 35 two-reelers and 44 one-reelers, representing a total of 114 reels.

•

HOLLYWOOD, Sept. 9. -- Monogram-Allied Artists has purchased the Monogram franchise-operated exchange in Detroit from William B. Hurlbut, J. L. Saxe and George W. Weeks, president Steve Broidy announced here at the board of directors meeting today. Negotiations were conducted by vice-president Harold Mirisch and studio attorney Barnett Shapiro.

Personal Mention

CHARLES CHAPLIN arrived here from Hollywood yesterday accompanied by his wife and his longtime associate, HARRY CROCKER. He will remain here for about a week before sailing for England.

•

DAVID NATHAN and BEN R. KATZ, Universal executives; BERNARD J. PROCKTER, JR., president of Prockter Productions, and his wife, and JENNIFER JONES and her children will sail from here for Europe today on the *S.S. Queen Mary*.

•

BOB DORFMAN, assistant to CHARLES LEVY, Walt Disney's Eastern publicity representative, and MRS. DORFMAN announce the birth of a daughter, BARBARA ANN, at the Brooklyn Woman's Hospital.

•

SAMUEL GOLDWYN and MRS. GOLDWYN are scheduled to arrive in New York from Europe by plane next Tuesday and will spend several days here before leaving for the Coast.

•

WILLIAM B. ZOELLNER, head of M-G-M short subject sales and newsreels, will be in Minneapolis from New York on Monday on the first stopover of a five-city Midwest tour.

•

FRED HUTCHINSON, managing director of sales for Paramount in Britain, has arrived here from London by plane for a week of home office conferences.

•

RAY E. MOON, Universal's assistant general sales manager, and P. T. DANA, Eastern division manager, will be in Boston today from New York.

•

HERMAN RIPPS, field assistant to M-G-M's Eastern sales manager, JOHN P. BYRNE, left here yesterday for Albany and Gloversville.

•

IRVING MAAS of the Motion Picture Association of America's international division, is in Tokyo from New York.

•

DAVID CANTOR, assistant to TERRY TURNER, RKO Radio director of exploitation, is in Dallas from New York.

•

DAVID COPLON, head of International Film Distributors, London, is en route to New York and will visit Hollywood and Canada.

•

RUSSELL HOLMAN, Paramount's Eastern production manager, left here yesterday for Hollywood.

•

DORE SCHARY, M-G-M vice-president in charge of production, will arrive here from the Coast Sept. 26.

•

SIDNEY KRAMER, RKO Radio short subjects sales manager, is in Toronto from New York for a few days.

•

JULES LEVEY, producer, has left for Montreal and Toronto, and will remain in Canada for about ten days.

Indian Film Delegation to Arrive Mon. for US Tour

At the joint invitation of the U. S. State Department and Eric Johnston, president of the Motion Picture Association of America, 14 top-ranking Indian motion picture industry personalities will arrive here Monday for a four-week, eight-city tour of the country, including a visit to Hollywood.

The invitation was extended as part of a program to bolster U.S.-Indian relations and to reciprocate India's reception of American film industry representatives at the International Film Festival held in New Delhi last March.

Seven of the 14 goodwill visitors are leading actors and actresses of the Indian screen, with producers, directors and a cinematographer among the others.

Highlights of their initial four days in New York, starting Sept. 16, include an official welcome by the mayor; a luncheon reception at the U.N. Secretariat, and a reception, hosted by Johnston, at the Waldorf-Astoria, with luminaries of the Broadway stage and Hollywood in attendance.

The visitors also will attend a performance of "The King and I," and on the following evening will be guests of 20th Century-Fox and the Rivoli theatre at the world premiere of "The Snows of Kilimanjaro."

Their activities in New York will be rounded out by a trip to Poughkeepsie, a visit to West Point, and a reception and tea by Mrs. Eleanor Roosevelt at Hyde Park.

In Washington, Sept. 19-22, the group will meet with President Truman. They will be guests of honor at a reception given by the State Department at Blair House, and another to be given by the Indian Embassy. Johnston will again be host at a dinner which will be followed by a screening in MPAA's Academia theatre of India's first feature picture in color.

Five Completed for Franco-London

Five new features have been completed abroad for Franco-London Films, it was revealed here by their American spokesman, Arthur Davis. Three were produced in France, one in Italy and one is a French-Italian bilingual co-production.

The three French pictures are: "The Minute of Truth," starring Jean Gabin, Michele Morgan and Daniel Gelin, directed by Jean Dellanoy; "The House of Silence," directed by G. W. Pabst and featuring Jean Marais, Frank Villard, and Aldo Fabrizi, and "Night Beauties," directed by Rene Clair, starring Gerard Philipe, Martine Carole and Gina Lollobrigida.

The Italian picture is Vittorio De Sica's "Hello, Elephant!" starring De Sica with Sabu and Maria Mercedar.

The French-Italian production, co-directed by Roberto Rossellini, Claude Autant-Lara and Yves Allegret, is "The Seven Capital Sins," starring Michele Morgan, Gerard Philipe, Viviane Romance and Frank Villard.

"Hello, Elephant!" and "The Seven Capital Sins" will be released in the United States before the end of 1952.

Maintain Secrecy at British Pact Talks

WASHINGTON, Sept. 9.—British and industry negotiators meeting here for the second day to work out a new monetary agreement pulled down a curtain of secrecy and refused to divulge anything in the way of facts and figures.

Only fact coming out of the morning and afternoon sessions held here today at the Motion Picture Association of America was that the teams would meet again tomorrow. British spokesmen, led by Sir Frank Lee, permanent secretary of the British Board of Trade, have previously indicated their feeling that disclosure of the terms they are asking might diminish their bargaining power.

Industry representatives, led by MPAA president Eric Johnston and Ellis Arnall, president of the Society of Independent Motion Picture Producers, are respecting the wishes of the British and have said nothing.

July - August Stock Trading Was Light

WASHINGTON, Sept. 9.—Stock trading by industry officers and directors was very light from mid-July to mid-August, according to a report issued today by the Securities and Exchange commission covering that period.

At Monogram W. Ray Johnson reported his holdings at 4,217 shares of common, after 1,900 shares had been returned on offer of rescission. Harry M. Warner disposed of 100 shares of Warner Brothers common, leaving his personal holdings at 245,300 shares and 16,000 in a trust. At United Paramount Theatres Walter P. Marshall bought 25 shares of common, bringing his holdings up to 125. Loew's acquired 197 shares of Loew's Boston Theatres common, leaving them with 129,934 shares at the close of the period.

Mullin Circuit to Reopen Five Theatres

BOSTON, Sept. 9.—Martin J. Mullin, president of New England Theatres, disclosed today that five out of the circuit's six closed houses will be in full-time operation by Sept. 21.

Two of the houses have already opened. They are the Olympia in Lynn, Mass., and the Merrimack Square in Lowell, Mass., with the Field's Corner Theatre in Dorchester, the Harvard in North Cambridge and the Strand in Somerville to open about Sept. 21. The Broadway Theatre in Chelsea will remain closed but may reopen later this year, said Mullin.

Newsreel Parade

NEWSREELS mainly featured the Presidential candidates addressing farmers, the Miss and Mrs. America beauty contests and tennis championship finals. Other topics were Queen Elizabeth at Scottish games, the air show in England and Truman and the handicapped. Complete contents follow:

MOVIETONE NEWS, No. 74—"Ike" and Stevenson talk to farmers. Jet flies through sound barrier. Miss and Mrs. America, Sedgman and Connolly win tennis titles.

NEWS OF THE DAY, No. 264—"Ike" and Adlai address farmers. British air show. Miss and Mrs. America. National tennis championships. Scottish games thrill Elizabeth.

PARAMOUNT NEWS, No. 7—King and Queen of tennis. Berlin bounces boogie-woogie. Miss and Mrs. America. 100,000 hear residential candidates' farm talks.

TELENEWS DIGEST, No. 37A—Stevenson speaks in Denver. Miss and Mrs. America. Furious fighting in Korea. Queen visits Scottish games. Favorites win tennis finals.

UNIVERSAL NEWS, No. 584—Stevenson and "Ike" in Minnesota. News-in-Brief: oil explosion, Truman and the handicapped, baby parade. Air show in England. Wrestling.

WARNER PATHE NEWS, No. 9.—Candidates bid for farm vote. Disaster at British air show. Truman and handicapped. Marshal sails to dedicate monument. Miss and Mrs. America. National tennis finals.

Says Prices Will Rise If U.S. Wins Suit

COLUMBUS, O., Sept. 9.—"Free movies" via home television if the government's 16mm. suit is successful actually would not be free, said Norman Nadel, theatre editor of the *Citizen*.

The viewer he said, would pay for such films by increases in the price of "toothpaste, laxatives clothing, food, deodorants, soft drinks, breakfast food and beer." Quality of films would be cut if the U.S. wins, Nadel added. "If television is not strong enough to continue to supply entertainment without using a legal weapon to usurp movie production, that lack of strength will show up sooner or later, at which time nothing will be able to save it," he declared.

Nadel said that the "ideal situation" of good movies in theatres and good video at home is most apt to be achieved if the two media are allowed "full freedom of enterprise in their own fields."

Herb Golden Joins Bankers Trust Co.

Herb Golden will terminate 14 years as a film reporter for *Variety* this week to join the 51st Street branch of Bankers Trust Co. here, where he will serve in a new entertainment industries division headed by Harry Watkins, vice-president. The new department will specialize in financing of films, television, radio and related fields.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Royal Performance May Get 'Andersen'

London, Sept. 9.—Bettng here favors Samuel Goldwyn's "Hans Christian Andersen" as the likely choice for the Royal Film Performance at M-G-M's Empire Theatre, Oct. 27. Many feel it has a slight edge over Britain's favored entry, "Pickwick Papers," from George Minter's Renown Pictures.

Film viewings by the selection panel will start Thursday.

Services Held for Charles W. Bunn, 61

Funeral services were held Monday for Charles W. Bunn, 61, veteran motion picture and theatre equipment executive, who died suddenly last Saturday at his home at Highland Falls, N. Y.

Bunn entered the industry in 1915 as a member of the sales staff of World Film Corp. Later he was affiliated with First National's special field force, headed Warner Brothers' road show department and, with the introduction of sound, became sales head of Vitaphone Corp. At the time of his retirement several years ago, he was general sales manager of Electrical Research Products, distributing and servicing sound equipment subsidiary of Western Electric.

Record $37,000 for 'Somebody' in Chi.

CHICAGO, Sept. 9. — Paramount's "Somebody Loves Me" is said to have smashed all box-office records in the first three days of its world premiere engagement, which began last Friday at the Chicago Theatre here with a $37,000 gross.

Playing to standing room only audiences, the Technicolor musical, starring Betty Hutton and Ralph Meeker, reportedly nearly doubled the opening day's business of the previous record holder, Hal Wallis' "Sailor Beware," grossing $13,500.

$1,225,000 Goal for Coast Charity Group

HOLLYWOOD, Sept. 9.—The Permanent Charities Committee has announced a goal for the 1953 campaign of $1,225,000. Campaign chairman Dore Schary said, "While slightly in excess of the amount actually subscribed in last year's campaign, $1,225,000 is entirely a realistic goal which we believe we can reach."

Rosen Visits Coast

HOLLYWOOD, Sept. 9. — Samuel Rosen, executive of Fabian Theatres, New York, is here to view pictures in production, and visited the Warner lot for conference with studio executives and meeting Warner stars on the sets.

Services for Zellner

HOLLYWOOD, Sept. 9.—Services will be held tomorrow at Steens Mortuary, North Hollywood, for Arthur J. Zellner, 59, veteran scenarist and publicist, who died yesterday night following a long illness. The widow and two daughters survive.

Review

"The Golden Hawk"

(Columbia)

SAM KATZMAN'S PRODUCTION of Frank Yerby's best-selling novel, "The Golden Hawk," is a lively pirate saga replete with sterling heroics, formidable sailing vessels, obstreperous battles and lovely women. Completing its array of merchandisable assets are color by Technicolor and a cast carrying such marquee names as Sterling Hayden, Rhonda Fleming and John Sutton.

Hayden, in the role of a French privateer, is a fine figure of a sea captain who captures a bevy of beautiful ladies who themselves turn out to be masters of ships. All of these become smitten with Hayden except Miss Fleming, a notorious lady pirate in disguise. The Frenchman, however, falls very much in love with her. Another of his prisoners, played by Helena Carter, loses her heart to Hayden, but he finds out before long that she is the fiancee of Sutton, sinister Spanish governor of Cartagena. This triangle is resolved in the denoument when Hayden slips into the fortress of Cartagena and, after being caught and exposed by Miss Fleming, finally is saved by her. The climax is marked by the bombardment of the city and its capture.

Also in the cast are Paul Cavanagh, Michael Ansara, Raymond Hatton, Alex Montoya and David Bond. Sidney Salkow directed with emphasis on quick pace. Robert E. Kent wrote the screenplay.

Running time, 83 minutes. General audience classification. Release date, not set.

MGM Executives at Miss Zucker Lunch

More than 85 friends and associates at the MGM home office turned out yesterday at Trader Horn's for a luncheon given to Gladys Zucker, secretary to Ben Melniker of the legal department, who on Sept. 14 will become Mrs. Abe Palen. Among those who attended were J. Robert Rubin, Ben Fielding, Melniker, Irving Greenfield, Archie Weltman, Stanley Thompson, Earle Beatty, Morris Sher, George Sharf, Jay Eisenberg, Sid Bromberg, Dolph Schadler, Mark Avramo, Tom Robinson, Bill Ornstein, Gilbert Wallterstein. The bride-to-be was presented with silver.

Close Rivoli to Prepare for 'Snows'

The Rivoli Theatre here will be closed to the public all day Sept. 17 to prepare for that evening's invitational premiere of Ernest Hemingway's "The Snows of Kilimanjaro," it was announced by Montague Salmon, the Rivoli's executive director.

Refurbishing of the lobby, and readying of installations for radio, TV and newsreel coverage of the opening of the 20th Century-Fox production make the closing necessary.

Chaplin to Observe His 40th Anniversary

Charles Chaplin's "Limelight," his first film in five years, will be described as his "40th Anniversary Film," it was announced by Francis M. Winikus, national director of advertising-publicity for United Artists, which will release the picture before the end of the year.

"Limelight" marks four decades since Chaplin appeared in his first motion picture, "Making a Living," a Keystone Comedy.

Set Dates for 'Beloved'

"Cry, the Beloved Country" will move into a series of first-run, popular-price engagements in Chicago, Seattle, New Orleans and Washington, during the next 10 days, it was announced by William J. Heineman, sales vice-president of United Artists, which is distributing the Lopert film.

News Writers to Quebec on 'Junket'

Two more flights have been set by Warner Brothers according to the company's schedule of taking key city newspaper, syndicate and national magazine representatives to Quebec City to cover the location shooting of "I Confess," Alfred Hitchcock production.

In Quebec today is a group of national and fan magazine writers, including Larry Elliot, *Coronet;* Ed Miller, *Seventeen;* Tony Gray, *Photoplay,* and Bess Little, Goodman Publications. Eve Siegel, Warner home office magazine contact, accompanied them. Flying up tomorrow will be syndicate writers L. L. Stevenson, Bell; Mel Heimer, King Features; Ed Stein, INP; Phyllis Battelle, INS; Harold Blumenfeld, Acme and Kay Sullivan, of *Parade.* Warner's Felix Greenfield will accompany them.

Carreras Sets Six Anglo-U.S. Features

LONDON, Sept. 9.—James Carreras, head of Exclusive Films, has completed deals to produce six Anglo-American cooperative features here in the next 12 months. Four will be made jointly with Sol Lesser; two with Robert Lippert.

First on the schedule is "The Flanagan Boy," starring Barbara Payton, with Reginald Le Borg directing.

Another from Rogers For Warner Bros.

HOLLYWOOD, Sept. 9.—As the result of negotiations completed between Jack L. Warner, executive producer, and Mitchell Hamilburg, representative of the Will Rogers family, Will Rogers, Jr., who had planned to make only one motion picture, has been signed to star for Warner Brothers in "The Boy from Oklahoma."

George Joins Culhane

George L. George, director of the Academy Award-winning Signal Corps featurette, "Toward Independence," has been appointed producer-director for Shamus Culhane Productions, Inc., it was announced by Culhane.

National Pre-Selling

DONAHUE & COE, advertising agents to the film industry, who serve major producing companies and Broadway theatres, were responsible for the splurge of full-page ads which hit all of the Metropolitan newspapers here on Sunday. We explored around to discover who instigated this fine institutional gesture at the beginning of a "Greater Movie Season," and found that the Motion Picture Association of America gave credit to Ed Churchill's staff, who prepared the ad copy and then solicited the necessary support for it. It was about the best piece of pre-selling of the year, and we know that the motion picture industry in New York, as well as across the country, will benefit from it. This was distinctly a New York presentation, but the idea can be followed elsewhere, for it is a good example for any city or town with a representative number of supporting theatres.

•

DuFine-Kaufman, Inc., advertising public relations experts in New York, are similarly charged with offering something new and different in their "Goodstix" transparent plastic posters, in miniature size and full color. M-G-M was among the first to use this ingenious point-of-sale device for motion pictures, and now, with the formation of a new company, Goodren Products Corp., at 136 West 21st Street, New York, it is to be expected that other film companies will follow. You merely press the adhesive strip against glass, where it stays until you want to peel it off.

•

"The Snows of Kilimanjaro" is the feature article in the new Look, *dated Sept. 23, and it covers seven inside pages in both color and black-and-white, in addition to star portraits of Ava Gardner and Susan Hayward on the front cover. Exhibitors will do well to acquire enough copies of this issue to prepare and display a special lobby frame on the picture, made up from the magazine's pages, and including the color splash and editorial comment. The magazine says, "Some of the words are Hemingway's; the film takes two hours to see, and because the action is better than the words, it is a good one." Also, in the next Sunday issue of* Pictorial Review *a color photograph of Miss Hayward will be run in conjunction with an interview with her.*

•

"Soundscriber," the dictating machine that is used in United Artists' "Sudden Fear," is purchasing large ads in 150 newspapers across the country, tying in with openings of the film. The company is also making available to theatres the use of a machine for the lobby to record patrons' voices, and the discs, which play on any 33⅓ r.p.m. phonograph, will be given to patrons free. Further promotion is provided through the mailing of discs for recording to secretaries, schools and potential customers, who are asked to bring the recording to the theatre in exchange for guest tickets, with "Soundscriber" paying the admission for all discs turned in. Special kits have been sent to dealers and agents as a tieup with local playdates.

WALTER BROOKS

Commonwealth Fall Meet Opens in K.C.

KANSAS CITY, Sept. 9.—The two-day fall meeting of Commonwealth Theatres began here this morning at the Muehlebach Hotel with R. M. Shelton, general manager, presiding for the preliminary proceedings. H. E. Jameyson, president, gave the keynote talk stressing showmanship.

Elmer C. Rhoden, president of Fox-Midwest, was the guest speaker at the luncheon reviewing the history of Commonwealth from small beginnings to its present importance.

The division managers and their staffs presented new product, each group talking on productions of a company. Winners of various contests were announced, and presentations were made at the banquet in the evening. The "King of the Sun" award in the traditional contest of summer months, for covered theatre managers, went to Ray Watkins, Superior, Neb. The runner-up was Harold McCracken, Belleville, Kan. The "King of the Moon" award, for drive-in theatre managers, went to Dick Wommack, Harrison, who won it last year also. Runner-up in the drive-in competition was Dale Stewart, Springfield, Mo.

Guest speaker at the banquet was Sterling Silliphant, the toastmaster Bob Walter. Service pins were presented by Jameyson, one for 20 years and one for 15 years with the circuit.

Silliphant will also speak tomorrow at the morning session, and division meetings will be held.

Drive-in Boom

(Continued from page 1)

days ago. Drive-in theatres are under construction at Navarre, Minn.; on Lake Minnetonka by the Navarre Amusement Corp. of Minneapolis, at Miller, S. D., by Ernest Schweigert and at Ashland, Wis., by Frank Hahn. Lyle Carrish of Wayzata, Minn. is scheduling construction of a new drive-in at Hibbing, Minn.

Truman Tribute

(Continued from page 1)

retary of the Treasury; Oscar Chapman, Secretary of the Interior; and Jesse M. Donaldson, Postmaster General.

only $624* for a

10-DAY HAWAIIAN VACATION!



Includes Mainliner transportation, hotel accommodations and sightseeing.

That's just one of United Air Lines' low-expense Hawaiian Air Vacations. There are six others from which to choose, lasting up to 23 days. Call or write for a free descriptive folder. * From New York

UNITED AIR LINES

(Fares plus tax.)

Report Business Up In Minneapolis

Minneapolis, Sept. 9.—Good pictures are smashing box-office records in the Minneapolis exchange area, according to Myron Adcock, Warner branch manager.

Adcock cited the many Minneapolis Loop hold-overs of first-run pictures as proof of the box-office upward trend here. Cities where box-office grosses are reported exceptionally good are Duluth, Minn., and Bismark, N. D.

Rackmil Pacts

(Continued from page 1)

the principal holder of Universal stock.

Rackmil's contracts with Universal and Decca are both for a period of seven years from last July 15. The Decca pact stipulates that he shall give at least one-third of his business time to performing his duties for that company, and the Universal contract also requires that he shall devote "not more than one-third of his business time" to Decca.

The Decca contract takes cognizance "of the fact that Rackmil has undertaken to serve as president and director of Universal Pictures, in which Decca had made a substantial investment."

Rackmil's Decca salary is to be paid in the form of $817.31 per week, while his Universal salary comes to $1,538.50 per week. Each company has granted him a one-month vacation per year.

The Decca agreement, stating that Rackmil "may serve as an officer or consultant to Universal and its subsidiaries or affiliates under his agreement with Universal dated July 15, 1952," allows that "he may continue to hold any directorship, trusteeship or executorship which he now has, but he shall not, without first obtaining the consent of the board of directors of Decca, assume any new obligations in any such capacity except such directorships in Universal, its subsidiaries and affiliates as shall be appropriate to his continuing relation with that company."

Join TNT Line-up

(Continued from page 1)

announced their intentions of joining the network include: the Guild Theatre, New York; St. James, Asbury Park; Orpheum, Los Angeles; Uptown, Tivoli and Marbro, Chicago; Paramount, Hammond, Ind.; Palm State, Detroit, and Radio City, Minneapolis. It is believed that John Wolfberg's Broadway Theatre, Denver, has also contracted for the event.

Youngstein

(Continued from page 1)

billings. With a minimum of one meeting a day set, Youngstein began his final swing around the country with a session at the local exchange. He will be in Denver tomorrow, Salt Lake City Thursday, Seattle on Friday, Los Angeles over the weekend, San Francisco on Monday, Los Angeles again next Tuesday, Dallas on Wednesday, and New Orleans on Thursday, Sept. 18.

Rule Today on Censorship

(Continued from page 1)

here. Smith had exposed himself to arrest and fine for showing in one of his theatres a newsreel that had not been submitted to the Ohio censor board. The exhibitor did this to co-operate with the MPAA in the industry campaign to have the state law declared unconstitutional in light of the "Pinky" and "Miracle" decisions of the U. S. Supreme Court.

A certain amount of caution in pursuing "test" cases in other states is likely to be exercised by the industry, it is understood, in view of the Supreme Court's expressed disinclination to see so-called "test" actions against censorship coming to the fore with increasing frequency. Hence, industry strategy in fighting the state censorship statutes may be altered somewhat to enable future actions to be accepted as uncontrived, it was said. Ideas for such strategy are as yet undeveloped.

But, industry observers point out, the high court ruled against censorship in the "Pinky" and "Miracle" cases, and if the states refuse to be guided by the Supreme Court decisions, the industry may have to impress upon the justices the unqualified need for "test" cases. The decision by Judge Wiley may serve to arm the industry with a good argument in this connection should it not hold the state's censorship laws to be unconstitutional, as the industry contends.

Close Pimlico Theatre

BALTIMORE, Sept. 9, Lauritz Garman has closed his 1,100-seat Pimlico Theatre here. It is located near the Pimlico racetrack. Garman is disposing of all equipment and the building will be given over for commercial development.

Another typical example of how so many subscriptions keep coming to Motion Picture Daily . . .

Dear Mr. Quigley:

My father, J. F. Woodward, formerly with the Delft Theatre Circuit of Milwaukee, has recently formed the Lake-Wood Circuit servicing Wisconsin and Michigan. Previously he served as district manager of Eagle-Lion in St. Louis and branch manager of 20th Century-Fox in Milwaukee.

Enclosed is my check to cover a year's subscription to MOTION PICTURE DAILY which he and I consider the finest of the trade publications. His opinion is based on over twenty years in the business which started with the old Pathe company in Chicago. My somewhat different viewpiont is slanted from three years of New York TV. We both agree that it pays to read MPD.

Please send his copies to:

J. F. Woodward
Lake-Wood Circuit
4652 N. Lake Drive
Milwaukee, Wisconsin.

Sincerely,

Joan Woodward
Asst. director,
THE FRED WARING SHOW.

Para. Control

(Continued from page 1)

American Broadcasting Co. merger hearing recently terminated before the FCC. Proposed findings on the other issues in the hearing are due in ten days.

Has 'Negative' Control

In its findings the broadcast bureau declared that neither Paramount nor Du Mont have affirmative control, but that Paramount, "through the power to veto or block action on the many basic decisions of the company, has negative control of Du Mont."

The Bureau said that the facts brought out at the hearing "clearly delineate a division of powers and duties betwewen Paramount and Dr. Du Mont and his associates on the various levels of stockholders, board, executive and management action." This division, the bureau went on to say, "effectively prevents either group from gaining ascendency over the other in arriving at the basic decisions of the company."

The Paramount findings maintained that the company could not exercise any power of control over DuMont "unless it takes unusual affirmative action such as engaging in a proxy fight, purchasing more Class A stock, etc." The brief pointed out that Paramount could do those things with the same results even if it only had 100 shares of stock. Paramount would have no power to control Du Mont the brief went on, unless it "took such affirmative action." There is no evidence, the findings concluded, that Paramount "ever desired or attempted to obtain such control."

100-Page Statement

In a 100 page statement Du Mont told the FCC that Paramount has utterly failed to influence the policy of Du Mont with respect to the declaration of dividends, major expenditures, stock issues and operating policies." Dr. Du Mont, the class A majority of the Du Mont board of directors, and the Class A management have eliminated Paramount as an influence on operating policies, the findings continued. In addition, the Du-Mont statement said, "the opportunity cannot arise for Paramount to exercise its veto power."

Paramount now holds all the outstanding shares of Class B stock in Du Mont as well as 2.8 per cent of the outstanding A stock. There are five Class A directors on the Du Mont board and three Class B Paramount directors.

The question of Paramount's control of Du Mont has been up before the Commission twice before and in each case the FCC found that Paramount did control Du Mont in the light of the Commission's ruling that no company or group may own more than five television stations. Most recent FCC statement on the subject was a proposed decision issued in 1948 but which has never been finalized by the Commission.

Next step on the way to a final Commission decision on this and other merger issues will be the hearing examiner's decision, which should come anywhere from two or six weeks after attorneys have filed proposed findings on the remaining merger issues.

Television--Radio

with Pinky Herman

GIL FATES, first to ever have been CBSigned to a three-way contract, actor-writer-producer, whose own career would make an entertaining story, will become executive director for Goodson-Todman Productions starting next Monday. . . . Mel Allen, Tommy Harmon, Bill Henry and Russ Hodges have been named to NBCover via TV, 11 NCAA football games starting Sept. 20, with General Motors picking up the tab. . . . Sam Jaffe Agency is plenty interested in Hamilton Benz, the scripter whose recent original story, "Gilia," was a "De LUXe Video Theatre" thrill. . . . After carving himself an altitudinous niche in his first season on TV, Red Skelton, who will start his second year Sunday, Sept. 28, returns likewise to radio, his NBClownings to be heard Tuesdays, 8:30-9:00 P.M., beginning next Tuesday. Red comes by his talents naturally, his father having been a circus clown for years. . . . Fred Allen will be off the air for awhile yet recuperating from an illness but one of his famous characters, will be heard in a daily 5-minute series titled, "Titus Moody Speaks." Program will be presented by Bob Monroe over WOR-Mutual and will bow in Sept. 30 (7:55-8:00 P.M.)

☆ ☆ ☆

Veep Bill Dozier of CBS has three additional half hour dramatic packages all ready for TV should certain time slots become available. . . . We like the breezy style and hep sportcasting Jack Lescoulie delivers every morning on Dave Garroway's daily TVideo, "Today." . . . Producer Jack Hurdle is seeking a vocalist for the "Jackie Gleason Show" which will be telecast CBSatudays starting Sept. 20. . . . Tin Pan Alley's octogenarian songwriter Al Bryan, who appeared last Friday on the "We, the People" program is ever ready with a quip, anecdote or ad-lib. One day while having a cupacawffee at the Paddock on Broadway, Irving Berlin asked Al, "How are things?" "Oh," answered Bryan, "About the same." "What do you mean, about the same?" asked the Triple AAAscap composer. "Well," drawled Bryan, "You can still get MY songs published and I still could NOT get YOUR songs published." . . . Bob Houston, former NBChirper, just back from a successful engagement at the Hotel Roosevelt in N'Orlins, set for a TV buildup by his new manager Paul Kapp.

☆ ☆ ☆

Paula Stone writes from the Coast that she is preparing two new musicals for Broadway. . . . "Mr. & Mrs. North," will debut on TV Friday, Oct. 3, and will be CBSeen 10:00-10:30 P.M. Series will be sponsored by Colgate-Palmolive-Peet Co., which will continue the radio series. Films, starring Barbara Britton and Richard Denning, as Pam and Jerry, are now being shot at the Sam Goldwyn studios in Hollywood. . . . That constant WABDuel between the sales and production departments should be called a draw and all concerned would benefit thereby. . . . Radio stations should avail themselves of the opportunity of presenting a timely and interesting series of public service programs, "Errand of Mercy," produced in Hollywood by Louis Graf for the American Red Cross, with Rod O'Connor, announcer. . . . Rex Marshall, who is announcer of Autolite's "CBSuspense" show for the fourth year, will also announce the "Herman Hickman Show" when it NBCommences. . . . Dennis (Voice of Old Gold Ciggies) James will cut up with Herb Shriner when the new "Two For The Money" simulcast takes place Tuesday Sept. 30 at 10:00 P.M. via NBC. Sponsor of the Goodson-Todman package is P. Lorillard Co.

☆ ☆ ☆

LOTSA DOTS . . Film scouts should take a gander at the new baritone that record exec Dave Miller has brought in from Philly. Name's Dick Lee and he sings and looks like a million dollars. . . . George Harris, national sales manager for Dunhill cigarets, is in a bit of a dither these days. Seems that Mack Sennett has been getting bids to re-issue his Keystone Kops series for TV and George was one of Ford Sterling's Kops. . . . United Artists TV package, "Sports Parade," which opened two months ago in 22 cities, is now TViewed in 35 cities. . . . Don Sanford, former scripter of "Martin Kane, Private Eye," has been signed to write the "Man Against Crime," stories.

Atkin Managing House

ALBANY, N. Y., Sept. 9.—Gerry Atkin, Warner Theatres advertising and publicity director in the Eastern New York district, is now also managing the Ritz, Albany zone manager Charles Smakwitz announced. It is Atkins' first such assignment. It was also disclosed that Oscar J. Perrin, who managed the downtown "B" first run for four years has returned to his former post at the Uptown Madison. John Brousseau, who had been doubling from the Delaware, continues at that neighborhood house.

Set Du Mont Annual Meeting for Oct. 20

A special meeting of common stockholders of Allen B. Du Mont Laboratories will be held Oct. 20 in the company's offices at Clifton, N. J., to elect eight directors, the president, vice-president, secretary, treasurer and assistant treasurer of the corporation.

Paramount Pictures, which owns all of the Class B common stock of Du Mont, is entitled to elect three members of the board, the secretary, treasurer and assistant treasurer. Class A stockholders elect the others. The corporation's nominees for Class A stockholders' votes consist of five of the present board members, Allen B. Du Mont, Bruce T. Du Mont, Thomas T. Goldsmith, Jr., Stanley F. Patten and Percy M. Stewart, with Allen B. Du Mont for president, and Patten for vice-president.

The company's proxy statement notes that the identity of the directors and officers to be elected by Paramount are unknown to it. Listed compensation paid to officers last year are: Allen Du Mont, $50,500; Leonard Cramer, former vice-president, $52,961; Goldsmith, director of research, $25,400.

The special meeting of stockholders is being held in lieu of the annual meeting which was not held last May 5.

Balks at Ontario

(Continued from page 1)

ruled by Stuart W. Griffiths, CBC supervisor of programs here.

Ernest L. Bushnell, director-general of programs for both TV and radio, added: "We bought some pictures in the States and they've been censored by some board down there but not by the Ontario Board."

Bushnell asserted that the CBC would do its own policing.

O. J. Silverthorne, chairman of the Ontario censors, objected to the attitude of the Federal agency, declaring: "This board was set up to make sure our children and young people would get proper entertainment."

Ignored Distributors

It also developed that the Canadian Broadcasting Corp. had ignored the film distributors in Canada in buying at least three features in the U.S. for its television programs. These are "Jamaica Inn," "Red Stallion" and "Sky Dragon," the Canadian rights for which are held by film exchanges here.

The CBC has not bought a feature from any Canadian distributor, it is claimed.

Business Will Grow Despite TV: Berger

MINNEAPOLIS, April 9.—The motion picture theatre business will enjoy its greatest period of prosperity as soon as the novelty of television wears off, Benjamin Berger, president of North Central Allied, predicted at a district meeting in Fargo, N. D.

Berger told the well-attended meeting of exhibitors at Fargo that TV is going to hurt motion picture business until people get used to the novelty. But remember, Berger added, every home has a kitchen and still restaurants do a big business.

MOTION PICTURE DAILY'S BOOKING CHART

WEEK OF	COLUMBIA	LIPPERT	M-G-M	MONO.	PARA.	REPUBLIC	RKO	20TH-FOX	UNITED ARTISTS	UNIV.-INT'L.	WARNERS
Aug. 3			YOU FOR ME Peter Lawford Jane Greer CD—71 min. (Rev. 7/23/52)				(Aug. Releases) THE BIG SKY Kirk Douglas Dewey Martin OD—140 min. (361) (Rev. 7/9/52) ONE MINUTE TO ZERO Robert Mitchum Ann Blyth D—105 min. (301) (Rev. 7/22/52) SUDDEN FEAR Joan Crawford D—110 min. (362) (Rev. 7/23/52) (Re-Releases) LOOK WHO'S LAUGHING Fibber McGee & Molly C—79 min. (363) (Rev. 9/17/41) TOO MANY GIRLS Desi Arnaz Lucille Ball MC—84 min. (364) (Rev. 10/8/40)	(Aug. Releases) OREAM BOAT Clifton Webb Ginger Rogers C—83 min. (223) (Rev. 7/22/52) DON'T BOTHER TO KNOCK Richard Widmark Marilyn Monroe D—76 min. (224) (Rev. 7/11/52) LES MISERABLES Michael Rennie Debra Paget D—104 min. (225) (Rev. 7/24/52) WHAT PRICE GLORY (Color) James Cagney Corinne Calvet CD—111 min. (226) (Rev. 7/28/52)	(David E. Rose) ISLAND OF DESIRE (Color) Linda Darnell Tab Hunter D—103 min. (Rev. 7/31/52)	(Aug. Releases) THE WORLD IN HIS ARMS (Color) Gregory Peck Ann Blyth D—104 min. (227) (Rev. 6/17/52) THE DUEL AT SILVER CREEK (Color) Audie Murphy Stephen McNally OD—77 min (228) (Rev. 7/14/52) LOST IN ALASKA Bud Abbott Lou Costello C—76 min. (229) (Rev. 7/28/52) (J. Arthur Rank) THE STRANGER IN BETWEEN Dirk Bogarde D—84 min. (282) (Rev. 8/20/52)	
Aug. 10	CAPTAIN PIRATE (Color) Louis Hayward D—85 min. (Rev. 7/25/52)		FEARLESS FAGAN Janet Leigh Carleton Carpenter C—79 min. (Rev. 7/7/52)	MONTANA INCIDENT Whip Wilson O—54 min. (5253) (Rev. 8/28/52)	(Aug. Releases) CARRIE Laurence Olivier Jennifer Jones D—118 min. (5123) (Rev. 6/9/52) SON OF PALEFACE (Color) Bob Hope Jane Russell C—95 min. (5124) (Rev. 7/14/52)				(Samuel Fuller) PARK ROW Gene Evans D— 83 min. (Rev. 8/6/52)		
Aug. 17	LAST TRAIN FROM BOMBAY Jon Hall D—72 min. (Rev. 7/30/52) (J. Arthur Rank) THE CLOUDED YELLOW Jean Simmons Trevor Howard D—89 min. (Rev. 10/8/51)								(Zoltan Korda-Lopert) CRY THE BELOVED COUNTRY Canada Lee D—105 min. (Rev. 1/24/52)		WHERE'S CHARLEY? (Color) Ray Bolger Allyn McLerie MC—97 min. (130) (Rev. 6/26/52)
Aug. 24	THE KID FROM BROKEN GUN Charles Starrett Smiley Burnette O—56 min. (Rev. 8/8/52)	SECRET PEOPLE Valentina Cortesa Audrey Hepburn D—88 min. (5116) (Rev. 8/27/52)	IVANHOE (Color) Robert Taylor Elizabeth Taylor D—106 min. (Rev. 6/16/52)	ROSE BOWL STORY (Color) Marshall Thompson D—73 min. (5204) (Rev. 8/27/52)							
Aug. 31		HELLGATE Sterling Hayden Joan Leslie D—87 min. (5113) (Rev. 8/22/52)	THE MERRY WIDOW (Color) Lana Turner Fernando Lamas MC—105 min. (Rev. 7/8/52)	YUKON GOLD Kirby Grant D (5221)		WOMAN OF THE NORTH COUNTRY (Color) Ruth Hussey Rod Cameron OD—90 min. (5107) (Rev. 7/30/52)			(Re-Releases) IT'S IN THE BAG Jack Benny Fred Allen C—87 min. (Rev. 2/9/45) GUEST WIFE Claudette Colbert Don Ameche C—90 min. (Rev. 7/23/45)		BIG JIM McLAIN John Wayne Nancy Olson D—90 min. (201) (Rev. 8/26/52)
Sept. 7	(Sept. Releases) RAINBOW 'ROUND MY SHOULDER (Color) Frankie Laine Billy Daniels M—78 min. (Rev. 8/8/52)		THE DEVIL MAKES THREE Gene Kelly Pier Angeli D—96 min. (Rev. 8/13/52)	FARGO Wild Bill Elliott O—70 min. (5226) (Rev. 9/4/52)			(Sept. Releases) BEWARE MY LOVELY Ida Lupino Robert Ryan D—77 min. (302) (Rev. 7/31/52) (Re-Releases) ANNIE OAKLEY Barbara Stanwyck Preston Foster D—91 min. (365) (Rev. 10/28/35) ALLEGHENY UPRISING John Wayne Claire Trevor D—81 min. (366) (Rev. 10/24/39)	(Sept. Releases) LURE OF THE WILDERNESS (Color) Jean Peters Jeffrey Hunter D—92 min. (Rev. 7/29/52) O. HENRY'S FULL HOUSE Fred Allen Anne Baxter C—D—117 min. (Rev. 8/18/52) MONKEY BUSINESS Cary Grant Ginger Rogers C—97 min. (Rev. 9/2/52)	(Jewell) UNTAMED WOMEN D—70 min. (Rev. 8/13/52)	(Sept. Releases) UNTAMED FRONTIER (Color) Joseph Cotten Shelley Winters OD—75 min. (230) SON OF ALI BABA (Color) Tony Curtis Piper Laurie D—75 min. (231) (Rev. 8/13/52)	
Sept. 14	AFFAIR IN TRINIDAD Rita Hayworth Glenn Ford D—98 min. (Rev. 7/30/52)		MY MAN AND I Shelley Winters Ricardo Montalban D—99 min. (Rev. 8/19/52)	FEUDIN' FOOLS Leo Gorcey C—63 min. (5213)	(Sept. Releases) JUST FOR YOU (Color) Bing Crosby Jane Wyman (5201) CD—M—104 min. (Rev. 7/31/52) CARIBBEAN (Color) John Payne Arlene Dahl D—97 min. (5202) (Rev. 8/4/52)				(Re-Release) THE LADY VANISHES Michael Redgrave Margaret Lockwood D—85 min. (Rev. 10/11/38)		
Sept. 21	WAGON TEAM Gene Autry O—61 min. (Rev. 9/5/52) (Re-Release) THE MINE WITH THE IRON DOOR Richard Arlen Cecilia Parker D—66 min. (Rev. 4/20/36)	TROMBA, THE TIGER MAN Special Cast D—63 min. (5201)	BECAUSE YOU'RE MINE (Color) Mario Lanza M—103 min. (Rev. 8/29/52)	(Allied Artists) BATTLE ZONE John Hodiak Linda Christian D (AA22)		TROPICAL HEAT WAVE Estelita Robert Hutton CM			(King Bros.) THE RING Gerald Mohr Lalos Rios D—79 min. (Rev. 8/26/52)		
Sept. 28										(Oct. Releases) WILLIE AND JOE BACK AT THE FRONT Tom Ewell Mary Blanchard C—87 min. (233) YANKEE BUCCANEER (Color) Jeff Chandler Scott Brady D—86 min. (234) HORIZONS WEST (Color) Robert Ryan Julia Adams OD—81 min. (235)	THE CRIMSON PIRATE (Color) Burt Lancaster D—104 min. (202) (Rev. 8/27/52)
Oct. 5	(Oct. Releases) ASSIGNMENT—PARIS Oana Andrews Marta Toren D—85 min. (Rev. 9/4/52)			ARMY BOUND Stanley Clements D (5216)	(Oct. Releases) SOMEBODY LOVES ME (Color) Betty Hutton Ralph Meeker M—95 min. (Rev. 8/20/52)	OESPERADOES OUTPOST Alan "Rocky" Lane O—54 min. (5174) THE WAC FROM WALLA WALLA Judy Canova Stephen Dunne C	(Oct. Releases) THE LUSTY MEN Robert Mitchum Susan Hayward OD	(Oct. Releases) MY WIFE'S BEST FRIEND Anne Baxter Macdonald Carey CD WAY OF A GAUCHO Rory Calhoun Gene Tierney O SOMETHING FOR THE BIRDS Victor Mature Patricia Neal C			
Oct. 12	THE GOLDEN HAWK (Color) Rhonda Fleming Sterling Hayden D—83 min.		APACHE WAR SMOKE Gilbert Roland Glenda Farrell O	CANYON AMBUSH Johnny Mack Brown O (5244)							THE MIRACLE OF OUR LADY OF FATIMA (Color) Gilbert Roland Angela Clark D—102 min. (Rev. 8/21/52)

(Dates Are Based on National Release Schedules and Are Subject to Change. Letters Denote the Following: (D) Drama. (M) Musical. (C) Comedy. (O) Outdoor Action. Production Numbers Are in Parentheses. (Rev.) Motion Picture Daily Review Date.)

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 51 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 11, 1952 TEN CENTS

Tentative Deal On a New U. K. Pact Reached

Terms Not Revealed; Needs Formal Approval

WASHINGTON, Sept. 10.—A tentative agreement on new monetary terms was reached here today by British and industry negotiators.

Announcement was made by the Motion Picture Association of America at the close of three days of negotiations conducted by representatives of the British government, the Society of Independent Motion Picture Producers and MPAA.

Both British and industry spokesmen agreed not to make public any details of the agreement. MPAA declared in its statement that details probably would not be disclosed until after the British government and the two industry organizations had considered the terms of the agreement. That they involve a modification of the present agreement, however, was admitted.

The British have insisted during the negotiations that they did not

(Continued on page 4)

NEWS FLASHES

CLARKSBURG, W. Va., Sept. 10. -- The annual convention of West Virginia Allied opened here today with a general discussion of business conditions and the booking problems arising out of print shortages and curtailed film transportation. Allied president Wilbur Snaper participated and tomorrow general counsel Abram Myers is due to discuss the tax issue. Leon Bamberger of RKO Radio will also speak.

•

When "Somebody Loves Me" opens at the Roxy Theatre here after the current attraction, "Monkey Business," it will be the first time that a Paramount picture has played that showcase in 20 years.

Distribution Heads Will Attend the TOA Convention

Among the more than 500 from exhibition and distribution who have indicated they will attend the Theatre Owners of America convention in Washington next week are several top sales executives, including Alfred W. Schwalberg, Paramount; Charles Reagan, Loew's; Al Lichtman, William Gehring and Arthur Silverstone, 20th Century-Fox; Abe Montague, Columbia; James R. Grainger, Republic, and George Dembow, National Screen.

As previously announced by TOA, William F. Rodgers, Loew's vice-president and chairman of the distributors' arbitration negotiating committee, will address the convention on arbitration.

Others definitely scheduled to attend are Ned E. Depinet, RKO Ra-

(Continued on page 5)

U. S.-France Rift Aids Italian Films

The cessation of American film exports to France, a direct result of the collapse of negotiations for a new Franco-American film agreement, has caused concern in distribution circles here over what was described as the likelihood that France will depend increasingly on Italian film imports to fill the American product gap.

If U. S. films are kept out of France for an extended time, American distributors could find upon resumption of shipments that competition there

(Continued on page 4)

OHIO CENSOR SUIT WON BY INDUSTRY

Arbitration Meet Off Until Monday

The meeting to act on the industry arbitration system draft which MPAA member companies' presidents, sales managers and attorneys had scheduled for today at the Hotel Astor here, yesterday was postponed to Monday at the same location. After voting on the draft Monday morning, the meeting probably will devote the afternoon to a discussion of the Anglo-American film agreement reached yesterday in Washington. The postponement was caused by MPAA president Eric Johnston's having to remain in the Capital for UK pact clean-up talks.

TNT Signs Up Two More N. Y. Theatres

Century Circuit's Marine Theatre, Brooklyn, N. Y., and the Queens, Queen Village, L. I., have booked the telecast of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout, thus becoming the fourth theatre in New York which will carry the trans-continental telecast originating from Philadephia on Sept. 23.

Century officials, while disclosing

(Continued on page 4)

Reels Censorship Ruled Unconstitutional In Toledo; State to Appeal

By GENE FISKE

TOLEDO, Sept. 10.—Newsreel censorship as practiced 17 years under the Ohio law violates both the Federal and State constitutions, Municipal Judge Frank W. Wiley ruled here today. "News reels are entitled to the same protection from 'prior restraint' as newspapers and other publications have historically been entitled to receive," Judge Wiley stated.

Prior restraint in the case of Ohio regulations, the Judge said, consists first of the requirement to submit films for censorship prior to their showing and, secondly, of the requirement covering inspection fees.

The judge said the Ohio law violated both the constitution of Ohio, and the First and 14th Amendments of the United States Constitution,

(Continued on page 5)

DecisionMomentous Advance: Johnston

Eric A. Johnston, Motion Picture Asociation of America president, yesterday hailed the Toledo court decision in the newsreel censorship case. Said Johnston:

"The Ohio court's decision carries out the clear dictates of the U. S. Supreme Court and is another momentous step toward the liberation of American motion pictures from the yoke of censorship.

"The ruling that the censorship of

(Continued on page 5)

Collier's Editorial Calls U. S. 16mm. Suit 'Foolish'

The government's suit to compel the sale of 16mm. films to television and other non-theatrical users is described as "foolish," "cockeyed sophistry" and establishing, if successful, a "disquieting" precedent, in a full-page editorial in the Sept. 20th issue of *Collier's* magazine, on newsstands today.

The editorial is headed: "Really Happy Marriages Don't Start This Way," and is illustrated with a cartoon in color depicting the shot-gun wedding of a blissful TV lass to a discomfited "Hollywood Investment," with the Justice Department holding the gun while a night-shirted Uncle Sam performs the ceremony.

The editorial terms the regulation of distribution and exhibition of 16 mm. prints of feature films, "common business sense." "And it doesn't seem

(Continued on page 4)

JDA Industry Heads Meet Here Sept. 26

Chairmen and other key persons in the various divisions of the industry's drive in support of the 1952 Joint Defense Appeal will attend a luncheon-meeting here on Friday, Sept. 26, at the Hotel Astor, it was announced jointly by Leon Goldberg, of Univer-

(Continued on page 4)

Studio Unit to Raise Eisenhower Funds

HOLLYWOOD, Sept. 10. — Political partisanship took on quasi-industry status today for the first instance in modern times when the Warner Brothers studio publicity department put out release reading in part: "Jack L. Warner, Darryl F. Zanuck and Samuel Goldwyn of the "Eisenhower Volunteers" have combined forces with George Murphy, Charles Brackett and

(Continued on page 5)

Personal Mention

HAROLD J. FITZGERALD, president of Fox Wisconsin Amusement Corp., is in New York from Milwaukee.

•

J. J. O'LEARY, Comerford Theatres president and Theatre Owners of America treasurer, is due here today from Scranton, Pa. for conferences with GAEL SULLIVAN, TOA executive director.

•

LOUIS ROSENBAUM, president of the Muscle Shoals Amusement Co., Florence, Ala., has again been appointed to head the Lauderdale County chapter of the National Foundation for Infantile Paralysis.

•

HARRY SIMONS, manager of the RKO Grand in Columbus, O., for several years, has resigned to accept a position as sales promoter for the Mayheaux Television Corp., Lewiston, Me.

•

JOHN S. HARRINGTON, Monogram-Allied Artists supervisor of prints and accessories, has returned to his Hollywood office following a Mexican vacation.

•

DON HASSLER, office manager and head booker for Astor Pictures of Georgia, has returned to his Atlanta office from a Florida vacation.

•

F. L. ALIG, general manager of Stein Theatres in Georgia and Florida, has returned to his Atlanta office after recovering from a heart attack.

•

TED GOULD, M-G-M Films of Canada general sales manager, and GARFIELD CASS, Toronto manager, were in New York from that city.

•

CAREY WILSON, M-G-M producer, will arrive here from Indianapolis Saturday and will fly to the Coast the following day.

•

TED R. GAMBLE, president of Gamble Enterprises, is in New York from Milwaukee.

•

MORRIS LOEWENSTEIN, president of the Theatre Owners of Oklahoma, has arrived here from Oklahoma City.

•

RAY BELL, Columbia's public relations director, is in Washington from New York.

•

HERMAN M. LEVY, Theatre Owners of America general counsel, is in Washington from New Haven.

•

BOB MCELWAINE of Samuel Goldwyn's studio publicity staff, has arrived here from the Coast.

•

JOSEPH KAUFMAN, RKO Radio producer, will be in Chicago today from New York.

•

BARNETT SHAPIRO, Monogram-Allied Artists resident attorney, has returned to Hollywood from the Coast.

Cites Growth of Industry Amid Competition Increase

KANSAS CITY, Mo., Sept. 10.—The "amazing ability" of the American public to absorb new forms of recreation as shown by the growth of the motion picture industry in the midst of a parallel increase in other forms of entertainment was underscored here today by Howard E. Jameyson, president of Commonwealth Theatres.

In his address marking the end of the fall meeting of Commonwealth Theatres, Jameyson also called upon managers to exercise their talents in the exploitation and advertising of films on the local level. He urged the managers to devise advertising in simple language for their towns, helping their public to know what the pictures offered are about and to appreciate what is worth seeing in them. Sterling Silliphant, Eastern publicity manager for 20th Century-Fox, talked on exploitation programs for various pictures, particularly outstanding ones. The division, city and house managers in their presentation of leading new pictures gave explicit ideas on copy for local advertising on promotion at the theatres. Dick Orear, purchasing agent, lead a forum on concession management. He and Fred Muhmel, who has charge of concessions, stressed promotion.

New England Trust Suit Is Settled

BOSTON, Sept. 10. — Settled here today, with prejudice, was the multi-million-dollar anti-trust suit filed by Jean Campopiano of the Lawrence Capitol Co. of Lawrence, Mass., against Warner Brothers, Paramount, Loew's, RKO Radio, Universal, Columbia, United Artists, and the Warner Brothers Circuit Management Corp.

It was dismissed pursuant to an agreement with the defendants.

Name H. Mirisch to Monogram Board

HOLLYWOOD, Sept. 10.—Monogram vice-president Harold Mirisch has been nominated to succeed William Hurlbut on the company's board of directors, president Steve Broidy announced here today, with all nine other members of the directorate continuing, subject to vote by the stockholders at a November meeting. Hurlbut recently sold his Detroit franchise.

A Simple Statement of Fact

There is only **ONE** Airmail Edition in the motion picture trade paper field.

It is rushed by Air Mail not merely to a few people at the Hollywood studios—but to ALL the exhibition pacemakers in ALL areas of the United States (except those in the New York or nearby zones who get it by hand-delivery or first class mail).

Also, the Airmail Edition goes to the motion picture editors and critics of the leading newspapers, and other public opinion makers, throughout the nation—as well as to the film distribution executives of the industry.

Bringing the very latest news reports in concise factual form, by the fastest possible means—delivering it two to four days sooner to distant states—the Airmail Edition of Motion Picture Daily naturally is accorded preferred attention and keenest actual readership.

AIR MAIL EDITION

MOTION PICTURE DAILY

NEWS WHILE IT IS NEWS

Subscription rate $12 per annum

928 Performers in Servicemen's Shows

Hollywood, Sept. 10. — The Hollywood Coordinating Committee, recently honored by the Air Force Association "for distinguished public service in contributing to the morale of America's Armed Forces throughout the world," disclosed that 928 Hollywood performers entertained gratis in 463 events during the first eight months of this year.

Ohio Candidates Favor Tax Relief

COLUMBUS, O., Sept. 10.—Senator John W. Bricker of Ohio and Michael V. Di Salle, his Democratic opponent in the November elections, are in favor of tax relief for theatres, according to replies from them received by Robert Wile, secretary of the Independent Theatre Owners of Ohio. Wile has queried all Ohio Senatorial and Congressional candidates on their attitudes about repeal of the 20 per cent Federal admission tax.

"You are just as right as you can be," said Bricker. "I shall do everything in my power to help this cause along." Di Salle said that "as a general rule I am in favor of minimizing the tax rate wherever possible and as soon as possible." Di Salle, former Mayor of Toledo, pointed out that Toledo is the only major Ohio city which does not also have a municipal admission tax.

Favorable replies were received from six additional Congressional candidates and incumbents. The score now stands: 19 for repeal and three non-committal. Among those indicating support of tax relief are Walter B. Huber, Akron; Carleton C. Reiser, Celina; George C. Steinemann, Sandusky; Cliff Clevenger, Fifth District; Gordon H. Scherer, Cincinnati, and James G. Polk, Sixth District. Polk said he favored elimination of taxes on admissions of 50 cents and less.

Harrison Echols to Assist NPA's Golden

WASHINGTON, Sept. 10.—Harrison Echols has been named assistant to Nathan D. Golden, film chief for the National Production Authority and the Department of Commerce.

Echols will assist Golden in NPA matters, replacing James Frank. Echols was formerly with General Aniline and Film and was most recently in the consumer durable goods division of the NPA.

To Fete Beresin

CLEVELAND, Sept. 10.—Henry Greenberger, local Variety Club chief barker, has arranged a luncheon for members to be held tomorrow in the club's new Hollenden Hotel quarters in honor of Jack Beresin, international chief barker, and Murray Weiss, international property man. Beresin will be in Cleveland to attend the opening of the Bainbridge Race track.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales. each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter. Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

BURT LANCASTER IN THE CRIMSON PIRATE

COLOR BY TECHNICOLOR

IS A RED-HOT SMASH!





BUSINESS IS WAY UP ON TOP WITH THE ALL-TIME TOP ONES IN N.Y. PARAMOUNT PRE-RELEASE!

Now Booking Nationally!



Filmed in the Mediterranean

and presented by WARNER BROS.

WITH NICK CRAVAT · EVA BARTOK

WRITTEN BY TORIN THATCHER · ROLAND KIBBEE · PRODUCED BY HAROLD HECHT

DIRECTED BY ROBERT SIODMAK

A NORMA PRODUCTION

DISTRIBUTED BY WARNER BROS.

BEN KALMENSON DRIVE

IMPPA Costs Cut By AFM Contract

HOLLYWOOD, Sept. 10. — Producer members of the Independent Motion Picture Producers Association are spared a considerable portion of the present expense of preparing old pictures for sale to television under the terms of the new contract offered by the American Federation of Musicians following protracted negotiations with IMPPA's I. E. Chadwick.

AFM required formerly that old films be completely rescored with original musicians receiving full salaries and with a new sound track actually affixed to the film. The new deal requires that each musician be paid one half of his salary for one scoring session only with no actual work being performed. The standard stipulation that the producer pay into the AFM fund five per cent of the gross revenue obtained from the sale of the film to television remains unchanged.

TV Tops 86 Papers At SMPTE Meet

Television will again head the list of 86 papers to be presented by the Society of Motion Picture and Television Engineers at the 72nd semi-annual convention at the Statler Hotel in Washington, Oct. 6-10, it was disclosed by Peter Mole, SMPTE president.

During the 16 sessions, papers will be read on television, color photography, technical advances in production, sound recording and other subjects.

A minimum of 14 awards for special contributions to the motion picture and TV industries will be presented.

JDA Heads

(*Continued from page* 1)

sal Pictures, and Edward L. Fabian, of Fabian Theatres, industry JDA chairmen.

The divisions in the industry effort, and their chairmen, include: Home office, Harry Kalmine, Warner Brothers; exhibitors, Harold J. Rinzler, Randforce Amusement; exchanges, Saal Gottlieb, M-G-M and David Levy, Universal; laboratories, William German; publicity, Morton Sunshine, Independent Theatre Owners Association; film delivery, Ira Meinhardt, Film Carriers; trade press, Martin Quigley.

Also, equipment supply, Benjamin Perse, Capitol Supply; concessions, Benjamin Sherman, ABC Vending Corp.; purchasing agents, Martin Levine, Brandt Theatres; labor, Herman Gelber, Local No. 306, Vincent Jacobi, Local No. 1, and Thomas Murtha, Local No. 4, all of the IATSE.

4A's Vote Division Of TV Jurisdiction

HOLLYWOOD, Sept. 10.—Screen Actors Guild revealed here that the Associated Actors and Artists of America board today voted 53 to four, in New York, to rescind the 1950 resolution which had given Television Authority jurisdiction over all television, and in favor of a new resolution dividing the jurisdiction between Television Authority and SAG along the lines already established by a series of NLRB elections.

Collier's Editorial Calls

(*Continued from page* 1)

likely to us," the editorial observes, "that a deep, dark formal conspiracy would be necessary to persuade these individual members of the industry that it would be inviting commercial suicide to sell their product indiscriminately to their TV competitors at a small fraction of the product's original cost."

"In any event, we believe that the decision of whether to reissue, sell to TV or keep the film in the can is one which should be left up to the company which spent its money to produce the picture in the first place." The editorial continues, in part:

"If the government can compel the movie makers to turn over their 16-millimeter films to television, why can't it also force them to sell their 35-millimeter pictures to the same medium, in case the movie companies refuse to make any more 16-millimeter duplicates? And if the government can exercise that compulsion, why can't it also order television networks sometime in the future to show some special event, like a World Series or a championship fight or a political convention, only in theatres to paid admissions?

"The film industry is one of the country's largest simply because its product has won popular favor all over the world. Thousands of people depend upon it for their livelihood—not only the stars and executives with six-figure incomes, but the man who runs the neighborhood movie house and hires a half-dozen people to work for him. The Justice Department can threaten all those livelihoods if it succeeds through its present action in throwing open Hollywood's doors and inviting a competitor to help himself.

"All this leads us back to something which we have said before, and which we intend to keep on saying when the occasion warrants until something is done: the antitrust laws should be interpreted in the light of public benefit and not of economic theory; and Congress should re-examine and if necessary rewrite those laws in the interest of the just regulation and orderly growth of American industry, rather than in the interest of punishment and restriction."

Clear Belgium Pact For Senate Action

WASHINGTON, Sept. 10.—The way has been cleared for the Senate to act on an agreement with Belgium which would exempt motion picture film rentals from double taxation, the State Department announced here today.

The department said that a convention with Belgium had been signed earlier this month which modifies and supplements the convention of Oct., 1948, for the avoidance of double taxation. Senate action on the 1948 agreement has been held up pending the conclusion of the supplementary convention.

Belgium Lightens Some Import Rules

OTTAWA, Sept. 10.—Certain products may now be imported into Belgium from countries in the dollar area under a quota system by virtue of a ruling of the joint Belgo-Luxembourg Administrative Commission, with certain types of films being included under the new quota system, according to a report from Brussels to the Foreign Trade Service of the Canadian government.

The import into Belgium of the items affected has been restricted since Sept., 1951 but it is understood that the monthly quotas to Dec. 31, 1952 will amount to 33 per cent of the average monthly imports during the first six months of 1951.

TNT Signs

(*Continued from page* 1)

the contract with Theatre Network Television, said the pricing policy for the bout will be determined shortly. Fabian's Fox, Brooklyn, and the 50th Street Guild Theatre are other local houses which have already disclosed plans to carry the bout.

With the Century Circuit joining the network, the number of announced theatres in the TNT line-up now stands at 19.

U. S.-France Rift

(*Continued from page* 1)

from Italian films had mounted to a disadvantageous degree, it was pointed out.

In recent years the popularity of Italian films in France has been second only to that of Hollywood product, U. S. film export officials have reminded.

It was estimated that only a very small number of dubbed American films are in France awaiting release. These are the residue of 121 that went in under France's previous import stipulation. No single major American producer was estimated to have more than three set for release there at this time, while one or more companies were said to have only one dubbed unreleased picture in French vaults. Some may have none at all.

Under the circumstances, it was expected that French theatres would feel an American product "pinch" within a few months. If at that time a new Franco-American pact is not in sight, French exhibitors might demand that the door be opened to an increased flow of Italian films, observers here believe.

When the Franco-American negotiations broke down last week, with the rejection by the Motion Picture Export Association of an unfavorable French remittance offer, Eric A. Johnston, Motion Picture Association of America president, was given blanket authority to deal with the French. It was indicated he would go to Paris for this purpose, but not necessarily in the immediate future. Actually, the expectation was that he first would visit Rio de Janeiro and then Rome to seek to straighten out American distribution difficulties in Brazil and Italy, before venturing to Paris.

Max Wolff Named

Max Wolff, president of Wolff-Feldman Television and Theatrical Producers and a former director of purchases for Loew's Theatres and M-G-M, has been named honorary deputy commissioner of the City Department of Commerce by the Commissioner, Walter T. Shirley.

New U. K. Pact

(*Continued from page* 1)

wish to give out any information on facts and figures, since they felt that publicity would cut down their bargaining power. MPAA and SIMPP representatives have respected the wishes of the British in this regard.

One British spokesman did say today, however, that he felt "negotiators on both sides are happy with this tentative agreement." MPAA spokesmen declined all comment, declaring that they "would let the British speak" for them.

Sir Frank Lee, permanent secretary of the British Board of Trade, who led the talks for the British, is expected to return to London over the week-end to present the agreement to his government. MPAA president Eric Johnston, SIMPP president Ellis Arnall and SIMPP vice-president James Mulvey are expected to submit the proposals to their organizations at meetings in New York next week.

Came As Surprise

The fact that a tentative agreement was reached after only three days of meeting came as a surprise to many observers, who were expecting the talks would be drawn out over a week or even two.

There was no indication, however, as to whether the shortness of the negotiations meant that the tentative terms reached were good or bad for the industry. Reports coming from London in advance of the British team indicated that the British would probably ask for a substantial cut in the $17,000,000 in annual remittances from Great Britain permitted to the industry by the current monetary agreement, exclusive of Eady Plan and bonus provisions accounting for another $8,000,000.

It was felt that the British would ask to cut the figure by anywhere from $2,000,000 to $8,000,000 and that they would ask, in addition, that the industry increase the amount of its motion picture production in Great Britain. Negotiations may have held the cut to a maximum of $5,000,000 or less, it is believed.

The British exercised their right under the existing two-year agreement to re-open negotiations at the end of a year, due to the fact that the country's dollar shortage is more acute now than it was when the monetary agreement was signed. If the new terms are approved, they will become effective Oct. 1, for one year.

Taking part in the negotiations along with Sir Frank, Johnston, Arnall and Mulvey were Joyce O'Hara, MPAA vice-president; John McCarthy, MPAA international vice-president; Fayette Allport, MPAA British chief; Sidney Golt, assistant secretary of the British Board of Trade in charge of the films division; Alan Christelow of the British Treasury delegation in Washington; and Geoffrey Parker, British Embassy commercial counselor.

WB Renews Grayson

HOLLYWOOD, Sept. 10. — Kathryn Grayson's association with Warner Brothers will continue through several more pictures as a result of a contract negotiated with her by Jack L. Warner, executive producer. Miss Grayson has been signed for at least four more pictures of which "The Grace Moore Story" will be first. After that she will star in "Saratoga," "Trilby" and "Mademoiselle Modiste."

Grand Loses Bid For Extended Runs

CHICAGO, Sept. 10.—The Winston Theatre case, in which RKO Theatres was asking that the Grand Theatre here be exempted from provisions of the Jackson Park decree (limiting "affiliated" theatres two weeks on first run pictures, unless specific exemption was made on a particular picture by the court), was decided against RKO their petition for exemption being denied by Federal Judge Michael L. Igoe.

The 20th Century-Fox and Warner Brothers petitions for extended first runs on "Snows of Kilimanjaro" and "Miracle of Our Lady of Fatima," respectively, will be heard by Judge Igoe tomorrow.

On another legal front, the hearing on attorney Thomas C. McConnell's plea for additional fees covering the period from the time of the original decision to the date of the ruling on the defendant's appeal in the Milwaukee Towne case has been put over to Oct. 13.

20th Sets Plan to Promote Art Films

A special eight-page manual detailing advertising and exploitation plans for 20th Century-Fox's seven Art Films' color in Technicolor short subjects are now being circulated to theatres throughout the country.

A complete theatre campaign, pretested in Allentown, Pa., highlights the exploitation section, which also features tie-ups with schools, clubs, civic leaders and others. The manual also carries illustrations of the ad mats and accessories available from National Screen Service.

Holbrook Bissell Dies in Albany

ALBANY, N. Y., Sept. 10.—Holbrook Bissell, associated with the industry for more than a quarter of a century as salesman, branch manager and screen advertising executive, died in St. Peters Hospital here after a short illness. He served in this city with Columbia and Warner Brothers, having been manager for the former in 1945-46. Bissell also sold film in Buffalo, Philadelphia and Cleveland.

UPT 25-Cent Dividend

A 25-cent quarterly dividend on the outstanding common stock of United Paramount Theatres, Inc., was announced here yesterday by Leonard H. Goldenson, UPT president. The dividend is payable Oct. 17 to stockholders of record on Sept. 26.

Preview for Oil Film

There will be a special press preview of "Crossroads, U.S.A.," new film produced at the Columbia Coast studios for the American Petroleum Institute tomorrow at Toots Shor's Restaurant here, followed by a reception. Regis Toomey, Elisabeth Risdon and Darryl Hickman are featured in the film.

MGM Buys 'King Arthur'

HOLLYWOOD, Sept. 10.—M-G-M has purchased "King Arthur and the Round Table" for production. The film will be made in England, with color in Technicolor. Pandro S. Berman will produce.

Ohio Censor Suit

(*Continued from page* 1)

guaranteeing freedom of speech and freedom of the press.

"To subject a news reel to our present censorship is of itself a greater evil than the possibility of evil against which the statute was designed to protect," the jurist stated.

Dr. Clyde Hissong, director of the Ohio State Department of Education, division of film censorship, said in Columbus that it was the state's plan to appeal the decision after consultation with the Attorney General.

Judge Wiley accepted the arguments of defense counsel attacking "vagueness of the criteria on which the administrative officials are to act (in their job of censoring), particularly as applied to newsreels." The Ohio law, he pointed out, provides approval for "only such films as are in the judgment and discretion of the Department of Education of a moral, educational or amusing and harmless character."

Finds Judgment Relative

"What may appear harmless to one person may appear harmful to another, depending upon the individual's background, education, experience and environment," Judge Wiley stated. "The criteria, therefore, come down to what the particular reviewing board happens to think about the particular picture. The Ohio censorship statutes do not say, as the criminal statutes do, that only lewd and obscene publications are objectionable."

". . . From a 1952 viewpoint, it appears that self-censorship in the industry has removed much of the possibility for evil that may have existed in earlier years; likewise, the necessity for the use of general terms in censorship statutes to cover unexpected developments is minimized by the actual development pattern of the industry. "It does not follow," Judge Wiley warned," that the constitution requires absolute freedom to exhibit every motion picture of every kind at all times and all places, but nothing was presented to this court to warrant making an exception to the prevailing rule of 'freedom of speech and press.'

". . . Newsreels are an established method of communication of news. No controlling distinction can be made between newsreels and newspapers." Whatever the intention of the legislature was 40 years ago in enacting the first censorship law, amended in 1935, the Judge said, the character of the present statute is such that "it strikes at the very foundation of the freedom of the press by subjecting it to a license and censorship." It is apparent from the language of the law itself, Judge Wiley continued, that the $3 minimum fee for "inspection of newsreels" is not merely a license fee to cover the cost of making the inspection, but is a tax imposed on motion pictures.

"It is our opinion that these charges constitute a tax and as such are a form of 'prior restraint' which violates the constitutional guarantee of freedom of speech and press," he added.

"There is no attempt by Ohio to tax other media of dissemination of information in the same manner, such as newspapers, magazines, radio and television. "As a striking example of this discrimination, there was recently shown on the screens in several Ohio theatres the picture of the Robinson-Maxim prize fight by direct television . . . This was not subject to attempted censorship or collection of tax. If the same prize fight had been recorded on film and shown the next day in the same theatres, then the division of film censorship would have insisted on licensing and collection of fees."

Charge Is Discriminatory

The charge of $3 per film is discriminatory because it "singles out one method of disseminating information against all others, and therefore violates the 'due process and equal protection' clauses of the Federal and State constitutions."

The ruling came in a test case instituted by the State Division of Censorship against Martin G. Smith, operator of Toledo's Westwood Theatre.

The Motion Picture Association of America and the Independent Theatre Owners of Ohio, said it would be the first step in their drive to have the courts declare the Ohio law unconstitutional.

Donald Melhorn, of the law firm of Marshall, Melhorn, Block and Belt, attorneys for Smith, said "We cannot minimize the effect of this decision." He added that it would be difficult for the state censor board to enforce the newsreel censorship statute in other cities of Ohio because other municipal courts would dismiss similar cases almost automatically because of the precedent of the Wiley decision.

'La Ronde' Appeal Off to November

ALBANY, N. Y., Sept. 10.—The appeal by Commercial Pictures Corp. of California from a 3-to-2 decision of the Appellate Division last May, upholding the Board of Regents in refusing to license "La Ronde" on the grounds that the French-made film is "immoral and would tend to corrupt morals," will not be heard at the October term of the Court of Appeals.

Notice of appeals has been filed, but the printed record and briefs have not yet been received by the state's highest court. This means the case cannot be heard before that tribunal next reassembles Nov. 17th.

Commercial Pictures has announced the case would be carried to the U. S. supreme court, in case of an adverse decision.

Decision Momentous

(*Continued from page* 1)

newsreels is unconstitutional marks a great victory for those who believe in freedom and democracy. It is a resounding defeat for those who would muffle or destroy free speech and a free press in our country.

"I want especially to commend the courageous atcion of Martin Smith of Toledo in bringing about this court test which has turned out so successfully."

Reade Sending 15 To AMPA's School

A large contingent of Walter Reade Theaters executives and staff members headed by Nick Schermerhorn, circuit general manager, and Paul Peterson, drive-in supervisor, will attend the Associated Motion Picture Advertisers forthcoming course in showmanship and promotion, Walter Reade, Jr., president of the circuit, yeesterday informed Harry K. McWilliams, AMPA president.

The Reade group will number as many as 15, and the circuit will bear the tuition cost of all, Reade said. City managers and theatre managers will be among the students. Reade personnel will come to New York weekly from New Jersey and up-state New York cities where the circuit's houses are located. Changes in the employes' working hours will be made to enable them to attend the weekly evening classes which will commence Sept. 25 in the home office screening room of RKO Radio.

Albert Floersheimer, Jr., advertising director of Reade Theatres, and AMPA treasurer, has been named chairman of the Oct. 16 class, which will deal with advertising on the local level. The course will run for 12 weeks.

TOA's Convention

(*Continued from page* 1)

dio president; Joseph R. Vogel, Oscar Doob and John Murphy, Loew's Theatres executives; Walter Griffith, Charlotte; H. F. Kincey, Charlotte; Morris Lowenstein, Oklahoma City; J. J. O'Leary, Scranton; Leon Bamberger, RKO Radio; Lou Gamble, Milwaukee; R. B. Wilby, Atlanta; Morton Thalhimer, Richmond; M. A. Lightman, Memphis; H. M. Richey, Loew's; Pete Dana, Universal; Eddie Aarons, 20th-Fox; Samuel Pinanski, Boston; Louis and Meyer Schine, Gloversville; Robert L. Lippert and Arthur Greenblatt, Lippert Pictures; S. H. Fabian, New York, and T. P. Comerford, Scranton.

List D. C. Exhibitors

Washington exhibitors who have registered include George Crouch, Orville Crouch, Sidney Lust, Fred Kogod, Harry Bachman, Lloyd Wineland, Frank Boucher, Victor Orsinger, Gerry Wagner, Morton Gerber, and others.

Eisenhower

(*Continued from page* 1)

Mendel Silberberg of the Hollywood Republican Committee to form the Entertainment Industry Joint Committee for Eisenhower-Nixon.

The release described the committee as the "official agency for the collection of funds for the Republican presidential and vice-presidential candidates" and gave the committee's address, phone number, and individual studio committee chairmen. Although top executives in studios, talent groups, unions and other groups often have taken a leading part in political campaigns, this is the first time any frankly political fund-raising machinery has been setup in the studios.

Reopen in Louisville

LOUISVILLE, Ky., Sept. 10.—Jack and Vernon Powell have reopened the subsequent run neighborhood Air-Way Theatre here, acquired recently from Switow Amusement Co.

Check List

of recent or forthcoming releases featured in advertising in

*MOTION PICTURE DAILY**

(alphabetically by title)

Title	Distributor
AFFAIR IN TRINIDAD (3 Pages)	Columbia
BECAUSE YOU'RE MINE	MGM
BIG JIM McLAIN (3 Pages)	Warner
BONZO GOES TO COLLEGE	Universal
CARIBBEAN	Paramount
CARRIE (2 Pages)	Paramount
DON'T BOTHER TO KNOCK (4 Pages)	20th-Fox
DREAMBOAT	20th-Fox
FEARLESS FAGAN (2 Pages)	MGM
FOOTBALL THRILLS	MGM
HIGH NOON (2 Pages)	United Artists
IVANHOE (11 Pages)	MGM
LURE OF THE WILDERNESS (2 Pages)	20th-Fox
ONE MINUTE TO ZERO (2 Pages)	RKO
PARK ROW (2 Pages)	United Artists
SHE'S WORKING HER WAY THROUGH COLLEGE	Warner
SOMEBODY LOVES ME	Paramount
SON OF PALEFACE	Paramount
SUDDEN FEAR (2 Pages)	RKO
THE QUIET MAN (13 Pages)	Republic
THE MERRY WIDOW	MGM
THE MIRACLE OF OUR LADY FATIMA (3 Pages)	Warner
THE SNOWS OF KILIMANJARO (3 Pages)	20th-Fox
THE STORY OF WILL ROGERS (4 Pages)	Warner
THE WORLD IN HIS ARMS (7 Pages)	Universal
UNTAMED FRONTIER	Universal
WAY OF A GAUCHO	20th-Fox
WHERE'S CHARLEY? (6 Pages)	Warner
WOMAN OF THE NORTH COUNTRY (2 Pages)	Republic

* Pictures featured in *M. P. Daily* advertised during past 6 weeks.

The Vital Spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold".*

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it *soon enough;* (2) Make it effectively proclaim the *box-office values* of the picture; (3) Publish a *sufficient continuity* of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 51 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 11, 1952 TEN CENTS

Tentative Deal On a New U. K. Pact Reached

Terms Not Revealed; Needs Formal Approval

WASHINGTON, Sept. 10.—A tentative agreement on new monetary terms was reached here today by British and industry negotiators.

Announcement was made by the Motion Picture Association of America at the close of three days of negotiations conducted by representatives of the British government, the Society of Independent Motion Picture Producers and MPAA.

Both British and industry spokesmen agreed not to make public any details of the agreement. MPAA declared in its statement that details probably would not be disclosed until after the British government and the two industry organizations had considered the terms of the agreement. That they involve a modification of the present agreement, however, was admitted.

The British have insisted during the negotiations that they did not

(*Continued on page* 4)

Booking Topic at W. Va. Allied Meet

CLARKSBURG, W. Va., Sept. 10.—About 75 theatremen registered for the opening program at the Stonewall Jackson Hotel here this afternoon of the annual convention of West Virginia Allied, which was devoted to a general discussion of business conditions and to the booking problems arising out of print shortages and curtailed film transportation.

Allied president Wilbur Snaper participated and tomorrow general counsel Abram Myers will speak on the tax issue. Leon J. Bamberger, RKO Radio sales promotion head, will also speak tomorrow.

First Para. Film in 20 Years to the Roxy

For the first time in 20 years a Paramount film will play the Roxy Theatre here when the Technicolor musical, "Somebody Loves Me," moves in after the current attraction, "Monkey Business."

Distribution Heads Will Attend the TOA Convention

Among the more than 500 from exhibition and distribution who have indicated they will attend the Theatre Owners of America convention in Washington next week are several top sales exccutives, including Alfred W. Schwalberg, Paramount; Charles Reagan, Loew's; Al Lichtman, William Gehring and Arthur Silverstone, 20th Century-Fox; Abe Montague, Columbia; James R. Grainger, Republic, and George Dembow, National Screen.

As previously announced by TOA, William F. Rodgers, Locw's vice-president and chairman of the distributors' arbitration negotiating committee, will address the convention on arbitration.

Others definitely scheduled to attend are Ned E. Depinet, RKO Ra-

(*Continued on page* 5)

U. S.-France Rift Aids Italian Films

The cessation of American film exports to France, a direct result of the collapse of negotiations for a new Franco-American film agreement, has caused concern in distribution circles here over what was described as the likelihood that France will depend increasingly on Italian film imports to fill the American product gap.

If U. S. films are kept out of France for an extended time, American distributors could find upon resumption of shipments that competition there

(*Continued on page* 4)

OHIO CENSOR SUIT WON BY INDUSTRY

Arbitration Meet Off Until Monday

The meeting to act on the industry arbitration system draft which MPAA member companies' presidents, sales managers and attorneys had scheduled for today at the Hotel Astor here, yesterday was postponed to Monday at the same location. After voting on the draft Monday morning, the meeting probably will devote the afternoon to a discussion of the Anglo-American film agreement reached yesterday in Washington. The postponement was caused by MPAA president Eric Johnston's having to remain in the Capital for UK pact clean-up talks.

TNT Signs Up Two More N. Y. Theatres

Century Circuit's Marine Theatre, Brooklyn, N. Y., and the Qucens, Queen Village, L. I., have booked the telecast of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout, thus becoming the fourth theatre in New York which will carry the trans-continental telecast originating from Philadephia on Sept. 23.

Century officials, while disclosing

(*Continued on page* 4)

Reels Censorship Ruled Unconstitutional In Toledo; State to Appeal

By GENE FISKE

TOLEDO, Sept. 10.—Newsreel censorship as practiced 17 years under the Ohio law violates both the Federal and State constitutions, Municipal Judge Frank W. Wiley ruled here today. "News reels are entitled to the same protection from 'prior restraint' as newspapers and other publications have historically been entitled to receive," Judge Wiley stated.

Prior restraint in the case of Ohio regulations, the Judge said, consists first of the requirement to submit films for censorship prior to their showing and, secondly, of the requirement covering inspection fees.

The judge said the Ohio law violated both the constitution of Ohio, and the First and 14th Amendments of the United States Constitution,

(*Continued on page* 5)

DecisionMomentous Advance: Johnston

Eric A. Johnston, Motion Picture Association of America president, yesterday hailed the Toledo court decision in the newsreel censorship case. Said Johnston:

"The Ohio court's decision carries out the clear dictates of the U. S. Supreme Court and is another momentous step toward the liberation of American motion pictures from the yoke of censorship.

"The ruling that the censorship of

(*Continued on page* 5)

Collier's Editorial Calls U. S. 16mm. Suit 'Foolish'

The government's suit to compel the sale of 16mm. films to television and other non-theatrical users is described as "foolish," "cockeyed sophistry" and establishing, if successful, a "disquieting" precedent, in a full-page editorial in the Sept. 20th issue of *Collier's* magazine, on newsstands today.

The editorial is headed: "Really Happy Marriages Don't Start This Way," and is illustrated with a cartoon in color depicting the shot-gun wedding of a blissful TV lass to a discomfited "Hollywood Investment," with the Justice Department holding the gun while a night-shirted Uncle Sam performs the ceremony.

The editorial terms the regulation of distribution and exhibition of 16 mm. prints of feature films, "common business sense." "And it doesn't seem

(*Continued on page* 4)

JDA Industry Heads Meet Here Sept. 26

Chairmen and other key persons in the various divisions of the industry's drive in support of the 1952 Joint Defense Appeal will attend a luncheon-meeting here on Friday, Sept. 26, at the Hotel Astor, it was announced jointly by Leon Goldberg, of Univer-

(*Continued on page* 4)

Studio Unit to Raise Eisenhower Funds

HOLLYWOOD, Sept. 10.—Political partisanship took on quasi-industry status today for the first instance in modern times when the Warner Brothers studio publicity department put out release reading in part: "Jack L. Warner, Darryl F. Zanuck and Samuel Goldwyn of the "Eisenhower Volunteers" have combined forces with George Murphy, Charles Brackett and

(*Continued on page* 5)

Personal Mention

HAROLD J. FITZGERALD, president of Fox Wisconsin Amusement Corp., is in New York from Milwaukee.

•

J. J. O'LEARY, Comerford Theatres president and Theatre Owners of America treasurer, is due here today from Scranton, Pa. for conferences with GAEL SULLIVAN, TOA executive director.

•

LOUIS ROSENBAUM, president of the Muscle Shoals Amusement Co., Florence, Ala., has again been appointed to head the Lauderdale County chapter of the National Foundation for Infantile Paralysis.

•

HARRY SIMONS, manager of the RKO Grand in Columbus, O., for several years, has resigned to accept a position as sales promoter for the Mayheaux Television Corp., Lewiston, Me.

•

JOHN S. HARRINGTON, Monogram-Allied Artists supervisor of prints and accessories, has returned to his Hollywood office following a Mexican vacation.

•

DON HASSLER, office manager and head booker for Astor Pictures of Georgia, has returned to his Atlanta office from a Florida vacation.

•

F. L. ALIG, general manager of Stein Theatres in Georgia and Florida, has returned to his Atlanta office after recovering from a heart attack.

•

TED GOULD, M-G-M Films of Canada general sales manager, and GARFIELD CASS, Toronto manager, were in New York from that city.

•

CAREY WILSON, M-G-M producer, will arrive here from Indianapolis Saturday and will fly to the Coast the following day.

•

TED R. GAMBLE, president of Gamble Enterprises, is in New York from Milwaukee.

•

MORRIS LOEWENSTEIN, president of the Theatre Owners of Oklahoma, has arrived here from Oklahoma City.

•

RAY BELL, Columbia's public relations director, is in Washington from New York.

•

HERMAN M. LEVY, Theatre Owners of America general counsel, is in Washington from New Haven.

•

BOB MCELWAINE of Samuel Goldwyn's studio publicity staff, has arrived here from the Coast.

•

JOSEPH KAUFMAN, RKO Radio producer, will be in Chicago today from New York.

•

BARNETT SHAPIRO, Monogram-Allied Artists resident attorney, has returned to Hollywood from the Coast.

Cites Growth of Industry Amid Competition Increase

KANSAS CITY, Mo., Sept. 10.—The "amazing ability" of the American public to absorb new forms of recreation as shown by the growth of the motion picture industry in the midst of a parallel increase in other forms of entertainment was underscored here today by Howard E. Jameyson, president of Commonwealth Theatres.

In his address marking the end of the fall meeting of Commonwealth Theatres, Jameyson also called upon managers to exercise their talents in the exploitation and advertising of films on the local level. He urged the managers to devise advertising in simple language for their towns, helping their public to know what the pictures offered are about and to appreciate what is worth seeing in them. Sterling Silliphant, Eastern publicity manager for 20th Century-Fox, talked on exploitation programs for various pictures, particularly outstanding ones. The division, city and house managers in their presentation of leading new pictures gave explicit ideas on copy for local advertising on promotion at the theatres. Dick Orear, purchasing agent, lead a forum on concession management. He and Fred Muhmel, who has charge of concessions, stressed promotion.

New England Trust Suit Is Settled

BOSTON, Sept. 10. — Settled here today, with prejudice, was the multi-million-dollar anti-trust suit filed by Jean Campopiano of the Lawrence Capitol Co. of Lawrence, Mass., against Warner Brothers, Paramount, Loew's, RKO Radio, Universal, Columbia, United Artists, and the Warner Brothers Circuit Management Corp.

It was dismissed pursuant to an agreement with the defendants.

Name H. Mirisch to Monogram Board

HOLLYWOOD, Sept. 10.—Monogram vice-president Harold Mirisch has been nominated to succeed William Hurlbut on the company's board of directors, president Steve Broidy announced here today, with all nine other members of the directorate continuing, subject to vote by the stockholders at a November meeting. Hurlbut recently sold his Detroit franchise.

A Simple Statement of Fact

There is only **ONE** Airmail Edition in the motion picture trade paper field.

It is rushed by Air Mail not merely to a few people at the Hollywood studios—but to ALL the exhibition pacemakers in ALL areas of the United States (except those in the New York or nearby zones who get it by hand-delivery or first class mail).

Also, the Airmail Edition goes to the motion picture editors and critics of the leading newspapers, and other public opinion makers, throughout the nation—as well as to the film distribution executives of the industry.

Bringing the very latest news reports in concise factual form, by the fastest possible means—delivering it two to four days sooner to distant states—the Airmail Edition of Motion Picture Daily naturally is accorded preferred attention and keenest actual readership.

AIR MAIL EDITION

MOTION PICTURE DAILY

NEWS WHILE IT IS NEWS

Subscription rate $12 per annum

928 Performers in Servicemen's Shows

Hollywood, Sept. 10. — The Hollywood Coordinating Committee, recently honored by the Air Force Association "for distinguished public service in contributing to the morale of America's Armed Forces throughout the world," disclosed that 928 Hollywood performers entertained gratis in 463 events during the first eight months of this year.

Ohio Candidates Favor Tax Relief

COLUMBUS, O., Sept. 10.—Senator John W. Bricker of Ohio and Michael V. Di Salle, his Democratic opponent in the November elections, are in favor of tax relief for theatres, according to replies from them received by Robert Wile, secretary of the Independent Theatre Owners of Ohio. Wile has queried all Ohio Senatorial and Congressional candidates on their attitudes about repeal of the 20 per cent Federal admission tax.

"You are just as right as you can be," said Bricker. "I shall do everything in my power to help this cause along." Di Salle said that "as a general rule I am in favor of minimizing the tax rate wherever possible and as soon as possible." Di Salle, former Mayor of Toledo, pointed out that Toledo is the only major Ohio city which does not also have a municipal admission tax.

Favorable replies were received from six additional Congressional candidates and incumbents. The score now stands: 19 for repeal and three non-committal. Among those indicating support of tax relief are Walter B. Huber, Akron; Carleton C. Reiser, Celina; George C. Steinemann, Sandusky; Cliff Clevenger, Fifth District; Gordon H. Scherer, Cincinnati, and James G. Polk, Sixth District. Polk said he favored elimination of taxes on admissions of 50 cents and less.

Harrison Echols to Assist NPA's Golden

WASHINGTON, Sept. 10.—Harrison Echols has been named assistant to Nathan D. Golden, film chief for the National Production Authority and the Department of Commerce.

Echols will assist Golden in NPA matters, replacing James Frank. Echols was formerly with General Aniline and Film and was most recently in the consumer durable goods division of the NPA.

To Fete Beresin

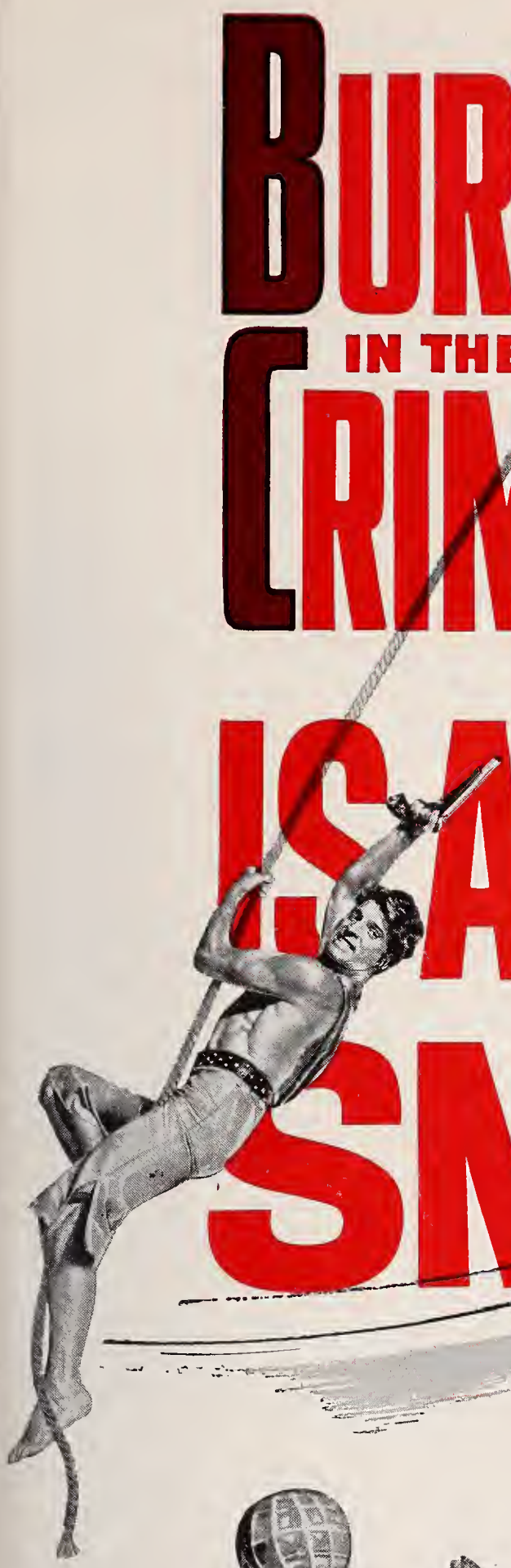
CLEVELAND, Sept. 10.—Henry Greenberger, local Variety Club chief barker, has arranged a luncheon for members to be held tomorrow in the club's new Hollenden Hotel quarters in honor of Jack Beresin, international chief barker, and Murray Weiss, international property man. Beresin will be in Cleveland to attend the opening of the Bainbridge Race track.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales. each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

BURT LANCASTER IN THE CRIMSON PIRATE

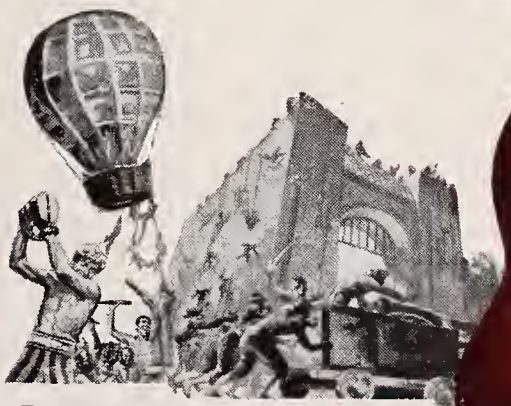
COLOR BY TECHNICOLOR

IS A RED-HOT SMASH!



BUSINESS IS WAY UP ON TOP WITH THE ALL-TIME TOP ONES IN N.Y. PARAMOUNT PRE-RELEASE!

Now Booking Nationally!





Filmed in the Mediterranean

and presented by WARNER BROS.

WITH NICK CRAVAT · EVA BARTOK

WRITTEN BY TORIN THATCHER · ROLAND KIBBEE · PRODUCED BY HAROLD HECHT

DIRECTED BY ROBERT SIODMAK

A NORMA PRODUCTION

DISTRIBUTED BY WARNER BROS.

BEN KALMENSON DRIVE

IMPPA Costs Cut By AFM Contract

HOLLYWOOD, Sept. 10. — Producer members of the Independent Motion Picture Producers Association are spared a considerable portion of the present expense of preparing old pictures for sale to television under the terms of the new contract offered by the American Federation of Musicians following protracted negotiations with IMPPA's I. E. Chadwick.

AFM required formerly that old films be completely rescored with original musicians receiving full salaries and with a new sound track actually affixed to the film. The new deal requires that each musician be paid one half of his salary for one scoring session only with no actual work being performed. The standard stipulation that the producer pay into the AFM fund five per cent of the gross revenue obtained from the sale of the film to television remains unchanged.

TV Tops 86 Papers At SMPTE Meet

Television will again head the list of 86 papers to be presented by the Society of Motion Picture and Television Engineers at the 72nd semi-annual convention at the Statler Hotel in Washington, Oct. 6-10, it was disclosed by Peter Mole, SMPTE president.

During the 16 sessions, papers will be read on television, color photography, technical advances in production, sound recording and other subjects.

A minimum of 14 awards for special contributions to the motion picture and TV industries will be presented.

JDA Heads

(*Continued from page* 1)

sal Pictures, and Edward L. Fabian, of Fabian Theatres, industry JDA chairmen.

The divisions in the industry effort, and their chairmen, include: Home office, Harry Kalmine, Warner Brothers; exhibitors, Harold J. Rinzler, Randforce Amusement; exchanges, Saal Gottlieb, M-G-M and David Levy, Universal; laboratories, William German; publicity, Morton Sunshine, Independent Theatre Owners Association; film delivery, Ira Meinhardt, Film Carriers; trade press, Martin Quigley.

Also, equipment supply, Benjamin Perse, Capitol Supply; concessions, Benjamin Sherman, ABC Vending Corp.; purchasing agents, Martin Levine, Brandt Theatres; labor, Herman Gelber, Local No. 306, Vincent Jacobi, Local No. 1, and Thomas Murtha, Local No. 4, all of the IATSE.

4A's Vote Division Of TV Jurisdiction

HOLLYWOOD, Sept. 10.—Screen Actors Guild revealed here that the Associated Actors and Artists of America board today voted 53 to four, in New York, to rescind the 1950 resolution which had given Television Authority jurisdiction over all television, and in favor of a new resolution dividing the jurisdiction between Television Authority and SAG along the lines already established by a series of NLRB elections.

Collier's Editorial Calls

(*Continued from page* 1)

likely to us," the editorial observes, "that a deep, dark formal conspiracy would be necessary to persuade these individual members of the industry that it would be inviting commercial suicide to sell their product indiscriminately to their TV competitors at a small fraction of the product's original cost."

"In any event, we believe that the decision of whether to reissue, sell to TV or keep the film in the can is one which should be left up to the company which spent its money to produce the picture in the first place." The editorial continues, in part:

"If the government can compel the movie makers to turn over their 16-millimeter films to television, why can't it also force them to sell their 35-millimeter pictures to the same medium, in case the movie companies refuse to make any more 16-millimeter duplicates? And if the government can exercise that compulsion, why can't it also order television networks sometime in the future to show some special event, like a World Series or a championship fight or a political convention, only in theatres to paid admissions?

"The film industry is one of the country's largest simply because its product has won popular favor all over the world. Thousands of people depend upon it for their livelihood—not only the stars and executives with six-figure incomes, but the man who runs the neighborhood movie house and hires a half-dozen people to work for him. The Justice Department can threaten all those livelihoods if it succeeds through its present action in throwing open Hollywood's doors and inviting a competitor to help himself.

"All this leads us back to something which we have said before, and which we intend to keep on saying when the occasion warrants until something is done: the antitrust laws should be interpreted in the light of public benefit and not of economic theory; and Congress should re-examine and if necessary rewrite those laws in the interest of the just regulation and orderly growth of American industry, rather than in the interest of punishment and restriction."

Clear Belgium Pact For Senate Action

WASHINGTON, Sept. 10.—The way has been cleared for the Senate to act on an agreement with Belgium which would exempt motion picture film rentals from double taxation, the State Department announced here today.

The department said that a convention with Belgium had been signed earlier this month which modifies and supplements the convention of Oct., 1948, for the avoidance of double taxation. Senate action on the 1948 agreement has been held up pending the conclusion of the supplementary convention.

Belgium Lightens Some Import Rules

OTTAWA, Sept. 10.—Certain products may now be imported into Belgium from countries in the dollar area under a quota system by virtue of a ruling of the joint Belgo-Luxembourg Administrative Commission, with certain types of films being included under the new quota system, according to a report from Brussels to the Foreign Trade Service of the Canadian government.

The import into Belgium of the items affected has been restricted since Sept., 1951 but it is understood that the monthly quotas to Dec. 31, 1952 will amount to 33 per cent of the average monthly imports during the first six months of 1951.

TNT Signs

(*Continued from page* 1)

the contract with Theatre Network Television, said the pricing policy for the bout will be determined shortly. Fabian's Fox, Brooklyn, and the 50th Street Guild Theatre are other local houses which have already disclosed plans to carry the bout.

With the Century Circuit joining the network, the number of announced theatres in the TNT line-up now stands at 19.

U. S.-France Rift

(*Continued from page* 1)

from Italian films had mounted to a disadvantageous degree, it was pointed out.

In recent years the popularity of Italian films in France has been second only to that of Hollywood product, U. S. film export officials have reminded.

It was estimated that only a very small number of dubbed American films are in France awaiting release. These are the residue of 121 that went in under France's previous import stipulation. No single major American producer was estimated to have more than three set for release there at this time, while one or more companies were said to have only one dubbed unreleased picture in French vaults. Some may have none at all.

Under the circumstances, it was expected that French theatres would feel an American product "pinch" within a few months. If at that time a new Franco-American pact is not in sight, French exhibitors might demand that the door be opened to an increased flow of Italian films, observers here believe.

When the Franco-American negotiations broke down last week, with the rejection by the Motion Picture Export Association of an unfavorable French remittance offer, Eric A. Johnston, Motion Picture Association of America president, was given blanket authority to deal with the French. It was indicated he would go to Paris for this purpose, but not necessarily in the immediate future. Actually, the expectation was that he first would visit Rio de Janeiro and then Rome to seek to straighten out American distribution difficulties in Brazil and Italy, before venturing to Paris.

Max Wolff Named

Max Wolff, president of Wolff-Feldman Television and Theatrical Producers and a former director of purchases for Loew's Theatres and M-G-M, has been named honorary deputy commissioner of the City Department of Commerce by the Commissioner, Walter T. Shirley.

New U. K. Pact

(*Continued from page* 1)

wish to give out any information on facts and figures, since they felt that publicity would cut down their bargaining power. MPAA and SIMPP representatives have respected the wishes of the British in this regard.

One British spokesman did say today, however, that he felt "negotiators on both sides are happy with this tentative agreement." MPAA spokesmen declined all comment, declaring that they "would let the British speak" for them.

Sir Frank Lee, permanent secretary of the British Board of Trade, who led the talks for the British, is expected to return to London over the week-end to present the agreement to his government. MPAA president Eric Johnston, SIMPP president Ellis Arnall and SIMPP vice-president James Mulvey are expected to submit the proposals to their organizations at meetings in New York next week.

Came As Surprise

The fact that a tentative agreement was reached after only three days of meeting came as a surprise to many observers, who were expecting the talks would be drawn out over a week or even two.

There was no indication, however, as to whether the shortness of the negotiations meant that the tentative terms reached were good or bad for the industry. Reports coming from London in advance of the British team indicated that the British would probably ask for a substantial cut in the $17,000,000 in annual remittances from Great Britain permitted to the industry by the current monetary agreement, exclusive of Eady Plan and bonus provisions accounting for another $8,000,000.

It was felt that the British would ask to cut the figure by anywhere from $2,000,000 to $8,000,000 and that they would ask, in addition, that the industry increase the amount of its motion picture production in Great Britain. Negotiations may have held the cut to a maximum of $5,000,000 or less, it is believed.

The British exercised their right under the existing two-year agreement to re-open negotiations at the end of a year, due to the fact that the country's dollar shortage is more acute now than it was when the monetary agreement was signed. If the new terms are approved, they will become effective Oct. 1, for one year.

Taking part in the negotiations along with Sir Frank, Johnston, Arnall and Mulvey were Joyce O'Hara, MPAA vice-president; John McCarthy, MPAA international vice-president; Fayette Allport, MPAA British chief; Sidney Golt, assistant secretary of the British Board of Trade in charge of the films division; Alan Christelow of the British Treasury delegation in Washington; and Geoffrey Parker, British Embassy commercial counselor.

WB Renews Grayson

HOLLYWOOD, Sept. 10. — Kathryn Grayson's association with Warner Brothers will continue through several more pictures as a result of a contract negotiated with her by Jack L. Warner, executive producer. Miss Grayson has been signed for at least four more pictures of which "The Grace Moore Story" will be first. After that she will star in "Saratoga," "Trilby" and "Mademoiselle Modiste."

Grand Loses Bid For Extended Runs

CHICAGO, Sept. 10.—The Winston Theatre case, in which RKO Theatres was asking that the Grand Theatre here be exempted from provisions of the Jackson Park decree (limiting "affiliated" theatres two weeks on first run pictures, unless specific exemption was made on a particular picture by the court), was decided against RKO their petition for exemption being denied by Federal Judge Michael L. Igoe.

The 20th Century-Fox and Warner Brothers petitions for extended first runs on "Snows of Kilimanjaro" and "Miracle of Our Lady of Fatima," respectively, will be heard by Judge Igoe tomorrow.

On another legal front, the hearing on attorney Thomas C. McConnell's plea for additional fees covering the period from the time of the original decision to the date of the ruling on the defendant's appeal in the Milwaukee Towne case has been put over to Oct. 13.

20th Sets Plan to Promote Art Films

A special eight-page manual detailing advertising and exploitation plans for 20th Century-Fox's seven Art Films' color in Technicolor short subjects are now being circulated to theatres throughout the country.

A complete theatre campaign, pretested in Allentown, Pa., highlights the exploitation section, which also features tie-ups with schools, clubs, civic leaders and others. The manual also carries illustrations of the ad mats and accessories available from National Screen Service.

Holbrook Bissell Dies in Albany

ALBANY, N. Y., Sept. 10.—Holbrook Bissell, associated with the industry for more than a quarter of a century as salesman, branch manager and screen advertising executive, died in St. Peters Hospital here after a short illness. He served in this city with Columbia and Warner Brothers, having been manager for the former in 1945-46. Bissell also sold film in Buffalo, Philadelphia and Cleveland.

UPT 25-Cent Dividend

A 25-cent quarterly dividend on the outstanding common stock of United Paramount Theatres, Inc., was announced here yesterday by Leonard H. Goldenson, UPT president. The dividend is payable Oct. 17 to stockholders of record on Sept. 26.

Preview for Oil Film

There will be a special press preview of "Crossroads, U.S.A.," new film produced at the Columbia Coast studios for the American Petroleum Institute tomorrow at Toots Shor's Restaurant here, followed by a reception. Regis Toomey, Elisabeth Risdon and Darryl Hickman are featured in the film.

MGM Buys 'King Arthur'

HOLLYWOOD, Sept. 10.—M-G-M has purchased "King Arthur and the Round Table" for production. The film will be made in England, with color in Technicolor. Pandro S. Berman will produce.

Ohio Censor Suit

(*Continued from page* 1)

guaranteeing freedom of speech and freedom of the press.

"To subject a news reel to our present censorship is of itself a greater evil than the possibility of evil against which the statute was designed to protect," the jurist stated.

Dr. Clyde Hissong, director of the Ohio State Department of Education, division of film censorship, said in Columbus that it was the state's plan to appeal the decision after consultation with the Attorney General.

Judge Wiley accepted the arguments of defense counsel attacking "vagueness of the criteria on which the administrative officials are to act (in their job of censoring), particularly as applied to newsreels." The Ohio law, he pointed out, provides approval for "only such films as are in the judgment and discretion of the Department of Education of a moral, educational or amusing and harmless character."

Finds Judgment Relative

"What may appear harmless to one person may appear harmful to another, depending upon the individual's background, education, experience and environment," Judge Wiley stated. "The criteria, therefore, come down to what the particular reviewing board happens to think about the particular picture. The Ohio censorship statutes do not say, as the criminal statutes do, that only lewd and obscene publications are objectionable."

". . . From a 1952 viewpoint, it appears that self-censorship in the industry has removed much of the possibility for evil that may have existed in earlier years; likewise, the necessity for the use of general terms in censorship statutes to cover unexpected developments is minimized by the actual development pattern of the industry. "It does not follow," Judge Wiley warned," that the constitution requires absolute freedom to exhibit every motion picture of every kind at all times and all places, but nothing was presented to this court to warrant making an exception to the prevailing rule of 'freedom of speech and press.'

". . . Newsreels are an established method of communication of news. No controlling distinction can be made between newsreels and newspapers." Whatever the intention of the legislature was 40 years ago in enacting the first censorship law, amended in 1935, the Judge said, the character of the present statute is such that "it strikes at the very foundation of the freedom of the press by subjecting it to a license and censorship." It is apparent from the language of the law itself, Judge Wiley continued, that the $3 minimum fee for "inspection of newsreels" is not merely a license fee to cover the cost of making the inspection, but is a tax imposed on motion pictures.

"It is our opinion that these charges constitute a tax and as such are a form of 'prior restraint' which violates the constitutional guarantee of freedom of speech and press," he added.

"There is no attempt by Ohio to tax other media of dissemination of information in the same manner, such as newspapers, magazines, radio and television. "As a striking example of this discrimination, there was recently shown on the screens in several Ohio theatres the picture of the Robinson-Maxim prize fight by direct television . . . This was not subject to attempted censorship or collection of tax. If the same prize fight had been recorded on film and shown the next day in the same theatres, then the division of film censorship would have insisted on licensing and collection of fees."

Charge Is Discriminatory

The charge of $3 per film is discriminatory because it "singles out one method of disseminating information against all others, and therefore violates the 'due process and equal protection' clauses of the Federal and State constitutions."

The ruling came in a test case instituted by the State Division of Censorship against Martin G. Smith, operator of Toledo's Westwood Theatre.

The Motion Picture Association of America and the Independent Theatre Owners of Ohio, said it would be the first step in their drive to have the courts declare the Ohio law unconstitutional.

Donald Melhorn, of the law firm of Marshall, Melhorn, Block and Belt, attorneys for Smith, said "We cannot minimize the effect of this decision." He added that it would be difficult for the state censor board to enforce the newsreel censorship statute in other cities of Ohio because other municipal courts would dismiss similar cases almost automatically because of the precedent of the Wiley decision.

'La Ronde' Appeal Off to November

ALBANY, N. Y., Sept. 10.—The appeal by Commercial Pictures Corp. of California from a 3-to-2 decision of the Appellate Division last May, upholding the Board of Regents in refusing to license "La Ronde" on the grounds that the French-made film is "immoral and would tend to corrupt morals," will not be heard at the October term of the Court of Appeals.

Notice of appeals has been filed, but the printed record and briefs have not yet been received by the state's highest court. This means the case cannot be heard before that tribunal next reassembles Nov. 17th.

Commercial Pictures has announced the case would be carried to the U. S. supreme court, in case of an adverse decision.

Decision Momentous

(*Continued from page* 1)

newsreels is unconstitutional marks a great victory for those who believe in freedom and democracy. It is a resounding defeat for those who would muffle or destroy free speech and a free press in our country.

"I want especially to commend the courageous atcion of Martin Smith of Toledo in bringing about this court test which has turned out so successfully."

Reade Sending 15 To AMPA's School

A large contingent of Walter Reade Theaters executives and staff members headed by Nick Schermerhorn, circuit general manager, and Paul Peterson, drive-in supervisor, will attend the Associated Motion Picture Advertisers forthcoming course in showmanship and promotion, Walter Reade, Jr., president of the circuit, yeesterday informed Harry K. McWilliams, AMPA president.

The Reade group will number as many as 15, and the circuit will bear the tuition cost of all, Reade said. City managers and theatre managers will be among the students. Reade personnel will come to New York weekly from New Jersey and up-state New York cities where the circuit's houses are located. Changes in the employes' working hours will be made to enable them to attend the weekly evening classes which will commence Sept. 25 in the home office screening room of RKO Radio.

Albert Floersheimer, Jr., advertising director of Reade Theatres, and AMPA treasurer, has been named chairman of the Oct. 16 class, which will deal with advertising on the local level. The course will run for 12 weeks.

TOA's Convention

(*Continued from page* 1)

dio president; Joseph R. Vogel, Oscar Doob and John Murphy, Loew's Theatres executives; Walter Griffith, Charlotte; H. F. Kincey, Charlotte; Morris Lowenstein, Oklahoma City; J. J. O'Leary, Scranton; Leon Bamberger, RKO Radio; Lou Gamble, Milwaukee; R. B. Wilby, Atlanta; Morton Thalhimer, Richmond; M. A. Lightman, Memphis; H. M. Richey, Loew's; Pete Dana, Universal; Eddie Aarons, 20th-Fox; Samuel Pinanski, Boston; Louis and Meyer Schine, Gloversville; Robert L. Lippert and Arthur Greenblatt, Lippert Pictures; S. H. Fabian, New York, and T. P. Comerford, Scranton.

List D. C. Exhibitors

Washington exhibitors who have registered include George Crouch, Orville Crouch, Sidney Lust, Fred Kogod, Harry Bachman, Lloyd Wineland, Frank Boucher, Victor Orsinger, Gerry Wagner, Morton Gerber, and others.

Eisenhower

(*Continued from page* 1)

Mendel Silberberg of the Hollywood Republican Committee to form the Entertainment Industry Joint Committee for Eisenhower-Nixon.

The release described the committee as the "official agency for the collection of funds for the Republican presidential and vice-presidential candidates" and gave the committee's address, phone number, and individual studio committee chairmen. Although top executives in studios, talent groups, unions and other groups often have taken a leading part in political campaigns, this is the first time any frankly political fund-raising machinery has been setup in the studios.

Reopen in Louisville

LOUISVILLE, Ky., Sept. 10.—Jack and Vernon Powell have reopened the subsequent run neighborhood Air-Way Theatre here, acquired recently from Switow Amusement Co.

Check List

of recent or forthcoming
releases featured in advertising in
*MOTION PICTURE DAILY**

(alphabetically by title)

Title	Distributor
AFFAIR IN TRINIDAD (3 Pages)	Columbia
BECAUSE YOU'RE MINE	MGM
BIG JIM McLAIN (3 Pages)	Warner
BONZO GOES TO COLLEGE	Universal
CARIBBEAN	Paramount
CARRIE (2 Pages)	Paramount
DON'T BOTHER TO KNOCK (4 Pages)	20th-Fox
DREAMBOAT	20th-Fox
FEARLESS FAGAN (2 Pages)	MGM
FOOTBALL THRILLS	MGM
HIGH NOON (2 Pages)	United Artists
IVANHOE (11 Pages)	MGM
LURE OF THE WILDERNESS (2 Pages)	20th-Fox
ONE MINUTE TO ZERO (2 Pages)	RKO
PARK ROW (2 Pages)	United Artists
SHE'S WORKING HER WAY THROUGH COLLEGE	Warner
SOMEBODY LOVES ME	Paramount
SON OF PALEFACE	Paramount
SUDDEN FEAR (2 Pages)	RKO
THE QUIET MAN (13 Pages)	Republic
THE MERRY WIDOW	MGM
THE MIRACLE OF OUR LADY FATIMA (3 Pages)	Warner
THE SNOWS OF KILIMANJARO (3 Pages)	20th-Fox
THE STORY OF WILL ROGERS (4 Pages)	Warner
THE WORLD IN HIS ARMS (7 Pages)	Universal
UNTAMED FRONTIER	Universal
WAY OF A GAUCHO	20th-Fox
WHERE'S CHARLEY? (6 Pages)	Warner
WOMAN OF THE NORTH COUNTRY (2 Pages)	Republic

* Pictures featured in *M. P. Daily* advertised during past 6 weeks.

The Vital Spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold".*

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it *soon enough;* (2) Make it effectively proclaim the *box-office values* of the picture; (3) Publish a *sufficient continuity* of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 52 NEW YORK, U.S.A., FRIDAY, SEPTEMBER 12, 1952 TEN CENTS

TNT Walcott Net Set for 36 Theatres

See More Houses Before The Sept. 23 Fight Date

Thirty-six large-screen television-equipped theatres across the country already have signed contracts with Theatre Network Television for the telecast of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout, a TNT source said yesterday.

With 12 more days to go before the fight date, the number of theatres which will carry the Sept. 23 event from Philadelphia's Municipal Stadium is virtually certain to grow, topping the previous record set last June in the Robinson-Maxim bout, it was said. The June bout attracted 38 theatres.

While the identities of the 36 thea-

(*Continued on page 6*)

Max Matz Is Named W. Va. Allied Head

CLARKSBURG, W. Va., Sept. 11.—West Virginia Allied, meeting here at the Stonewall Jackson Hotel on the second and last day of their annual convention, elected Max Matz, Bluefield, to succeed Fred Helwig, Charleston, as president. Helwig was named chairman of the board.

Others elected include: Don Shultz, Fairmont, first vice-president; H. A. Gilbert, Princeton, second vice-president; Woodrow Thomas, Oak Hill, secretary-treasurer; Rube Shor, Cincinnati, director for national Allied,

(*Continued on page 6*)

FCC Denies DuMont Bid on Para. Case

WASHINGTON, Sept. 11.—The Federal Communications Commission today denied an Allen B. Du Mont Laboratories petition asking that the FCC three-year cut-off rule on anti-trust evidence be rescinded.

At the same time the FCC also denied a Du Mont request for severance from the United Paramount Theatres—American Broadcasting Co. merger hearing.

In replying to the petition filed

(*Continued on page 6*)

'Ivanhoe' Grossed $1,006,000 in Six Weeks, Setting Hall Record

A record six-week gross has been racked up by "Ivanhoe" at Radio City Music Hall, with the picture grossing $1,006,000 for the month-and-a-half period.

The previous top six-week grosser in the near 20-year history of the Hall was "Showboat," which hit $916,000 in a similar period late last summer. Other films which did outstanding business at the Hall for the same period include "Sunset Boulevard" and "The Great Caruso."

"Ivanhoe," on the first day of its seventh week at the Hall yesterday, again got off to an auspicious start, with a fine $18,000 estimated for the day.

Pre-Release Policy Set for 'Ivanhoe'

M-G-M sales policy for "Ivanhoe" will be based on competitive bidding for pre-release first-runs of the picture in each exchange center, the company revealed yesterday.

Thereafter, the picture will be open to offers by suitable theatres in each city of approximately 100,000 population, following which it will be available on the same selective basis in cities under approximately 100,000 population.

The company states it expects there will be about 500 such pre-release engagements of the picture. In a "reasonable time" after their conclusion M-G-M plans to put the picture into general release.

Total attendance in the initial test

(*Continued on page 6*)

Walsh to Lead 'IA' Group to AFL Meet

Richard F. Walsh, IATSE international president, will head an "IA" delegation of four at the annual American Federation of Labor convention next week at the Commodore Hotel here. The Screen Actors Guild also will be represented.

Other members of the "IA" delegation will be William P. Raoul, the international's secretary-treasurer; Thomas V. Green, business agent of stage employes local No. 21, Newark, and James McNabb, business agent of projectionists local No. 154, Seattle.

Numerous other "IA" members will be present as delegates from various state labor federations and city central labor union groups.

Walsh will return to New York

(*Continued on page 6*)

Submission of Newsreels To Ohio Censors Studied

Any decision by newsreel distributors to discontinue submitting newsreels to the Ohio censor board in light of Toledo Municipal Judge Frank W. Wiley's ruling on Wednesday that such censorship is unconstitutional will have to await a meeting of the companies' attorneys, it was indicated here yesterday.

The attorneys, although apprised yesterday of the favorable decision, were without copies of the 15-page ruling which acquitted Toledo exhibitor Martin G. Smith of censorship violation charges. When they are supplied with copies they will study them, discuss the decision with distribution executives and then meet to decide whether the board will be ignored in connection with the supplying of Ohio theatres other than those in Toledo with newsreels. Meanwhile, reels destined for Toledo houses no longer will be submitted to the board, it was expected.

The big question in the minds of the attorneys is whether an appeal can be taken by Ohio in a criminal

(*Continued on page 6*)

MMPTA Collecting For Rogers Drive

The entire membership of the Metropolitan Motion Picture Theatres Association of New York has enrolled in the Will Rogers Memorial Hospital coin-can collection plan, according to John Phillips, executive secretary.

Collection cans are now on candy stands of 225 neighborhood theatres of the MMPTA and in the large Broadway houses.

U. S. Approval Of U. K. Pact Is Due Monday

See British Okay Tues.; Eady Plan Changes Set

The new Anglo-American film agreement has been favorably received by the U. S. companies, both major and independent, and formal ratification of what is generally regarded as a fair and equitable pact is seen by the Motion Picture Association of America and Society of Independent Motion Picture boards on Monday.

British government ratification is expected to be indicated on Tuesday following the arrival in London by plane of Sir Frank Lee, permanent secretary of the British Board of Trade, who led the talks in Washington this week for the British. The agreement is scheduled to become effective Oct. 1.

While terms of the modified agree-

(*Continued on page 6*)

20th-Fox Sets Sales Drive for Sept. 28

Twentieth Century-Fox will launch its annual branch managers' testimonial sales drive on Sept. 28, to run through Dec. 27, Al Lichtman, distribution director, disclosed here yesterday.

The testimonial saluting exchange heads of the company's 38 branch offices throughout the U.S. and Canada will embrace a program of the company's top releases for the year, it was said. The company's division sales managers will act as captains during the 13-week period.

Product to be released beginning

(*Continued on page 6*)

Michigan Exhibitors To Meet on Repeal

DETROIT, Sept. 11.—Independent exhibitors of Michigan's Upper Peninsula will get a chance on Sept. 22 to pledge their support to the Council of Motion Picture Organizations' drive to repeal the Federal admission tax.

The meeting, to be held at the Mather Inn in Ishpeming, Mich., is expected to be attended by more than 100. It will be under the direction

(*Continued on page 6*)

Personal Mention

LEON J. BAMBERGER, RKO Radio sales promotion chief, will return here today from the West Virginia Allied convention in Clarksburg.

•

CLAYTON PANTAGES, ex-student salesman at the 20th Century-Fox exchange in New Haven, has been named salesman at the company's Albany exchange.

•

CHARLES S. CHAPLIN, Canadian general manager of United Artists, was named chairman of the film and theatre section of the Toronto 1952 Community Chest campaign.

•

TOM W. BALDRIDGE, M-G-M press representative for the Middle Atlantic states, has been honored with a life membership in the Winchester, Va., Junior Chamber of Commerce.

•

LOUIS A. ARRU, drive-in operator in Louisville, and his wife have made reservations to attend the joint TESMA-TEDA meet in Chicago.

•

MORGAN HUDGINS, M-G-M studio publicist, is due to arrive here next Friday on the *S.S. Nieuw Amsterdam* from England.

•

BILL LYON, M-G-M studio publicist, will arrive here from England Sept. 20 and will leave on the following day for the Coast.

•

LEE KOKEN, RKO Theatres vending head, will leave here today for Iowa.

•

MARION GERING of G-L Enterprises, Inc. will leave here for Italy today.

•

HENRY EHRLICH, producer, is in New York from Mexico City.

'Reds' Head DPOWA, Senate Group Asserts

WASHINGTON, Sept. 11.—The investigatory unit of the Senate sub-committee on Internal Security headed by Sen. James O. Eastland (D., Miss.), has alleged that 24 of the 32 members of the Distributive, Processing and Office Workers of America's executive board were "members of the Communist party." DPOWA is the parent union of the New York Screen Publicists Guild.

The sub-committee last year launched an investigation into the DPOWA's affairs. Sen. Pat McCarran (D., Nev.), chairman of the Senate Judiciary Committee and its sub-committee on internal security, said that the union "has advanced the Communist cause in many ways."

The sub-committee charged that the union is "under the control of agents of the Kremlin . . . dedicated to the destruction of the freedom which members of the organization now enjoy." It recommended that its hearing record be sent to the Attorney General to determine whether perjury had been committed by union officers who have signed the Taft-Hartley non-Communist oath.

MASS. TOWN STARTS TAXING TV SETS AS THEY DO IN U. K.

BOSTON, Sept. 11.—The first municipality in Massachusetts, and believed to be the first in this country, to levy a tax on television sets—as the British do throughout England—was revealed here when it was learned that the assessors of the town of Stow are sending out tax notices to residents who own television sets. The assessors have been checking all homes showing outside aerials.

The tax is classified as a personal property tax. All television sets regardless of their purchase price are placed at $100 value by the assessors. The tax is $4.50 a year.

Henry F. Long, Commissioner of Taxation and Corporations for Massachusetts, declared that the tax is legal as the statute governing the personal property tax does not include or fails to mention that television sets be exempt.

Meanwhile, in Boston, a difference of opinion developed over the television set tax when Edmund Burke of the city's board of assessors stated that he considers television sets in homes eligible for the household furnishing exemption and therefore do not come under the personal property tax law.

MGM's Ornstein Has 1st Book Published

William Ornstein, M-G-M trade press contact, and author of more than 50 published short stories, has his first work published in book form this week with the appearance of "Ma and Me," which consists of a collection of 20 of his stories.

Described as "a novel in short story form," "Ma and Me" is published by Story Book Press of Dallas. Containing 231 pages, it is priced at $3.

Stories Cited

Ornstein's stories for the past several years have been cited by Martha Foley in her anthologies, "Best American Short Stories" and "The Best of the Best American Short Stories." In her 1952 anthology, out Sept. 25, she includes 11 of Ornstein's stories, a record for an author in a single year, and some of which are included in "Ma and Me."

In addition to his writing, Ornstein, a former trade paper reporter, also has lectured at New York University, Columbia, American University in Washington, the Catholic Writers Guild and later this month will appear at the Kingsbridge Veterans Hospital Writing Project.

Extended Chi. Runs For 'Fatima,' 'Snows'

CHICAGO, Sept. 11.—Federal Judge Michael L. Igoe has granted extended first-runs of eight weeks each to Warner Brothers' "Miracle of Our Lady of Fatima" and 20th Century-Fox's "Snows of Kilimanjaro," allowing the distributors to offer them to "affiliated" theatres here for runs up to eight weeks long (without court permission these theatres cannot run a picture over two weeks unless it is released to outlying theatres at the end of the second week, which would put the first run house in the position of playing day-and-date with subsequent run theatres).

Meanwhile, another top picture, "Ivanhoe," has been awarded to the Oriental for the first Chicago showing. It will follow "Sudden Fear," which opened there today.

20th Sets Heavy TV Barrage for 'Snows'

Twentieth Century-Fox and WJZ-TV have concluded a deal whereby the film company will run 75 TV spots between today and Sept. 20 promoting the opening at the Rivoli Theatre of "Snows of Kilimanjaro" on Wednesday, the television station disclosed here yesterday. This was alleged to be the heaviest concentration of TV spots ever to herald an opening.

In addition, the package calls for the TV station to carry a special 45 minute telecast of the premiere events.

Set Book Shop Tie-in For 'Snows' Premiere

Additional advance publicity for the world premiere of Darryl F. Zanuck's "The Snows of Kilimanjaro," beginning Wednesday at the Rivoli Theatre here, is being created by store window displays in prominent Manhattan book shops, reports 20th Century-Fox.

The campaign, launched several weeks ago timed to the publication of Ernest Hemingway's latest novel, is being centered in Brentano's and Doubleday. Displays consist of stills from "The Snows of Kilimanjaro," window cards crediting the Rivoli, book jackets and reviews of "The Old Man and the Sea," plus covers of other Hemingway novels.

Drawing upon the geographical backgrounds of the production as well as aspects of its story, window and in-store decorations are appearing in luggage shops, and tourist and travel bureaus.

Award to 'Fatima'

"The Miracle of Our Lady of Fatima" will be the recipient of one of the Christopher Awards this month as a work of "enduring spiritual significance," it was announced by Father James Keller, MM, founder and director of the organization.

WB Club Outing Today

Over 300 members of the Warner Club and their guests are expected to turn out for the club's annual golf tournament at the Westchester Country Club today.

See Progress In SAG Talks

A report of progress on talks between representatives of the Screen Actors Guild and the Film Producers Association governing a new pact for TV producers in the East was rendered here yesterday by an FPA spokesman.

He said that successful meetings already have been held on two of the three phases of the projected agreement — on television programming and industrial films terms. He added that all terms agreed upon at meetings must be submitted to the FPA membership for approval. The tentative agreement on television programming, he explained, follows the pattern set by the SAG in negotiations with West Coast producers.

The third phase of the projected contract between the two organizations, dealing with TV commercial spots, will be the subject of a meeting here today between SAG and FPA representatives.

Griffis in Hollywood

HOLLYWOOD, Sept. 11. — Stanton Griffis, chairman of the executive committee of Paramount Pictures, has arrived here for his first visit to the studio in six years. A member of the U. S. Diplomatic Corps, Griffis recently resigned as Ambassador to Spain. Previously, he had been Ambassador to Poland, Egypt and Argentina.

Services for Joseph Allen

BOSTON, Sept. 11.—A requiem mass for Joseph Allen, 80, who performed in the first motion picture version of "Seven Keys to Bald Pate" and a number of other films and was a well-known stage performer, will be held Saturday at St. Philip Neri Church in Waban, Mass. Interment will be private. Allen died Tuesday.

Reopen in New Haven

HARTFORD, Sept. 11.—Robert Spodick and Leonard Sampson have reopened the Lincoln Theatre, New Haven, on a foreign film policy. The two also operate the Crown, New Haven, and the Art Cinema, Bridgeport.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

BURT LANCASTER
The Crimson Pirate
Color by TECHNICOLOR
in person
LOUIS ARMSTRONG
MR. BALLANTINE
GORDON JENKINS And His Orch.
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

THE CHAMPIONS!

(Marge and Gower Champion are the fastest-growing musical stars in the industry! M-G-M of course!)



They were GREAT in M-G-M's "SHOW BOAT"



They were TERRIFIC in M-G-M's "LOVELY TO LOOK AT"

M-G-M presents "EVERYTHING I HAVE IS YOURS" starring MARGE and GOWER CHAMPION • DENNIS O'KEEFE • with Monica Lewis Dean Miller • Color by Technicolor • Written by George Wells Additional Dialogue by Ruth Brooks Flippen • Directed by Robert Z. Leonard • Produced by George Wells

And NOW They're SENSATIONAL in M-G-M's

"EVERYTHING I HAVE IS YOURS"

Be at the Trade Shows Sept. 23rd when M-G-M presents its BIG, NEW, TECHNICOLOR MUSICAL with New, Young stars. It's the answer to America's demand to see this talented young pair in a vehicle of their own! Don't miss the CHAMPION musical!

Yes, Sir! RKO Has T

BIG MONEY PICTURES! ONE RIGHT AFTER ANOTHER. MADE EVEN

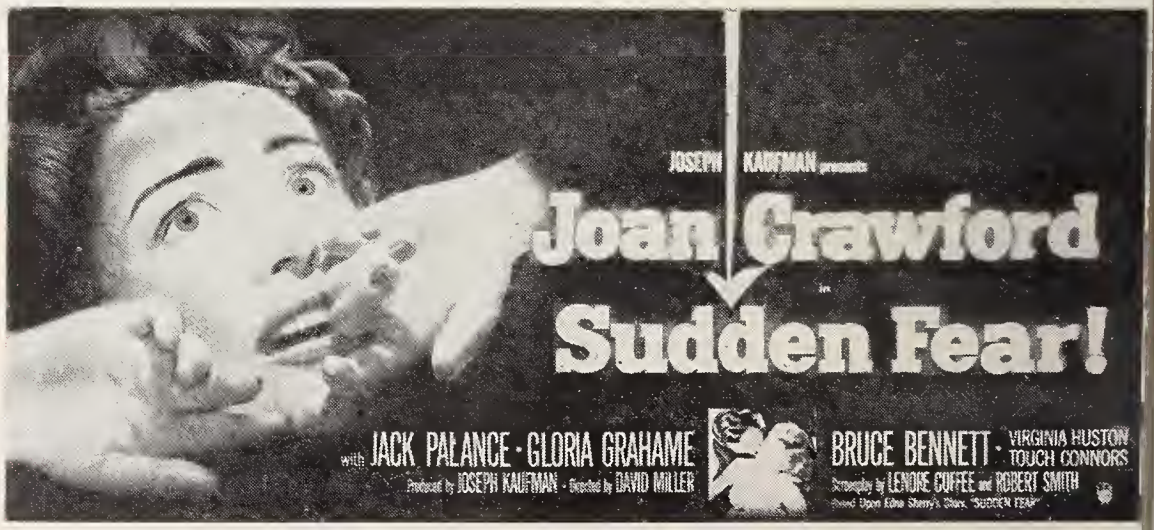
First Dates Say Great Boxoffice!



"Big, Big, Big" Is Right!



Top Grosses Everywhere!



One Of The Year's Biggest!



be Money Pictures!

BIGGER BY THE SHOWMANSHIP COMPANY'S HIGH-POWERED PROMOTION!

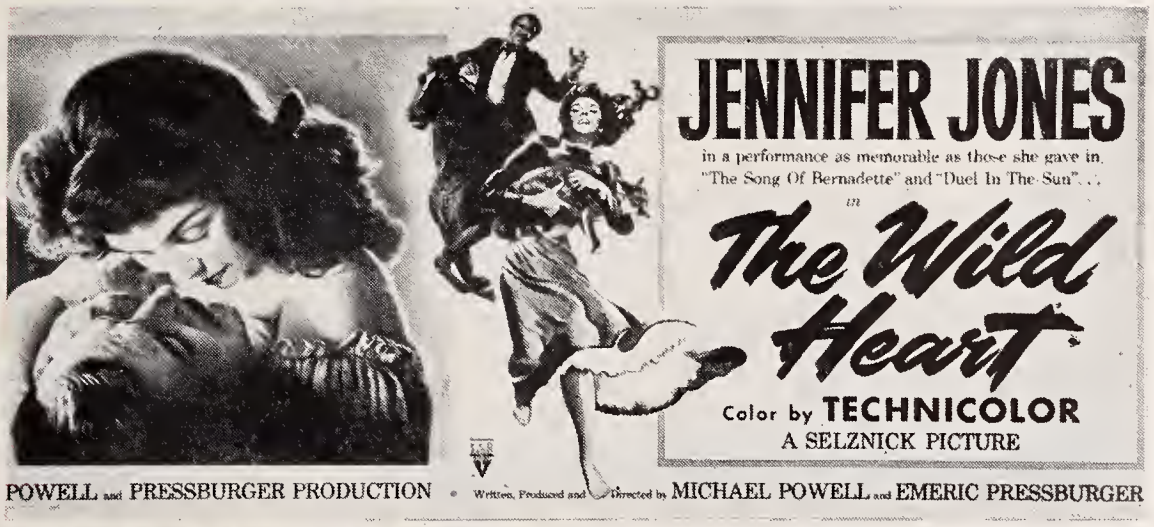
City After City Says "Terrific!"



The Money Wonder Of Show Business!



Great Star — Great Drama!



Next On The Money List!



The Showmanship Company

RKO RADIO PICTURES

Md. Censor Charge Called 'Untrue' by RKO's Bamberger

CLARKSBURG, W. Va., Sept. 11.—The charge of the Maryland censor board in its recent report to the governor that "certain Hollywood companies have recently been deviating from the (Production) code" was branded "untrue" by Leon Bamberger, sales promotion manager for RKO Radio, in an address on censorship to the annual convention of West Virginia Allied Theatres Association here today.

Bamberger said the industry agrees with the censors that "a free screen does not include obscenity, immorality and inciting to crime."

"It is undeniably untrue, however, that responsible producers who are subscribers to the Production and advertising codes (and all of them are) have deviated from that code and I challenge the Maryland censor board to present any evidence thereof.

"Isn't it apparent," Bamberger continued, "that the sole purpose behind the (censor's) report is the effort of the politically appointed Maryland censors to hold on to their jobs in the face of what we hope will be the eradication of all censorship in the not too distant future?"

Progress has been made toward that goal, Bamberger told the convention, reviewing the recent Supreme Court decisions in the "Pinky" and "Miracle" cases. "Many of us had hoped that these decisions would quickly spell the end of state censorship," he said, "but all that has been thus far accomplished is to deprive censors of banning pictures on sacrilegious grounds or for any such general reasons as being 'prejudicial to the best interests of the people'."

Bamberger said he believes the legal test invalidating newsreel censorship in Toledo to be limited to that city and said "it is evident that a long and bitter struggle will ensue before we can hope to enjoy the full freedoms accorded the press under the First Amendment."

Bamberger warned that irresponsible elements that offer sex and dope pictures on the theory that censor boards under pressure may be influenced to pass them are "doing the legitimate industry a great disfavor."

Max Matz Named

(*Continued from page* 1)

and H. J. Gilbert, Princeton, alternate director.

Following were named members of the board of directors: E. R. Custer, Louis Shor, L. E. Rogers, C. D. Crawford, G. B. Lively, Lester Rosenfield, Roy Letsinger, Joseph Raad, Donald Kiesling. All save Raad and Crawford were on last year's board.

Speakers included Abram Myers, Allied general counsel, Mike Simons of M-G-M and Robert Wile of Ohio Allied.

The 1953 convention will be held in Bluefield.

FREE

Jam-pack your theatre with BIG Valuable Prizes and Exciting live shows. No Cost. No Work. Legal Everywhere.

PREMIUM HOUSE FILMS, Inc.
1841 Broadway (60th St.) N. Y. 23, N. Y.
CIrcle 7-3880

Review

"Hurricane Smith"

(*Paramount*)

A TALE OF SOUTH SEA ISLANDS skullduggery and adventure in the mid-19th century by Gordon Ray Young has been transformed into a thrill-laden screenplay by Frank Gruber. While what is brought to the screen in "Hurricane Smith" has a familiar grain there can be little question about this picture's capacity to keep the customers thoroughly absorbed. Produced in vivid color by Technicolor by Nat Holt and directed by Jerry Hopper, it offers for the marquee the names of Yvonne DeCarlo, John Ireland, Richard Arlen, James Craig, Forrest Tucker and Lyle Bettger.

The story line is easy to follow: Ireland, in the title role, is a fugitive from justice who, with his companions Tucker and Richard Arlen, has been hiding away on a South Sea island. "Blackbirding"—kidnapping of natives for sale as slaves to plantation owners—though outlawed, is still a favorite sport. And when a ship approaches on this nefarious mission, Ireland and his friends seize the vessel and leave the "blackbirders" on the island.

Ireland has a fortune stached away on an island, and as he and his companions are laying over in an Australian port, worrying where to get money to equip their ship, Craig approaches them with an offer to rent the ship for a scientific expedition. After the ship sails, it soon becomes obvious that Craig's expedition is mercenary rather than scientific. He is in fact after the same fortune that Ireland is trying to regain. What with Miss DeCarlo on board as the daughter of a doctor who came aboard with Craig, and her falling in love with Ireland, romance soon blossoms.

As is inevitable, a fight breaks out among the opposing forces, there is shooting and mutiny and all other kinds of action, including Ireland's rescuing the girl practically from the mouth of a shark. Eventually the evil forces are beaten and Ireland and his friends lay claim to the treasure.

Running time, 90 minutes. General audience classification. For October release.

'Ivanhoe'

(*Continued from page* 1)

engagements in New York, San Francisco, Cleveland, Houston, Atlanta and Evansville already has exceeded the comparable total on "Quo Vadis" M-G-M reports.

Starting in Richmond

Starting Oct. 9 in Richmond and Louisville, 15 more Loew's theatres, making a total of 30, are set to open "Ivanhoe." Subsequent dates will be in Norfolk, Canton, Waterbury, Akron, Hartford, Providence, Springfield, Worcester, Bridgeport, Dayton, Columbus, Syracuse and Rochester. Non-Loew's theatres with early opening dates for the film are the Des Moines, Des Moines; Melba, Dallas; Texas, San Antonio, and Palace, Albany.

Previously announced Sept. 25 openings in Loew's houses include the State and Orpheum, Boston; Penn, Pittsburgh; Loew's, Indianapolis; Palace, St. Louis; Midland, Kansas City; Buffalo, Buffalo; State, New Orleans, and Poli, New Haven.

Walcott Bout

(*Continued from page* 1)

tres already signed by TNT were not disclosed at this time, the list includes 19 theatres listed previously by MOTION PICTURE DAILY. The minimum number of theatres required by the International Boxing Club in its contract with TNT is reported to be about 30, a goal already surpassed.

20th Sales Drive

(*Continued from page* 1)

Sept. 28 includes: Darryl F. Zanuck's "The Snows of Kilimanjaro," "My Wife's Best Friend," "Way of A Gaucho," "Something for the Birds," "The Steel Trap," "The Thief of Venice," "Night Without Sleep," Bloodhounds of Broadway," "Pony Soldier," "Top Man" and "The Stars and Stripes Forever."

U. K. Pact

(*Continued from page* 1)

ment continued to be guarded closely, it was learned that one of the main provisions involves modifications of the American participation in Britain's Eady Plan. Presumably, a part or all of the Americans' share of Eady Plan revenue for the final year of the pact would be frozen in England, a concession made by the MPAA and SIMPP in light of Britain's now less favorable dollar position. The original arangement a year ago provided for a minimum guaranty of $4,000,000 annually for two years as the American companies' share in the Eady Tax Plan. That amount was remittable to New York whether or not the American share in it aggregated $4,000,000. The excess also was remittable up to $6,000,000.

Walsh to Head

(*Continued from page* 1)

on Monday from Margate, England, where he attended the British Trades Union Congress last week as an AFL delegate.

Green to Preside

The AFL convention, over which the national union's president, William Green, will preside, will consider at business sessions resolutions favoring repeal of the Federal 20 per cent admission tax and attacking the government's 16mm. anti-trust suit, which will be submitted by SAG. The "IA" at its recent biennial convention in Minneapolis went on record as supporting tax repeal.

Michigan Exhibitors

(*Continued from page* 1)

of John Schuyler, operator of the Delth circuit in Marquette.

Allen Johnson, national representative of Allied Theatres of Michigan; Ernest T. Conlon, executive secretary; Lew Wisper of Wisper and Wetsman Theatres, Detroit, and Schuyler will deliver speeches.

AMPA Will Publish Its 12-Week Ad Course As A Book

Upon completion of the Associated Motion Picture Advertisers' initial 12-week course in showmanship and promotion which will begin here on Sept. 25, AMPA will publish in book form the lectures, discussions and lessons of the series, Harry K. McWilliams, organization president, reported yesterday.

McWilliams said that due to the interest expressed by industry members outside of the New York Metropolitan area the entire 12 sessions will be tape recorded and later edited by Dr. Karl Egmont Ettinger, New School and Columbia University instructor who has been named coordinator of the AMPA school. Distribution home office screening rooms will accommodate the Thursday evening classes.

The text of the course, McWilliams said, will be published in a limited edition. Subscription price in advance of publication is $20, he added.

Grant More Time To Loew's, UATC

Loew's and United Artists Theatre Circuit have been granted another brief extension of the deadlines for the termination of their joint interests in a few remaining theatres, a Justice official disclosed here yesterday.

The companies now have until Sept. 18 to actually start court action to dissolve their joint interests if a dissolution plan was not submitted by yesterday. No such plan was submitted, reported the Justice official.

FCC Denies

(*Continued from page* 1)

several weeks ago by Du Mont, the commission said that its three-year rule did not, as Du Mont claimed, obliterate the issues involved in the hearing concerned with Paramount. It pointed out that the record in the case was already closed and added that no useful purpose could be served by severing Du Mont from the hearing at this time when the hearing examiner would soon be writing his decision anyway.

Newsreels

(*Continued from page* 1)

action, which is what the Smith case was. Smith volunteered to expose himself to such action and deliberately showed an uncensored newsreel in his theatre in cooperation with the Motion Picture Association of America and the Independent Theatre Owners of Ohio, which had joined in challenging the Ohio law.

One attorney pointed out yeseterday that with some exceptions criminal actions cannot be appealed in New York State. This may be the case in Ohio, he said.



NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 53 NEW YORK, U. S. A., MONDAY, SEPTEMBER 15, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

ROBERT U. BROWN, editor of *Editor & Publisher,* devoted his "Shop Talk at Thirty" column in the Sept. 6 issue to answering Paul Bruun's wonderings in the *Miami Beach Florida Sun* why newspapers give so much space to sports events and so little to movies, in which so many more people are interested.

"Controversy and conflict are the basic ingredients of all news. Neither exists in amusements of any kind, with rare exceptions, and both are predominant in any sporting contest," Brown tells the Miami Beach columnist.

Any follower of the sports pages will dispute that. The baseball fan is not treated daily to "controversy and conflict" nor is he disappointed about that. He follows a team in which he is interested; he wants to know if it won or lost, what its standing is from time to time and, in the case of more avid fans, who did the pitching, the hitting and who made the unusual, if any, fielding plays or base running.

A movie fan is much the same. He follows particular stars, particular types of films and, frequently, particular stories. He wants news about all of them and, not being served by his newspaper in that respect, he buys millions of motion picture fan magazines.

That also answers another of Brown's contentions—that there is nothing to write about a local movie once it has been reviewed.

He also contends that evidence that the public is more interested in sports than in films is to be found in the inability of most people to name the producer, director or company that made the picture they saw last night, whereas, he says, the same people will know statistics concerning their favorite baseball team and the name of its manager.

We doubt very much whether Brown himself can name the managers of the 16 major league teams. And we will bet Brown that more people are familiar with the major film companies' names than with

(Continued on page 3)

World Prefers U. S. Pictures, Raibourn Says

CHICAGO, Sept. 14.—The world-wide preference for American motion pictures was underscored in an address by Paul Raibourn, vice-president of Paramount Pictures Corp., before the Communications Section of the Centennial of Engineering Symposium, meeting here at the Eighth Street Theatre at the weekend.



Paul Raibourn

The reason American pictures maintain their hold on foreign audiences, declared Raibourn, is due "to the freedom of the indi-

(Continued on page 6)

NEWS FLASHES

At the A. F. of L. convention opening here this week the California State A. F. of L. has been selected to recommend convention action on two film industry issues, the government's 16mm. suit and the repeal of the 20 per cent Federal admission tax.

•

OTTAWA, Sept. 14.-Mainly because of the small number of TV sets sold, the coming of television to Canada's two largest cities, Montreal and Toronto, is not expected to adversely affect motion picture theatre attendance, at least for a long period.

TOA CONVENTION GETS UNDER WAY

TOA Committees Report; Urge Stand On 16mm. Suit Role

WASHINGTON, Sept. 14.—The Theatre Owners of America released over the week-end 11 committee reports which will be made during the week to members attending the 1952 convention here.

Here is a digest of the reports.

The legal advisory council, Herman Levy, chairman: Top agenda item on the council's pre-convention meeting which will be presented to the membership is the 16mm. anti-trust suit, says the report, and urges the board of directors at its meetings to decide whether TOA should move to intervene as a party defendant in the suit.

The report points out that if the Department of Justice and the U. S. Statutory Court approve the arbitration system it may be in operation before the 1953 convention, and TOA should recommend machinery for the system's functioning at this convention.

The council will also take up the continued fight against censorship at the local and national levels, espe-

(Continued on page 6)

Eady Plan Alone Is Altered Under Pact

As opinions of the new Anglo-American film agreement continued favorable in distribution circles here at the weekend, indications were that approval of it certainly would be forthcoming today at separate meetings of the Motion Picture Association of America and the Society of Independent Motion Picture Producers boards. MOTION PICTURE DAILY reported on Friday that the two trade organizations would vote approval.

The only significant modification in the existing US-UK pact is the proposed freezing of the American industry's share of the British Eady Tax Fund during the ensuing year. The terms of the original Eady Tax

(Continued on page 6)

Sentiment Favors Role Of Defendant in 16mm. Suit; Skouras, Chairman

By SHERWIN KANE

WASHINGTON, Sept. 14.—What Mitchell Wolfson, retiring president of Theatre Owners of America, describes as the organization's most important and best attended convention in years, began to get into action at the Shoreham Hotel here today with meetings of the TOA executive committee and nominating committee in session.



Mitchell Wolfson

The meeting of the legal advisory committee, scheduled for today, was postponed by chairman Herman Levy, TOA general counsel, until tomorrow morning.

A canvass of legal advisory committee members today turned up only mild objections and considerable strong sentiment in favor of the proposed

(Continued on page 6)

1st Drive-in Fight Deal Set by TNT

The S-3 Drive-in Theatre, Rutherford, N. J., has booked the Walcott-Marciano heavyweight title bout telecast on Sept. 23, thus becoming the first open air theatre in the country planning to carry a televised fight. RCA long-throw projection theatre television equipment is currently being installed, it was learned.

The total number of theatres now lined up for the transcontinental telecast is 36, according to Theatre Network Television.

JOHN WAYNE
MAUREEN O'HARA
BARRY FITZGERALD

HERBERT J. YATES *presents* JOHN FORD'S TECHNICOLOR SMASH!
"THE QUIET MAN"
A REPUBLIC PICTURE

LOOK *says . . . one of the great comedies of all time!*

Personal Mention

MAX E. YOUNGSTEIN, United Artists vice-president, is scheduled to leave here tomorrow for New Orleans.

•

ERNEST EMERLING, Loew's advertising-publicity executive, and ARTHUR DEBRA, Motion Picture Association of America community relations director, will instruct classes at the Associated Motion Picture Advertisers showmanship school which will open here on Sept. 25.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, accompanied by his assistants, BERNARD LEVY and AL SICIGNANO, is visiting the theatres of Penn-Paramount Corp. The trio will return here Wednesday.

•

WILLIAM F. RODGERS, M-G-M vice-president and sales consultant, will leave here for Washington tonight for the TOA convention in Washington. HENDERSON M. RICHEY, exhibitor relations director, left last night.

•

M. L. SIMONS, M-G-M home office assistant to H. M. RICHEY, returned here at the weekend from the West Virginia Allied meet in Clarksburg.

•

KENNETH THOMSON and JACK DALES, JR., Screen Actors Guild officials, arrived here at the weekend from the Coast.

•

ISADOR M. RAPPAPORT, Baltimore exhibitor, has returned with MRS. RAPPAPORT from a European tour.

•

HAROLD MIRISCH, Monogram-Allied Artists vice-president, is due here from Hollywood today.

•

ANN BELFER, publicity director of North Coast Theatres, is vacationing in New York from San Francisco.

•

GINGER ROGERS has left Europe for New York and will return to Hollywood shortly after her arrival here.

NY Reporters Fly to WB Location Today

Warner Brothers, continuing its schedule of transporting key-city press, syndicate and national magazine representatives to Quebec City, Canada, to cover location shooting of Alfred Hitchcock's production of "I Confess," will fly representatives of New York dailies there today.

Abe Weiler, *Times*; Phil Strassberg, *Daily Mirror*, and Arch Winsten, *Post*, comprise the contingent, which will be accompanied by Leonard Spinrad of Warner's home office publicity department.

ASCAP Reelects Harbach

Otto A. Harbach was reelected president of ASCAP for the third time at the regular meeting of the board of directors. Harbach, whose term runs to April, 1953, is a charter member of the Society.

Record Ad Campaign Is Set for 'Kilimanjaro'

One of the largest advertising campaigns ever set by 20th Century-Fox for a single motion picture has been programmed for Hearst magazines and newspaper supplements from Coast-to-Coast for Darryl F. Zanuck's "The Snows of Kilimanjaro."

The record drive, designed to saturate a readership total of upwards of 130-million, is timetabled to coincide with the fall pre-release engagements of the production. Four color spreads will hit monthly issues of the magazines and weekly supplements.

Included on the magazine roster are *Cosmopolitan, Good Housekeeping, Harper's Bazaar, House Beautiful* and *Town and Country. The American Weekly, Pictorial Review* and *The Comic Weekly* are the supplements to feature full page ads and spreads.

Complementing the ad total will be special publicity layouts, feature stories and picture spreads dealing with aspects of the film's international backgrounds and personality profiles of stars Gregory Peck, Susan Hayward and Ava Gardner.

In addition, 7,500 newspapers will be serviced with a variety of mats and stills, and 1,000 radio and TV stations will receive a program based on the film, its fashions and other material.

UA Negotiating for New Shorts Series

Negotiations are pending on a deal under which United Artists would release the "Zane Grey Sports Trail" outdoor scenic-and-sports series, of which Romer Grey and Ted Sierks have completed 26 two-reelers. Grey has left here for Pagosa Springs, Colo., to film another of the subjects.

SMPTE Award to Eastman's MacAdam

Dr. David L. MacAdam, Eastman Kodak research scientist, has been selected as winner of the 1952 "Journal" award of the Society of Motion Picture and Television Engineers, it was announced at the weekend.

Dr. MacAdam will receive the award at the Society's annual convention in Washington on Oct. 8.

Colquitt to Cinemart

Walter T. Colquitt, formerly of Story Films, has been appointed vice-president and treasurer of Cinemart International Corp., it was announced by Varian Fry, Cinemart's president.

A Simple Statement of Fact

There is only **ONE** Airmail Edition in the motion picture trade paper field.

It is rushed by Air Mail not merely to a few people at the Hollywood studios—but to ALL the exhibition pacemakers in ALL areas of the United States (except those in the New York or nearby zones who get it by hand-delivery or first class mail).

Also, the Airmail Edition goes to the motion picture editors and critics of the leading newspapers, and other public opinion makers, throughout the nation—as well as to the film distribution executives of the industry.

Bringing the very latest news reports in concise factual form, by the fastest possible means—delivering it two to four days sooner to distant states—the Airmail Edition of Motion Picture Daily naturally is accorded preferred attention and keenest actual readership.

AIR MAIL EDITION

MOTION PICTURE DAILY

NEWS WHILE IT IS NEWS

Subscription rate $12 per annum

Newsreel Parade

THE HEAT ENGENDERED by the Presidential campaign again is reflected in newsreel reports of speeches by Adlai Stevenson and General Eisenhower. Rounding out current editions are the crash of a jet plane in England, West Europe Federation developments, Korean fighting and sundry other topics. Full synopses follow:

MOVIETONE NEWS, No. 75—Jet plane tragedy at 700 m.p.h. Eisenhower denounces Administration at Indiana rally. Stevenson talks on Korea policy. Battle of the Billy Roses. *Look Magazine* honors a movie. Harvest Moon dancers.

NEWS OF THE DAY, No. 205—Jet plane explodes killing 23. Stevenson invades the West. First football turnout of the season. Canine carnival.

PARAMOUNT NEWS, No. 8 — 1952's Battle of Bunker Hill. "Somebody Loves Me" preview. European unification. Science predicts conquest of space. McCarthy wins in Wisconsin. Eisenhower in Midwest. Stevenson in Far West.

TELENEWS DIGEST, No. 37-B—Europe Assembly drafts treaty. Film notables in Venice. U. S. High Commissioner Donnelly in Germany. Ridgway on tour. Funeral of Count Sforza. New fall coats. Bronco busters behind bars.

UNIVERSAL NEWSREEL, No. 595—Korea's Bunker Hill. "Ike" and Adlai make speeches. Carnival in Virgin Islands. Harvest Moon ball. Sea Lions in Denmark. British air tragedy.

WARNER PATHE NEWS, No. 10—British jet bursts in air. Eisenhower attacks corruption. Stevenson discusses Korea. West Europe confederation up for action. Korean war orphans. 500 feet of television tower. Battle of Bunker Hill. U. S. High Commissioner Donnelly.

Friedlob Stresses Stars' Appearances

Personal appearances by qualified stars aids immeasurably in selling a picture in today's market, Bert Friedlob, independent producer releasing through 20th Century-Fox, declared here at the weekend.

In consonance with that belief, Friedlob disclosed that he will tour 20 cities with Joseph Cotten when "The Steel Trap" is released in November. Joseph Cotten and Theresa Wright star in the film.

Friedlob, who is under a three-year contract to 20th-Fox, also announced that production on his new film, "The Star," featuring Bette Davis, has been completed and will probably be released after the first of the year.

The independent producer explained that the stars best qualified to tour cities in aiding the sale of a film are those who have something to say of interest to audiences and who have a commanding stage presence.

Friedlob, who departed for the Coast following a day's conference on Friday with 20th-Fox executives, also commented on the so-called "large-versus-small picture" controversey in the industry. "I think it's the subject matter that counts," Friedlob said, rather than the amount of money spent on the picture that attracts audiences.

Friedlob said that as an independent he has had no trouble financing his current pictures through the banks.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Ask Walsh to Rule On Projectionist 'Encounter' Boycott

The question whether the IATSE could legally direct or urge its projectionists in theatres across the country to refuse to show a film made abroad by Americans accused of having Communist ties has been put to "IA" international president Richard F. Walsh to answer, it was learned here at the weekend. Walsh is expected to confer shortly on the question with the union's attorneys.

Arose Last Month

The problem arose late last month when the Hollywood American Federation of Labor Film Council identified "Encounter," scheduled for United Artists distribution, as representing the work of four Americans whom the council says are or were Communists or refugees from subpoenas issued by the House Committee on Un-American Activities.

Starring Paul Muni, the film was produced in Italy by John Weber and Bernard Vorhaus, with Joseph Losey as director and Ben Barzman as script writer. Roy M. Brewer, IATSE Coast representative, in a letter to House Committee chairman John T. Wood, charged the producers, director and writer with being either Communists, former Communists or refugees from subpoenas. The letter urged the Committee to "initiate legislation at once" to ban the importation and showing in this country of films made by Americans so identified.

Brewer Threat

If UA should release the picture and exhibitors book it, Brewer said, "we shall then initiate measures to call upon our fellow unionists in the projection rooms of American theatres not to show it." UA officials here at the time asked company president Arthur B. Krim, visiting in Europe, to look into the problem. No report of action by Krim has yet been made. The company signed the distribution deal about a year ago.

The Taft-Hartley Law, in the "unofficial" opinion of a film labor attorney who declined to be identified, would not prohibit the IATSE from asking, possibly directing, its projectionists to refuse to screen a film of "Communist character." However, he added, the law would have to be studied to determine the application to "Encounter."

Tradewise . . .

(*Continued from page* 1)

those of the owners of major league teams. And they sure know their "statistics" on their favorite film stars.

Brown's fourth and final point is that if you go where "men gather," you'll hear them talking about sports, not movies.

Conceding that probably more men discuss sports than movies, we wonder why Brown doesn't suggest that his readers go where women—and children—gather, and find out whether they talk more about sports than movies.

They're newspaper readers, too, Mr. Brown.

Again Press A. T. & T. on Theatre TV Cost Data

Washington, Sept. 14.—Theatre Television attorneys told the American Telephone and Telegraph Co. over the weekend that they wanted only an A T and T estimate of what transmission charges for theatre television would be and that they were not asking the company for firm figures.

In an attempt to get an answer on transmission costs, attorneys who will present the industry's theatre television case to the Federal Communications Commission said in a letter to the company that A T and T might be assuming "that we are asking for firm quotations to supply the kind and quality of television service we need and desire."

All they wanted, the industry attorneys went on, was A T and T's "best estimate" of what the charges would be and "a similar estimate as to when such service could and would be instituted." A T and T has previously dodged answering the request for such information on two occasions, the most recent being two weeks ago.

The industry attorneys told the company that "the existing service is wholly inadequate and unsatisfactory." They pointed out that the industry's technical experts had been able to obtain facts concerning the necessary equipment and its cost and that they saw no reason why A T and T couldn't do the same.

The entire point of the attorneys' questions in their two previous requests was "when and for how much?" They wrote to A T and T. "Neither one of those questions has yet been answered by you," they went on, "although five months' time has elapsed and a considerable amount of correspondence has been indulged in since we first directed our requests to you."

The letter was addressed to Ernest D. North, of the A T and T long lines department, who had answered the industry's latest request for cost estimates. It was signed by Vincent Welch and James Fly, attorneys for the Motion Picture Association of America, and by Marcus Cohen, attorney for the National Exhibitors Theatre Television Committee.

Says US Producers Abide by the Code

Baltimore, Sept. 14.—Noting that "American film producers, bound by a production code, have done much to avoid religious affront," while "some makers of foreign films have not been so reverent in their treatment of religion," Sydney R. Traub, chairman of the Maryland Board of Censors, reported that the board has approved "The Miracle" for showings throughout the state. Traub stated, however, that the board condemns the film as "an obvious indignity to religious personages and beliefs."

Referring to the recent U. S. Supreme Court ruling which outlaws sacrilege as a basis for censorship of film matter by a state, Traub said, "We have no legal alternative other than to approve "The Miracle."

ACLU Protests State Censorship To Maryland's Governor

The American Civil Liberties Union has lodged a protest with the governor of Maryland over the continued efforts by the Board of Censors of that state to exercise censorship over motion pictures. In a letter to Gov. Theodore R. McKeldin, Jr., the chairman of the ACLU's National Council on Freedom from Censorship, Elmer Rice, noted that the recent U. S. Supreme Court decision in " The Miracle" case "placed films in the same category as newspapers and magazines with regard to the constitutional protection of freedom of the press."

Rice urged the governor "to advise the board that whatever it may feel its duties to be, that they may not in any way exercise a prior restraint over motion picture films."

300 Attend Warner Club Golf Tourney

Over 300, including many industry leaders, attended the Warner Club annual golf tournament on Friday at the Westchester Country Club in Rye, N. Y.

Prizes, handed out by toastmaster Sam Schneider, Warner executive, went to Leonard Palumbo, first low gross; G. Grahm, first low net, member; Ed Fabian, first low net, guest; D. Richards, longest drive, and Bill Heineman, nearest to pin.

Among the executives were Major Albert Warner, Spyros Skouras, Ned Depinet, George Skouras, Ben Kalmenson, Harry Kalmine, Charles Moskowitz, Al Schwalberg, Jerry Pickman, Herman Starr and Bob Mochrie.

TV Spots Subject Of SAG-FPA Talks

Another series of meetings between representatives of the Screen Actors Guild and the Film Producers Association on a new pact to govern TV production in the East will take place here this week.

Negotiations will be on the issue of TV spot commercials, it was learned, following virtual agreement on terms to govern TV programming and industrial films.

To Kick-Off Film, TV Tie-up Today

The mutual promotion agreement between New York theatres and WNBC-WNBT will be kicked off today by Skitch Henderson in his radio and television shows, which will include a listing of popular films at neighborhood and Broadway theatres. His TV program will highlight some institutional promotion, too.

The radio programs will be from 12:45 to 1:15 P. M. and 11:15 to 12:00 midnight. The TV program can be seen from 6:30 to 7:00 P. M.

The Organization of the Motion Picture Industry of the City of New York signed the agreement for some 500 New York theatres.

Brown Finishes U.K. Job

M-G-M producer Clarence Brown left London Saturday for New York. He will stop over a day before returning to Hollywood. In England, Brown produced and Delmer Daves directed "Never Let Me Go," Clark Gable-Gene Tierney co-starrer.

12-Hour Show for Regular Admission

Cincinnatti, Sept. 14. — A new high in entertainment quantity has been established in this area by the Acme Drive-in, located between here and nearby Hamilton, where a "Moviethon" is given on Saturdays, starting at dusk and continuing until dawn. The program consists of four full features and one chapter each of 12 serials, with nothing repeated in the 12-hour show, for which the regular admission scale prevails.

Production in UK Is At High Point: Lean

Film production in England currently is at a high point, with filming there by American companies having assisted in keeping 100 per cent employment at the studios, David Lean, British producer, reported here at the weekend. Lean was in New York from London and South Africa with his wife, actress Ann Todd, to arrange for editing and American distribution of his latest picture, "The Sound Barrier," in which Miss Todd stars.

The Britishers discussed their film at a luncheon for the trade press given by Lopert Films Distributing Corp., through which "The Sound Barrier" is expected to be released here. The picture, Lean said, is a drama dealing with supersonic aircraft developments.

Canadian Circuit in Regional Meetings

Toronto, Sept. 14.—Officials of 20th Century Theatres, headed by N. A. Taylor, have started a round of regional meetings of managers.

A conference was held at Ottawa which was attended by Taylor, vice-president Raoul Auerbach and M. L. Axler, J. S. Kurk and Barney Fox from the Toronto head-office. The conference program was drawn up by Ernie Warren, manager of the Ottawa Elgin. The meeting at the Chateau Laurier, Ottawa, is part of a series which includes Sudbury, London and Hamilton, with a final session at Toronto on Sept. 30. The circuit is affiliated with Famous Players Corp.

Frank William, WB Booker in Chicago

Chicago, Sept. 14.—Frank E. Williams, 67, head booker for Warner Brothers' theatres here since 1930 and with the Coston Booking Circuit for many years prior to 1930, died here Thursday. He is survived by a sister and three brothers.

Zimbalist, Nebenzal Form New Company

Hollywood, Sept. 14.—Formation of Motion Picture Artists, Inc., a new production company headed by Alfred Zimbalist and Harold Nebenzal, president and vice-president of the new company, was disclosed here at the weekend.

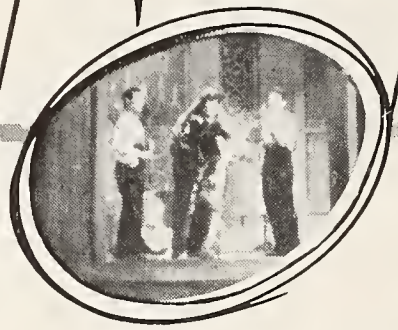
The company will specialize in exploitation films, one of which is "Miss Robinson Crusoe."

Big Scale Paramount Musica

"SOMEBODY LOVES ME"



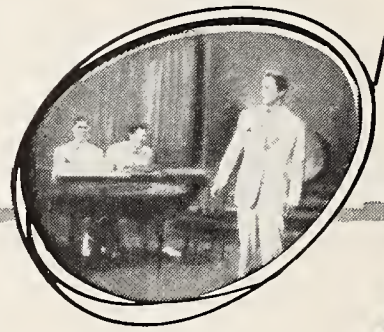
"ROSE ROOM"



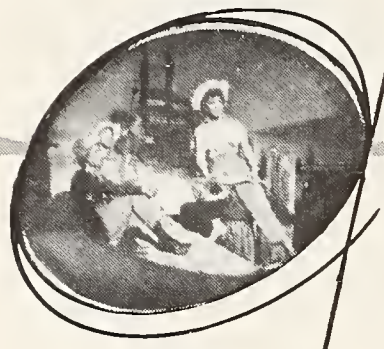
"A DOLLAR AND THIRTY CENTS"



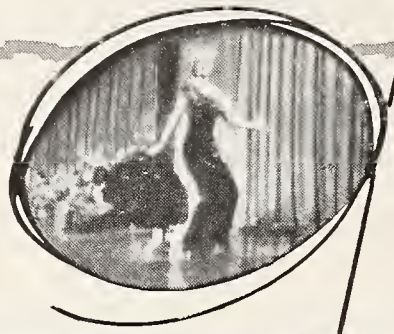
"SMILES"



"WAY DOWN YONDER IN NEW ORLEANS"



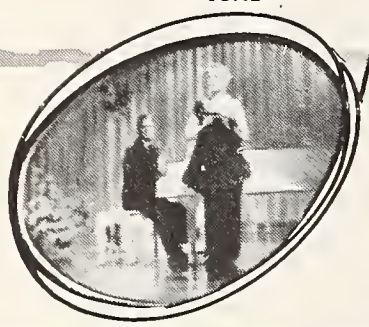
"TODDLING THE TODALO"



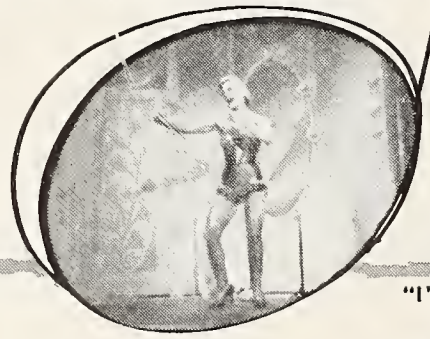
"JEALOUS"



"JUNE"



"ON SAN FRANCISCO BAY"



"I CAN'T TELL WHY I LOVE YOU"



"I'M SORRY I MADE YOU CRY"



18 wonderful songs — 23 dazzling scenes and so many beautiful gals we just can't count 'em! Watch World Premiere Engagement now at the Chicago Theatre, Chicago — then set your play-date for early October when the peak of its pre-selling is reached!

ADVERTISED TO 35 MILLION IN 61 KEY AREAS
This Week Magazine, Sunday, October 5th — Parade Magazine, Sunday, October 12th Full fan schedule too. Plus Paramount' famous saturation promotion on the radio - on TV — and in newspapers everywhere

A PERLBERG-SEATON PRODUCTION Starring

Betty HUTTON · Ralph MEEKER

COLOR BY Technicolor

That's Betty's Greatest Show!



Somebody Loves Me

WITH ROBERT KEITH · ADELE JERGENS · AND THE CHEZ PAREE ADORABLES

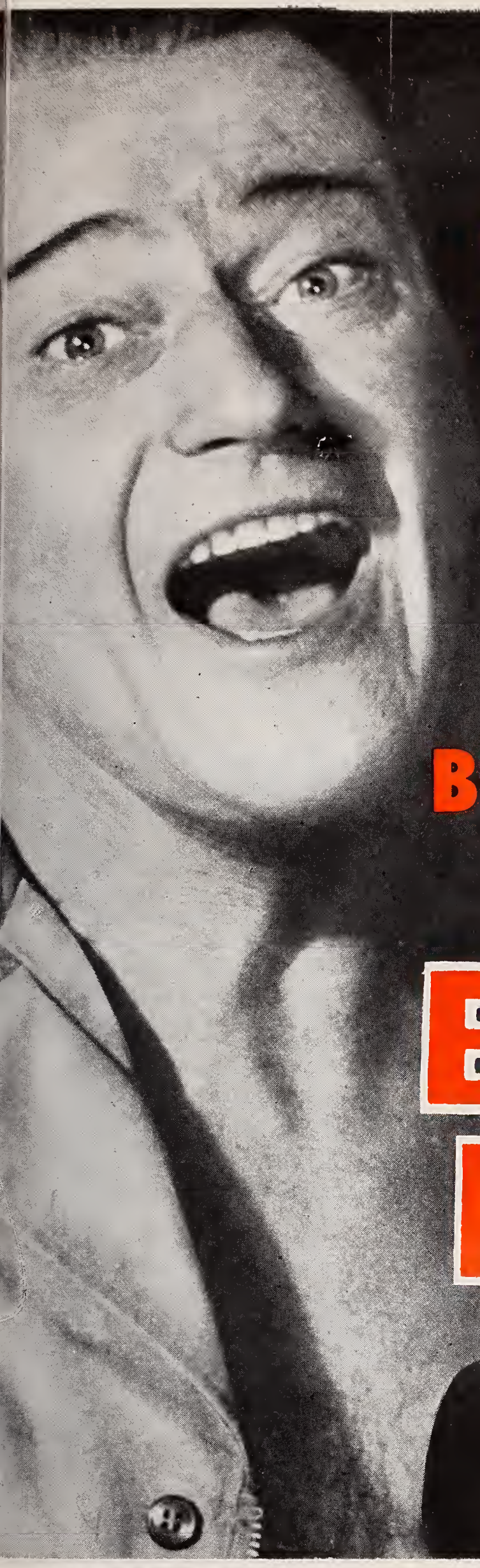
DUCED BY WILLIAM PERLBERG AND GEORGE SEATON · WRITTEN AND DIRECTED BY IRVING BRECHER

SUGGESTED BY THE CAREERS OF BLOSSOM SEELEY AND BENNY FIELDS

A 350-THEATRE SOCK!



CO-STARRING
NANCY OLSON · JAMES ARNESS · WRITTEN BY JAMES EDWARD GRANT · RICHARD ENGLISH · ERIC



JOHN WAYNE

IS NOW DELIVERING THAT BIG WAYNE BOX-OFFICE WALLOP

EVERYWHERE IN

BIG JIM McLAIN



FILMED IN HAWAII AND PRESENTED BY WARNER BROS.

AYLOR • PRODUCED BY ROBERT FELLOWS • DIRECTED BY EDWARD LUDWIG A WAYNE-FELLOWS PRODUCTION • DISTRIBUTED BY WARNER BROS.

BEN KALMENSON DRIVE

Check List

of recent or forthcoming releases featured in advertising in *MOTION PICTURE DAILY**

(alphabetically by title)

Title	Distributor
AFFAIR IN TRINIDAD (3 Pages)	Columbia
BECAUSE YOU'RE MINE (2 Pages)	MGM
BIG JIM McLAIN (3 Pages)	Warner
BONZO GOES TO COLLEGE	Universal
CARIBBEAN	Paramount
CARRIE (2 Pages)	Paramount
DREAMBOAT	20th-Fox
EVERYTHING I HAVE IS YOURS	MGM
FEARLESS FAGAN (2 Pages)	MGM
FOOTBALL THRILLS	MGM
HANS CHRISTIAN ANDERSEN (3 Pages)	RKO
HIGH NOON (2 Pages)	United Artists
IVANHOE (13 Pages)	MGM
O. HENRY'S FULL HOUSE	20th-Fox
ONE MINUTE TO ZERO (2 Pages)	Warner
SHE'S WORKING HER WAY THROUGH COLLEGE	RKO
SOMEBODY LOVES ME	Paramount
SON OF PALEFACE	Paramount
SUDDEN FEAR (2 Pages)	RKO
THE CRIMSON PIRATE	Warner
THE QUIET MAN (13 Pages)	Republic
THE MERRY WIDOW (2 Pages)	MGM
THE MIRACLE OF OUR LADY FATIMA (3 Pages)	Warner
THE SNOWS OF KILIMANJARO (3 Pages)	20th-Fox
THE STORY OF WILL ROGERS (4 Pages)	Warner
THE WORLD IN HIS ARMS (7 Pages)	Universal
UNTAMED FRONTIER	Universal
WAY OF A GAUCHO	20th-Fox
WHERE'S CHARLEY? (6 Pages)	Warner
WOMAN OF THE NORTH COUNTRY (2 Pages)	Republic

* Pictures featured in *M. P. Daily* advertising during past 6 weeks.

The Vital Spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold".*

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it *soon enough;* (2) Make it effectively proclaim the *box-office values* of the picture; (3) Publish a *sufficient continuity* of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!

A NEW "SUPREX" TRADE-MARK CARBON

NATIONAL CARBON

PRESENTS:

- Amazing New Light-Efficiency
- Lower Current Consumption
- Improved Arc-Stability
- Better Light Distribution

WITH THE DIFFERENCE YOU CAN SEE!

ALL AT LOWER CARBON COST!

Not just claims but VISIBLE improvements distinguish the NEW 9 mm "Suprex" projector carbon in any 9-8 mm copper-coated high-intensity trim.

AND THAT'S NOT ALL! With an optimum current range of 65-75 amperes, the new 9 mm "Suprex" carbon and the 8 mm "Orotip" C negative carbon can be substituted directly for the 8 mm-7 mm carbon trim up to 70 amperes*. Merely install appropriate holders and guides in your present equipment and get:

- More light at slightly increased current
- Equal light at same current
- Lower carbon consumption and cost
- Better light distribution at all currents

*Above 70 amperes, see your theatre supply dealer for his equipment recommendations.



BUY WISE—DEMAND TO SEE THE DIFFERENCE!

The terms "Suprex" and "Orotip" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY

A Division of Union Carbide and Carbon Corporation

30 East 42nd Street, New York 17, N. Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

In Canada: National Carbon Limited, Montreal, Toronto, Winnipeg

LASH! WATCH COLUMBIA'S EXCITING "ASSIGNMENT–PARIS"

OPENING BOSTON, PHILADELPHIA, DETROIT, WASHINGTON,

UFFALO, SAN FRANCISCO, SACRAMENTO, ABERDEEN

HAT,

ETC

EW ORLEANS, LOS ANGELES, CHICAGO, PORTLA ME

DANA
ANDREWS

MARTA
TOREN

GEORGE
SANDERS

AUDREY
TOTTER

Assignment–Paris!

A COLUMBIA PICTURE

POST

From Paul Gallico's SatEvePost thriller—filmed where it happened—in Paris!

with SANDRO GIGLIO Screen Play by WILLIAM BOWERS · Story by PAULINE GALLICO and PAUL GALLICO

Produced by SAMUEL MARX and JERRY BRESLER · Directed by ROBERT PARRISH

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 53 NEW YORK, U.S.A., MONDAY, SEPTEMBER 15, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

ROBERT U. BROWN, editor of *Editor & Publisher,* devoted his "Shop Talk at Thirty" column in the Sept. 6 issue to answering Paul Bruun's wonderings in the *Miami Beach Florida Sun* why newspapers give so much space to sports events and so little to movies, in which so many more people are interested.

"Controversy and conflict are the basic ingredients of all news. Neither exists in amusements of any kind, with rare exceptions, and both are predominant in any sporting contest," Brown tells the Miami Beach columnist.

Any follower of the sports pages will dispute that. The baseball fan is not treated daily to "controversy and conflict" nor is he disappointed about that. He follows a team in which he is interested; he wants to know if it won or lost, what its standing is from time to time and, in the case of more avid fans, who did the pitching, the hitting and who made the unusual, if any, fielding plays or base running.

A movie fan is much the same. He follows particular stars, particular types of films and, frequently, particular stories. He wants news about all of them and, not being served by his newspaper in that respect, he buys millions of motion picture fan magazines.

That also answers another of Brown's contentions—that there is nothing to write about a local movie once it has been reviewed.

He also contends that evidence that the public is more interested in sports than in films is to be found in the inability of most people to name the producer, director or company that made the picture they saw last night, whereas, he says, the same people will know statistics concerning their favorite baseball team and the name of its manager.

We doubt very much whether Brown himself can name the managers of the 16 major league teams. And we will bet Brown that more people are familiar with the major film companies' names than with

(*Continued on page 3*)

World Prefers U. S. Pictures, Raibourn Says

CHICAGO, Sept. 14.—The worldwide preference for American motion pictures was underscored in an address by Paul Raibourn, vice-president of Paramount Pictures Corp., before the Communications Section of the Centennial of Engineering Symposium, meeting here at the Eighth Street Theatre at the weekend.



Paul Raibourn

The reason American pictures maintain their hold on foreign audiences, declared Raibourn, is due "to the freedom of the indi-

(*Continued on page 6*)

Cal. Unionists Will Act on Tax, 16mm.

The California State Federation of Labor Convention in New York has been selected to recommend convention action on the government's 16mm. anti-trust suit and repeal of the 20 per cent Federal admission tax. The convention will open today at the Commodore Hotel with Screen Actors Guild and IATSE delegations in attendance.

TV No Problem to Canadian Exhibitors

OTTAWA, Sept. 14.—Although television has now come officially to Canada's two largest cities, Montreal and Toronto, and other TV outlets are planned in several other centres, including Ottawa, motion picture theatre attendance in those cities is not expected to be affected adversely, at least for a long period.

One of the principal reasons is that sales of TV receiving sets in those areas have not been spectacular.

TOA CONVENTION GETS UNDER WAY

TOA Committees Report; Urge Stand On 16mm. Suit Role

WASHINGTON, Sept. 14.—The Theatre Owners of America released over the week-end 11 committee reports which will be made during the week to members attending the 1952 convention here.

Here is a digest of the reports.

The legal advisory council, Herman Levy, chairman: Top agenda item on the council's pre-convention meeting which will be presented to the membership is the 16mm. anti-trust suit, says the report, and urges the board of directors at its meetings to decide whether TOA should move to intervene as a party defendant in the suit.

The report points out that if the Department of Justice and the U. S. Statutory Court approve the arbitration system it may be in operation before the 1953 convention, and TOA should recommend machinery for the system's functioning at this convention.

The council will also take up the continued fight against censorship at the local and national levels, espe-

(*Continued on page 6*)

Eady Plan Alone Is Altered Under Pact

As opinions of the new Anglo-American film agreement continued favorable in distribution circles here at the weekend, indications were that approval of it certainly would be forthcoming today at separate meetings of the Motion Picture Association of America and the Society of Independent Motion Picture Producers boards. MOTION PICTURE DAILY reported on Friday that the two trade organizations would vote approval.

The only significant modification in the existing US-UK pact is the proposed freezing of the American industry's share of the British Eady Tax Fund during the ensuing year. The terms of the original Eady Tax

(*Continued on page 6*)

Sentiment Favors Role Of Defendant in 16mm. Suit; Skouras, Chairman

By SHERWIN KANE

WASHINGTON, Sept. 14.—What Mitchell Wolfson, retiring president of Theatre Owners of America, describes as the organization's most important and best attended convention in years, began to get into action at the Shoreham Hotel here today with meetings of the TOA executive committee and nominating committee in session.



Mitchell Wolfson

The meeting of the legal advisory committee, scheduled for today, was postponed by chairman Herman Levy, TOA general counsel, until tomorrow morning.

A canvass of legal advisory committee members today turned up only mild objections and considerable strong sentiment in favor of the proposed

(*Continued on page 6*)

1st Drive-in Fight Deal Set by TNT

The S-3 Drive-in Theatre, Rutherford, N. J., has booked the Walcott-Marciano heavyweight title bout telecast on Sept. 23, thus becoming the first open air theatre in the country planning to carry a televised fight. RCA long-throw projection theatre television equipment is currently being installed, it was learned.

The total number of theatres now lined up for the transcontinental telecast is 36, according to Theatre Network Television.

JOHN WAYNE
MAUREEN O'HARA
BARRY FITZGERALD

HERBERT J. YATES *presents* JOHN FORD'S TECHNICOLOR SMASH!
"THE QUIET MAN"
A REPUBLIC PICTURE

LOOK *says . . .*
one of the great comedies of all time!

Personal Mention

MAX E. YOUNGSTEIN, United Artists vice-president, is scheduled to leave here tomorrow for New Orleans.

•

ERNEST EMERLING, Loew's advertising-publicity executive, and ARTHUR DEBRA, Motion Picture Association of America community relations director, will instruct classes at the Associated Motion Picture Advertisers showmanship school which will open here on Sept. 25.

•

EDWARD L. HYMAN, vice-president of United Paramount Theatres, accompanied by his assistants, BERNARD LEVY and AL SICIGNANO, is visiting the theatres of Penn-Paramount Corp. The trio will return here Wednesday.

•

WILLIAM F. RODGERS, M-G-M vice-president and sales consultant, will leave here for Washington tonight for the TOA convention in Washington. HENDERSON M. RICHEY, exhibitor relations director, left last night.

•

M. L. SIMONS, M-G-M home office assistant to H. M. RICHEY, returned here at the weekend from the West Virginia Allied meet in Clarksburg.

•

KENNETH THOMSON and JACK DALES, JR., Screen Actors Guild officials, arrived here at the weekend from the Coast.

•

ISADOR M. RAPPAPORT, Baltimore exhibitor, has returned with MRS. RAPPAPORT from a European tour.

•

HAROLD MIRISCH, Monogram-Allied Artists vice-president, is due here from Hollywood today.

•

ANN BELFER, publicity director of North Coast Theatres, is vacationing in New York from San Francisco.

•

GINGER ROGERS has left Europe for New York and will return to Hollywood shortly after her arrival here.

NY Reporters Fly to WB Location Today

Warner Brothers, continuing its schedule of transporting key-city press, syndicate and national magazine representatives to Quebec City, Canada, to cover location shooting of Alfred Hitchcock's production of "I Confess," will fly representatives of New York dailies there today.

Abe Weiler, *Times*; Phil Strassberg, *Daily Mirror*, and Arch Winsten, *Post*, comprise the contingent, which will be accompanied by Leonard Spinrad of Warner's home office publicity department.

ASCAP Reelects Harbach

Otto A. Harbach was reelected president of ASCAP for the third time at the regular meeting of the board of directors. Harbach, whose term runs to April, 1953, is a charter member of the Society.

Record Ad Campaign Is Set for 'Kilimanjaro'

One of the largest advertising campaigns ever set by 20th Century-Fox for a single motion picture has been programmed for Hearst magazines and newspaper supplements from Coast-to-Coast for Darryl F. Zanuck's "The Snows of Kilimanjaro."

The record drive, designed to saturate a readership total of upwards of 130-million, is timetabled to coincide with the fall pre-release engagements of the production. Four color spreads will hit monthly issues of the magazines and weekly supplements.

Included on the magazine roster are *Cosmopolitan, Good Housekeeping, Harper's Bazaar, House Beautiful* and *Town and Country. The American Weekly, Pictorial Review* and *The Comic Weekly* are the supplements to feature full page ads and spreads.

Complementing the ad total will be special publicity layouts, feature stories and picture spreads dealing with aspects of the film's international backgrounds and personality profiles of stars Gregory Peck, Susan Hayward and Ava Gardner.

In addition, 7,500 newspapers will be serviced with a variety of mats and stills, and 1,000 radio and TV stations will receive a program based on the film, its fashions and other material.

UA Negotiating for New Shorts Series

Negotiations are pending on a deal under which United Artists would release the "Zane Grey Sports Trail" outdoor scenic-and-sports series, of which Romer Grey and Ted Sierks have completed 26 two-reelers. Grey has left here for Pagosa Springs, Colo., to film another of the subjects.

SMPTE Award to Eastman's MacAdam

Dr. David L. MacAdam, Eastman Kodak research scientist, has been selected as winner of the 1952 "Journal" award of the Society of Motion Picture and Television Engineers, it was announced at the weekend.

Dr. MacAdam will receive the award at the Society's annual convention in Washington on Oct. 8.

Colquitt to Cinemart

Walter T. Colquitt, formerly of Story Films, has been appointed vice-president and treasurer of Cinemart International Corp., it was announced by Varian Fry, Cinemart's president.

A Simple Statement of Fact

There is only **ONE** Airmail Edition in the motion picture trade paper field.

It is rushed by Air Mail not merely to a few people at the Hollywood studios—but to ALL the exhibition pacemakers in ALL areas of the United States (except those in the New York or nearby zones who get it by hand-delivery or first class mail).

Also, the Airmail Edition goes to the motion picture editors and critics of the leading newspapers, and other public opinion makers, throughout the nation—as well as to the film distribution executives of the industry.

Bringing the very latest news reports in concise factual form, by the fastest possible means—delivering it two to four days sooner to distant states—the Airmail Edition of Motion Picture Daily naturally is accorded preferred attention and keenest actual readership.

AIR MAIL EDITION

MOTION PICTURE DAILY

NEWS WHILE IT IS NEWS

Subscription rate $12 per annum

Newsreel Parade

THE HEAT ENGENDERED by the Presidential campaign again is reflected in newsreel reports of speeches by Adlai Stevenson and General Eisenhower. Rounding out current editions are the crash of a jet plane in England, West Europe Federation developments, Korean fighting and sundry other topics. Full synopses follow:

MOVIETONE NEWS, No. 75—Jet plane tragedy at 700 m.p.h. Eisenhower denounces Administration at Indiana rally. Stevenson talks on Korea policy. Battle of the Billy Roses. *Look Magazine* honors a movie. Harvest Moon dancers.

NEWS OF THE DAY, No. 205—Jet plane explodes killing 28. Stevenson invades the West. First football turnout of the season. Canine carnival.

PARAMOUNT NEWS, No. 8 — 1952's Battle of Bunker Hill. "Somebody Loves Me" preview. European unification. Science predicts conquest of space. McCarthy wins in Wisconsin. Eisenhower in Midwest. Stevenson in Far West.

TELENEWS DIGEST, No. 37-B—Europe Assembly drafts treaty. Film notables in Venice. U. S. High Commissioner Donnelly in Germany. Ridgway on tour. Funeral of Count Sforza. New fall coats. Bronco busters behind bars.

UNIVERSAL NEWSREEL, No. 595—Korea's Bunker Hill. "Ike" and Adlai make speeches. Carnival in Virgin Islands. Harvest Moon ball. Sea Lions in Denmark. British air tragedy.

WARNER PATHE NEWS, No. 10—British jet bursts in air. Eisenhower attacks corruption. Stevenson discusses Korea. West Europe confederation up for action. Korean war orphans. 500 feet of television tower. Battle of Bunker Hill. U. S. High Commissioner Donnelly.

Friedlob Stresses Stars' Appearances

Personal appearances by qualified stars aids immeasurably in selling a picture in today's market, Bert Friedlob, independent producer releasing through 20th Century-Fox, declared here at the weekend.

In consonance with that belief, Friedlob disclosed that he will tour 20 cities with Joseph Cotten when "The Steel Trap" is released in November. Joseph Cotten and Theresa Wright star in the film.

Friedlob, who is under a three-year contract to 20th-Fox, also announced that production on his new film, "The Star," featuring Bette Davis, has been completed and will probably be released after the first of the year.

The independent producer explained that the stars best qualified to tour cities in aiding the sale of a film are those who have something to say of interest to audiences and who have a commanding stage presence.

Friedlob, who departed for the Coast following a day's conference on Friday with 20th-Fox executives, also commented on the so-called "large-versus-small picture" controversy in the industry. "I think it's the subject matter that counts," Friedlob said, rather than the amount of money spent on the picture that attracts audiences.

Friedlob said that as an independent he has had no trouble financing his current pictures through the banks.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Ask Walsh to Rule On Projectionist 'Encounter' Boycott

The question whether the IATSE could legally direct or urge its projectionists in theatres across the country to refuse to show a film made abroad by Americans accused of having Communist ties has been put to "IA" international president Richard F. Walsh to answer, it was learned here at the weekend. Walsh is expected to confer shortly on the question with the union's attorneys.

Arose Last Month

The problem arose late last month when the Hollywood American Federation of Labor Film Council identified "Encounter," scheduled for United Artists distribution, as representing the work of four Americans whom the council says are or were Communists or refugees from subpoenas issued by the House Committee on Un-American Activities.

Starring Paul Muni, the film was produced in Italy by John Weber and Bernard Vorhaus, with Joseph Losey as director and Ben Barzman as script writer. Roy M. Brewer, IATSE Coast representative, in a letter to House Committee chairman John T. Wood, charged the producers, director and writer with being either Communists, former Communists or refugees from subpoenas. The letter urged the Committee to "initiate legislation at once" to ban the importation and showing in this country of films made by Americans so identified.

Brewer Threat

If UA should release the picture and exhibitors book it, Brewer said, "we shall then initiate measures to call upon our fellow unionists in the projection rooms of American theatres not to show it." UA officials here at the time asked company president Arthur B. Krim, visiting in Europe, to look into the problem. No report of action by Krim has yet been made. The company signed the distribution deal about a year ago.

The Taft-Hartley Law, in the "unofficial" opinion of a film labor attorney who declined to be identified, would not prohibit the IATSE from asking, possibly directing, its projectionists to refuse to screen a film of "Communist character." However, he added, the law would have to be studied to determine the application to "Encounter."

Tradewise . . .

(*Continued from page* 1)

those of the owners of major league teams. And they sure know their "statistics" on their favorite film stars.

Brown's fourth and final point is that if you go where "men gather," you'll hear them talking about sports, not movies.

Conceding that probably more men discuss sports than movies, we wonder why Brown doesn't suggest that his readers go where women—and children—gather, and find out whether they talk more about sports than movies.

They're newspaper readers, too, Mr. Brown.

Again Press A. T. & T. on Theatre TV Cost Data

WASHINGTON, Sept. 14.—Theatre Television attorneys told the American Telephone and Telegraph Co. over the weekend that they wanted only an A T and T estimate of what transmission charges for theatre television would be and that they were not asking the company for firm figures.

In an attempt to get an answer on transmission costs, attorneys who will present the industry's theatre television case to the Federal Communications Commission said in a letter to the company that A T and T might be assuming "that we are asking for firm quotations to supply the kind and quality of television service we need and desire."

All they wanted, the industry attorneys went on, was A T and T's "best estimate" of what the charges would be and "a similar estimate as to when such service could and would be instituted." A T and T has previously dodged answering the request for such information on two occasions, the most recent being two weeks ago.

The industry attorneys told the company that "the existing service is wholly inadequate and unsatisfactory." They pointed out that the industry's technical experts had been able to obtain facts concerning the necessary equipment and its cost and that they saw no reason why A T and T couldn't do the same.

The entire point of the attorneys' questions in their two previous requests was "when and for how much?" They wrote to A T and T. "Neither one of those questions has yet been answered by you," they went on, "although five months' time has elapsed and a considerable amount of correspondence has been indulged in since we first directed our requests to you."

The letter was addressed to Ernest D. North, of the A T and T long lines department, who had answered the industry's latest request for cost estimates. It was signed by Vincent Welch and James Fly, attorneys for the Motion Picture Association of America, and by Marcus Cohen, attorney for the National Exhibitors Theatre Television Committee.

Says US Producers Abide by the Code

BALTIMORE, Sept. 14.—Noting that "American film producers, bound by a production code, have done much to avoid religious affront," while "some makers of foreign films have not been so reverent in their treatment of religion," Sydney R. Traub, chairman of the Maryland Board of Censors, reported that the board has approved "The Miracle" for showings throughout the state. Traub stated, however, that the board condemns the film as "an obvious indignity to religious personages and beliefs."

Referring to the recent U. S. Supreme Court ruling which outlaws sacrilege as a basis for censorship of film matter by a state, Traub said, "We have no legal alternative other than to approve "The Miracle."

ACLU Protests State Censorship To Maryland's Governor

The American Civil Liberties Union has lodged a protest with the governor of Maryland over the continued efforts by the Board of Censors of that state to exercise censorship over motion pictures. In a letter to Gov. Theodore R. McKeldin, Jr., the chairman of the ACLU's National Council on Freedom from Censorship, Elmer Rice, noted that the recent U. S. Supreme Court decision in " The Miracle" case "placed films in the same category as newspapers and magazines with regard to the constitutional protection of freedom of the press."

Rice urged the governor "to advise the board that whatever it may feel its duties to be, that they may not in any way exercise a prior restraint over motion picture films."

300 Attend Warner Club Golf Tourney

Over 300, including many industry leaders, attended the Warner Club annual golf tournament on Friday at the Westchester Country Club in Rye, N. Y.

Prizes, handed out by toastmaster Sam Schneider, Warner executive, went to Leonard Palumbo, first low gross; G. Grahm, first low net, member; Ed Fabian, first low net, guest; D. Richards, longest drive, and Bill Heineman, nearest to pin.

Among the executives were Major Albert Warner, Spyros Skouras, Ned Depinet, George Skouras, Ben Kalmenson, Harry Kalmine, Charles Moskowitz, Al Schwalberg, Jerry Pickman, Herman Starr and Bob Mochrie.

TV Spots Subject Of SAG-FPA Talks

Another series of meetings between representatives of the Screen Actors Guild and the Film Producers Association on a new pact to govern TV production in the East will take place here this week.

Negotiations will be on the issue of TV spot commercials, it was learned, following virtual agreement on terms to govern TV programming and industrial films.

To Kick-Off Film, TV Tie-up Today

The mutual promotion agreement between New York theatres and WNBC-WNBT will be kicked off today by Skitch Henderson in his radio and television shows, which will include a listing of popular films at neighborhood and Broadway theatres. His TV program will highlight some institutional promotion, too.

The radio programs will be from 12:45 to 1:15 P. M. and 11:15 to 12:00 midnight. The TV program can be seen from 6:30 to 7:00 P. M.

The Organization of the Motion Picture Industry of the City of New York signed the agreement for some 500 New York theatres.

Brown Finishes U.K. Job

M-G-M producer Clarence Brown left London Saturday for New York. He will stop over a day before returning to Hollywood. In England, Brown produced and Delmer Daves directed "Never Let Me Go," Clark Gable-Gene Tierney co-starrer.

12-Hour Show for Regular Admission

Cincinnatti, Sept. 14. — A new high in entertainment quantity has been established in this area by the Acme Drive-in, located between here and nearby Hamilton, where a "Moviethon" is given on Saturdays, starting at dusk and continuing until dawn. The program consists of four full features and one chapter each of 12 serials, with nothing repeated in the 12-hour show, for which the regular admission scale prevails.

Production in UK Is At High Point: Lean

Film production in England currently is at a high point, with filming there by American companies having assisted in keeping 100 per cent employment at the studios, David Lean, British producer, reported here at the weekend. Lean was in New York from London and South Africa with his wife, actress Ann Todd, to arrange for editing and American distribution of his latest picture, "The Sound Barrier," in which Miss Todd stars.

The Britishers discussed their film at a luncheon for the trade press given by Lopert Films Distributing Corp., through which "The Sound Barrier" is expected to be released here. The picture, Lean said, is a drama dealing with supersonic aircraft developments.

Canadian Circuit in Regional Meetings

TORONTO, Sept. 14.—Officials of 20th Century Theatres, headed by N. A. Taylor, have started a round of regional meetings of managers.

A conference was held at Ottawa which was attended by Taylor, vice-president Raoul Auerbach and M. L. Axler, J. S. Kurk and Barney Fox from the Toronto head-office. The conference program was drawn up by Ernie Warren, manager of the Ottawa Elgin. The meeting at the Chateau Laurier, Ottawa, is part of a series which includes Sudbury, London and Hamilton, with a final session at Toronto on Sept. 30. The circuit is affiliated with Famous Players Corp.

Frank William, WB Booker in Chicago

CHICAGO, Sept. 14.—Frank E. Williams, 67, head booker for Warner Brothers' theatres here since 1930 and with the Coston Booking Circuit for many years prior to 1930, died here Thursday. He is survived by a sister and three brothers.

Zimbalist, Nebenzal Form New Company

HOLLYWOOD, Sept. 14.—Formation of Motion Picture Artists, Inc., a new production company headed by Alfred Zimbalist and Harold Nebenzal, president and vice-president of the new company, was disclosed here at the weekend.

The company will specialize in exploitation films, one of which is "Miss Robinson Crusoe."

Big Scale Paramount Musical

"ROSE ROOM"



"SOMEBODY LOVES ME"



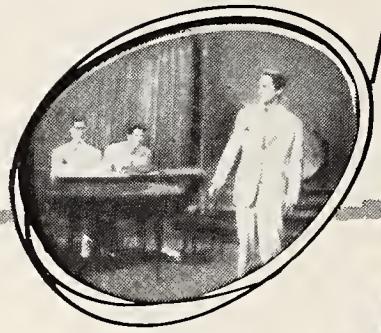
"A DOLLAR AND THIRTY CENTS"



"WAY DOWN YONDER IN NEW ORLEANS"



"SMILES"



"TODDLING THE TODALO"



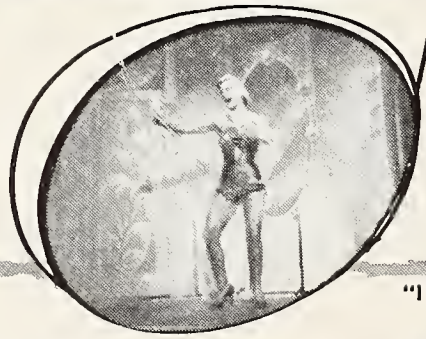
"JEALOUS"



"JUNE"



"ON SAN FRANCISCO BAY"



"I CAN'T TELL WHY I LOVE YOU"



"I'M SORRY I MADE YOU CRY"



18 wonderful songs — 23 dazzling scenes and so many beautiful gals we just can't count 'em! Watch World Premiere Engagement now at the Chicago Theatre, Chicago — then set your play-date for early October when the peak of its pre-selling is reached!

ADVERTISED TO 35 MILLION IN 61 KEY AREAS: This Week Magazine, Sunday, October 5th — Parade Magazine, Sunday, October 12th. Full fan schedule too. Plus Paramount's famous saturation promotion on the radio — on TV — and in newspapers everywhere!

A PERLBERG-SEATON PRODUCTION Starring

Betty HUTTON · Ralph MEEKER

COLOR BY Technicolor

That's Betty's Greatest Show!



"THAT TEASING RAG"

"I CRIED FOR YOU"

"THE WANG WANG BLUES"

"LOVE HIM"

Somebody Loves Me

WITH ROBERT KEITH · ADELE JERGENS · AND THE CHEZ PAREE ADORABLES

PRODUCED BY WILLIAM PERLBERG AND GEORGE SEATON · WRITTEN AND DIRECTED BY IRVING BRECHER

SUGGESTED BY THE CAREERS OF BLOSSOM SEELEY AND BENNY FIELDS

Role in Suit

(Continued from page 1)

cially in the light of recent favorable decisions of the Supreme Court.

Sam Pinanski, TOA representative on the Council of Motion Picture Organization's committee of three: The period of COMPO's uncertainty is over and for the first time it seems amply financed. Tax repeal campaign has already obtained commitments from many senators and congressmen and a research program is underway to provide accurate figures and documentation for industry spokesmen who will appear before Senate and House committees asking for repeal of the Federal admissions tax.

Another round table conference between producers and exhibitors will probably be held in January, since studio leaders have asked for more frequent meetings with exhibitors.

Drive-in theatres committee, Jack Braunagel, chairman: Says there is still room for drive-in expansion, but "we are now to the critical point of overbuilding in drive-ins which leads to product fights."

Concessions Increase

Concessions committee, Harold J. Fitzgerald, chairman: Generally theatre concessions in 1952 will show a dollar increase. The chairman has appointed a concessions committee to supply year-round service to the exhibitor and to promote the growing awareness on the part of manufacturers that the motion picture field is a market for their merchandise.

Codes and ordinances committee, Henry Anderson, chairman: Unless nitrocellulose film is entirely eliminated from use in theatres, exhibitors are extremely handicapped in obtaining recognition in insurance rates or modification in building codes.

Report of the theatre equipment and accessories committee, R. H. McCullough, chairman: There is no shortage of equipment and equipment dealers report that business is very poor. Proper maintenance of equipment has suffered because of poor business in many situations and many exhibitors have held remodeling work and equipment replacement in abeyance because their resources are exhausted.

Now Has Sufficient Funds

Special TOA tax committee, Alfred Starr, chairman: The great proportion of small independent exhibitors subscribed almost 100 per cent to the national tax repeal campaign committee and it now has sufficient funds to do a business-like job.

State and local legislation committee, Morris Lowenstein, chairman: States and municipalities must be watched if the Federal admissions tax is repealed for attempts to channel savings into new amusement taxes, income taxes and local relief measures.

Organization and membership committee, E. D. Martin, chairman: TOA membership increased during the past year, and almost every member organization increased as well. A concentrated drive should be held for new members by all TOA units.

Film reviewing committee, R. W. Wilbey, chairman: The industry has channeled much less in the way of government public information films since the Korean war than it did, comparatively, for World War II This is due either to lack of coordination among government agencies or to the fact that the administration had nothing to say about Korea.

TOA Convention

(Continued from page 1)

move by TOA to have itself named a defendant in the action. All indications point to the committee's going on record as favoring that course. Many feel that TOA can make its best contribution to the fight against the suit in the role of a defendant and liken its present co-conspirator status to the *amicus curiae* role it essayed in the U. S. vs. Paramount case. The latter role, TOA leaders hold, proved totally ineffectual in staving off competitive bidding and other phases of the final Paramount decree regarded as objectionable by most exhibitors.

Had TOA been a defendant in the Paramount case, they reason, a much different final decree probably would have resulted. Now, they say, if the 16mm. suit is to be an all-industry fight, which they believe it should be, TOA wants "in" as a defendant, in which role it believes it can fight the most effectively.

On Today's Agenda

The legal advisory committee's agenda for tomorrow also includes the last-minute scrutiny and consideration of the proposed industry arbitration draft, on the results of which may hinge convention action on approval or disapproval of TOA's participation in the plan.

However, early sentiment here reveals no serious opposition to TOA participation, at least for the initial 18 months' trial period. It was largely through TOA's persistence and effort over recent years that the current attempt to provide a new arbitration system for the industry was made.

The executive committee, still in session at a late hour this afternoon, was scheduled to discuss plans for converting the existing TOA grievance panels in several sections of the country into conciliation panels. The committee also was to discuss the government 16mm. suit, industry arbitration, theatre television, particularly with respect to long lines charges of American Telephone & Telegraph Co., and the coming hearings before the Federal Communications Commission on industry applications for allocation of separate channels for theatre television.

Fabian Is Chairman

Expansion of TOA membership was another subject on the executive committee's agenda. S. H. Fabian is chairman of the committee.

Meeting tonight will be the nominating committee under the chairmanship of Morris Loewenstein. Sentiment is unanimous for the nomination of Alfred Starr to succeed Wolfson as president, and for the reelection of Charles Skouras as chairman of the board. For family and business reasons Skouras probably will be unable to attend the convention but his National Theatres will be well represented by most of its regional heads.

The nominating committee also will consider a plan for the election for the first time of three vice-presidents with the aim of maintaining a panel of ready-groomed executives for succession to the TOA presidency. At present, Walter Reade, Jr., and John Rowley are vice-presidents. J. J. O'Leary, treasurer, and Max Connett, secretary, are expected to be re-nominated. Nomination is tantamount to election as there is no opposition ticket in view.

Board Meets Today

The board of directors will meet tomorrow and the convention will get under way officially on Tuesday, continuing through Thursday. Registration, including wives of delegates and official guests, is expected to exceed 500.

The huge trade show being held in conjunction with the convention was officially opened today and will continue through Thursday also.

Gardner Will Welcome TOA Delegates to 'Snows' Preview

WASHINGTON, Sept. 14.—A special welcome to delegates to the Theatre Owners of America convention will be extended here tomorrow night by Ava Gardner, star of Darryl F. Zanuck's "The Snows of Kilimanjaro," who will head the reception line in accepted State Department fashion to greet exhibitors and their wives attending a preview of the picture at the Uptown Theatre.

Miss Gardner, will fly to Washington tomorrow afternoon from New York, accompanied by Al Lichtman, director of distribution. Edwin W. Aaron and Arthur Silverstone, Western and Eastern sales managers for 20th Century-Fox, respectively, will also attend. The star will be hostess at a press reception in her Shoreham Hotel suite in the afternoon.

Crusade For Freedom Will Laud TOA Members For Support

WASHINGTON, Sept. 14.—Members attending the 1952 convention of the Theatre Owners of America opening here tomorrow will hear a laudatory message from the Crusade for Freedom.

National Crusade chairman Charles E. Wilson has written TOA president Mitchell Wolfson extending his appreciation to member exhibitors for their cooperation in exhibiting the Crusade for Freedom short subject, "The Big Truth," during the 1951 campaign. In his letter, Wilson declared that motion picture theatres in the smaller cities and towns have become centers of community activity and the Crusade urgently needs their cooperation. Wolfson will read the letter to the convention.

Eady Plan

(Continued from page 1)

Plan arrangement gave the Americans a minimum of $4,000,000 and a maximum of $6,000,000, all of which would be remittable.

Yorke Has Baseball Film

Emerson Yorke, independent producer, has returned here from Hollywood and Denver, where his crews filmed the American Legion Junior Baseball World Series to which the Emerson Yorke Studio holds motion picture and TV rights.

Raibourn

(Continued from page 1)

vidual and the hope of success portrayed in them, and which exists nowhere else in the world except in America."

Raibourn, in his address, titled "Motion Pictures and the Future," also dealt with the current economic conditions of the industry, the problem of home television competition, the advent of subscription-TV and other industry matters.

Despite recent set-backs, Raibourn stressed the vitality of the industry, pointing out that "tax figures indicate admission revenues in America at the theatre, are off only about 20 per cent from 1946 levels."

"For six years it has been shouted from some house-tops and whispered in many a corner saloon that the motion picture was through," continued the Paramount vice-president. "This seems an unusual outlook for the enterprise which are America's chief messengers to the rest of the world. They are more potent as messengers of America's attitudes than Marshall plans and ECA's. Foreigners pay us over $100,000,000 per year for the privilege of seeing our motion pictures and it is characteristic of human beings that they value things on the basis of what they cost them."

The big competitive factors since 1946, according to Raibourn, are home television and the peace-time return of other leisure-time activities, chiefly the automobile. Economic relocation, he added, was also caused by the ruling on the anti-trust split-up of film companies into production-distribution and exhibition units.

Raibourn called the problem of releasing theatrical feature films to home television economically "insuperable" at this time without the utilization of some form of subscription television. One subscription home TV system, Telemeter, is 50 per cent owned by Paramount.

Raibourn told his audience of engineers that motion picture producers and exhibitors view "a matured home television" differently. He predicted that "when 'pay-as-you-see' television comes in, the producer will probably have a dilemma as to choice of showing it in the theatre through the motion picture screen or in the home through the medium of the television set."

Confronting the producer at such a time, said Raibourn, are the problems of audience reaction in the home versus theatre response, the screen definitions of the two mediums, and the question of how the TV commercial will affect enjoyment of the picture.

Under the heading of "New Developments in the Theatre," Raibourn said he was impressed by Cinerama, the peripheral process which gives a three-dimensional effect, although he acknowledged that the economic feasibility of the system still must be demonstrated.

In the foreign field, Raibourn said that despite competition from revived film industries overseas, "individual motion pictures continue to appear which are sufficiently advanced to show world gross revenues which are well above" previous highs.

He paid tribute to many industry pioneers such as the late Thomas Edison, Adolph Zukor and Earl I. Sponable.

The Prize Baby SALUTES...



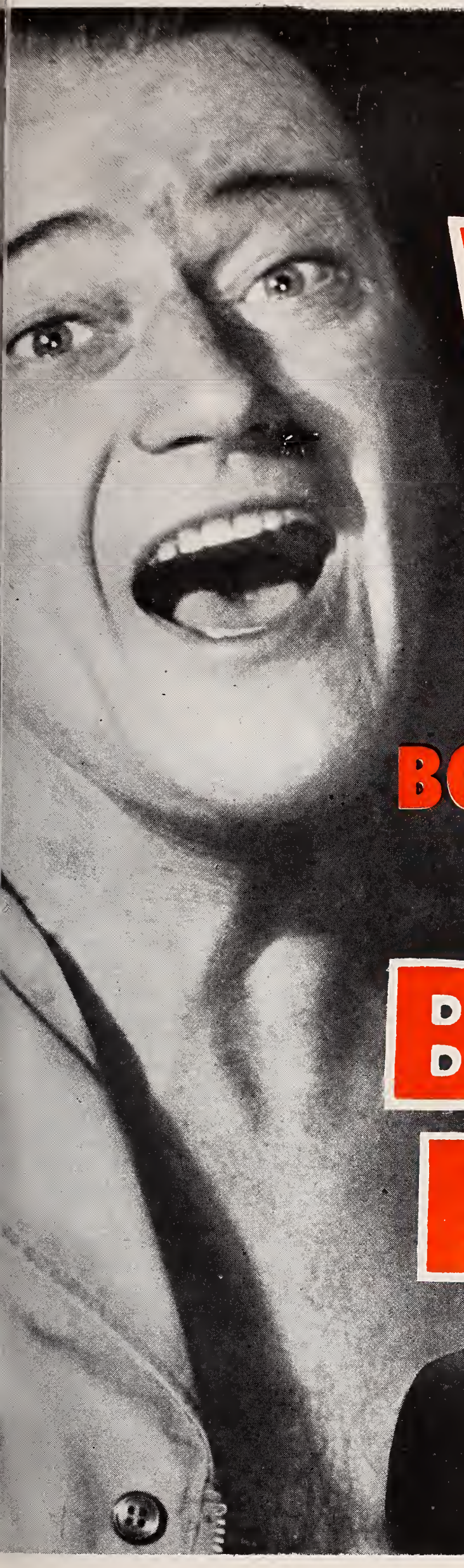
CONVENTION IN WASHINGTON

September 15-18 1952

A 350-THEATRE SOCK!



CO-STARRING
NANCY OLSON · JAMES ARNESS · WRITTEN BY JAMES EDWARD GRANT · RICHARD ENGLISH · R



JOHN WAYNE

IS NOW DELIVERING THAT BIG WAYNE BOX-OFFICE WALLOP EVERYWHERE IN

BIG JIM McLAIN



FILMED IN HAWAII AND PRESENTED BY WARNER BROS.

R • PRODUCED BY ROBERT FELLOWS • DIRECTED BY EDWARD LUDWIG A WAYNE-FELLOWS PRODUCTION • DISTRIBUTED BY WARNER BROS.

BEN KALMENSON DRIVE

Check List

of recent or forthcoming releases featured in advertising in *MOTION PICTURE DAILY**

(alphabetically by title)

Title	Distributor
AFFAIR IN TRINIDAD (3 Pages)	Columbia
BECAUSE YOU'RE MINE (2 Pages)	MGM
BIG JIM McLAIN (3 Pages)	Warner
BONZO GOES TO COLLEGE	Universal
CARIBBEAN	Paramount
CARRIE (2 Pages)	Paramount
DREAMBOAT	20th-Fox
EVERYTHING I HAVE IS YOURS	MGM
FEARLESS FAGAN (2 Pages)	MGM
FOOTBALL THRILLS	MGM
HANS CHRISTIAN ANDERSEN (3 Pages)	RKO
HIGH NOON (2 Pages)	United Artists
IVANHOE (13 Pages)	MGM
O. HENRY'S FULL HOUSE	20th-Fox
ONE MINUTE TO ZERO (2 Pages)	Warner
SHE'S WORKING HER WAY THROUGH COLLEGE	RKO
SOMEBODY LOVES ME	Paramount
SON OF PALEFACE	Paramount
SUDDEN FEAR (2 Pages)	RKO
THE CRIMSON PIRATE	Warner
THE QUIET MAN (13 Pages)	Republic
THE MERRY WIDOW (2 Pages)	MGM
THE MIRACLE OF OUR LADY FATIMA (3 Pages)	Warner
THE SNOWS OF KILIMANJARO (3 Pages)	20th-Fox
THE STORY OF WILL ROGERS (4 Pages)	Warner
THE WORLD IN HIS ARMS (7 Pages)	Universal
UNTAMED FRONTIER	Universal
WAY OF A GAUCHO	20th-Fox
WHERE'S CHARLEY? (6 Pages)	Warner
WOMAN OF THE NORTH COUNTRY (2 Pages)	Republic

* Pictures featured in *M. P. Daily* advertising during past 6 weeks.

The Vital Spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold".*

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it *soon enough;* (2) Make it effectively proclaim the *box-office values* of the picture; (3) Publish a *sufficient continuity* of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!

A NEW "SUPREX" TRADE-MARK CARBON

WITH THE DIFFERENCE YOU CAN SEE!

NATIONAL CARBON

PRESENTS:

- Amazing New Light-Efficiency
- Lower Current Consumption
- Improved Arc-Stability
- Better Light Distribution

ALL AT LOWER CARBON COST!

Not just claims but VISIBLE improvements distinguish the NEW 9 mm "Suprex" projector carbon in any 9-8 mm copper-coated high-intensity trim.

AND THAT'S NOT ALL! With an optimum current range of 65-75 amperes, the new 9 mm "Suprex" carbon and the 8 mm "Orotip" C negative carbon can be substituted directly for the 8 mm-7 mm carbon trim up to 70 amperes*. Merely install appropriate holders and guides in your present equipment and get:

- More light at slightly increased current
- Equal light at same current
- Lower carbon consumption and cost
- Better light distribution at all currents

*Above 70 amperes, see your theatre supply dealer for his equipment recommendations.



BUY WISE—DEMAND TO SEE THE DIFFERENCE!

The terms "Suprex" and "Orotip" are trade-marks of Union Carbide and Carbon Corporation

NATIONAL CARBON COMPANY

A Division of Union Carbide and Carbon Corporation

30 East 42nd Street, New York 17, N. Y.

District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

In Canada: National Carbon Limited, Montreal, Toronto, Winnipeg

FLASH! WATCH COLUMBIA'S EXCITING "ASSIGNMENT–PARIS"

OPENING BOSTON, PHILADELPHIA, DETROIT, WASHINGTON,

BUFFALO, SAN FRANCISCO, SACRAMENTO, ABERDEEN

NEW ORLEANS, LOS ANGELES, CHICAGO, PORTLA

DANA
ANDREWS

MARTA
TOREN

GEORGE
SANDERS

AUDREY
TOTTER

Assignment-Paris!

A COLUMBIA PICTURE

POST

From Paul Gallico's SatEvePost thriller—filmed where it happened—in Paris!

with SANDRO GIGLIO

Screen Play by WILLIAM BOWERS • Story by PAULINE GALLICO and PAUL GALLICO

Produced by SAMUEL MARX and JERRY BRESLER • Directed by ROBERT PARRISH

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 54 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 16, 1952 TEN CENTS

Companies Ask More Meetings On Arbitration

Okay Draft in Principle; Send Committee to Wash.

A meeting here yesterday of presidents, sales executives and attorneys of the Motion Picture Association of America member companies and United Artists approved "in principle" the draft of a proposed industry arbitration system. Final approval, according to a statement issued by the MPAA, will await further discussions with exhibitor representatives.

The meeting named a four-man committee to confer in Washington tomorrow with Abram F. Myers and Herman M. Levy, attorneys for Allied States Association and Theatre Owners of America, respectively, with a view to clarifying

(*Continued on page* 14)

NEWS FLASHES

OTTAWA, Sept. 15.--Box-office returns higher for the summer months of 1952 than 1951 will be shown by attendance figures for motion picture theatres throughout Canada, it was learned, despite the fact that weekend business was probably poorer than 1951.

•

WASHINGTON, Sept. 15.--J. C. Shanklin, president of West Virginia Theatre Owners Association, has been informed by Rep. Elizabeth Kee of the Fifth Congressional District of West Virginia that she "very definitely" favors repeal of the 20 per cent Federal admission tax.

U. S. Industry Approves UK Pact Changes

The Motion Picture Export Association and the Society of Independent Motion Picture Producers yesterday formally approved the agreement negotiated last week with representatives of the British government modifying the present Anglo-American film pact.

Announcement of MPEA board approval was made by Eric A. Johnston, Motion Picture Association of America and MPEA president. James A. Mulvey, chairman of the SIMPP distribution committee, made the announcement in behalf of the Society.

The modifications deal with the arrangements under which U. S. film companies are allowed to convert into dollars part of their earnings in the United Kingdom.

In 1951, it was agreed that the U. S. companies should be allowed to transfer, in addition to the amounts

(*Continued on page* 11)

TOA TO ACT TODAY ON ARBITRATION

Elect Alfred Starr TOA President

WASHINGTON, Sept. 15.—As predicted, Alfred Starr of Nashville, was elected president of the Theatre Owners of America, and Charles Skouras was reelected chairman of the board at the annual board of directors meeting here today.



Alfred Starr

Other officers elected were Walter Reade, Jr., executive vice-president and chairman of the executive committee; E. D. Martin, Georgia; Patrick McGee, Colorado; John

(*Continued on page* 14)

Herman Levy to Outline Proposed Plan; Action Is Conditional

By SHERWIN KANE

WASHINGTON, Sept. 15.—Theatre owners of America will proceed at its convention here tomorrow to take conditional action on the proposed industry arbitration plan despite the meeting called for Wednesday to discuss distribution's questions and possible revisions in the plan resulting from the meeting of company presidents, sales executives and lawyers in New York today.

Herman Levy, TOA general counsel, will outline the proposed arbitration plan to a closed session of the convention here tomorrow afternoon, following which the membership may approve the draft immediately, subject to acceptance of any revisions which might develop at the Wednesday meeting. TOA's board will meet



Herman Levy

(*Continued on page* 14)

Gael Sullivan Resigns as TOA Executive Director

WASHINGTON, Sept. 15.—Gael Sullivan tendered his resignation as executive director of the Theatre Owners of America to the inital meeting yesterday of the TOA executive committee in advance of the opening of the annual convention here t



Gael Sullivan

No successor to Sullivan has been named and indications are the post will be handled by Dick Pitts, executive assistant, and Howard L. Bryant, service coordinator. The latter two handled Sullivan's functions while he was on a three months leave of absence last summer from his TOA post to serve as manager of Senator Estes Kefauver's campaign for the Demo-

(*Continued on page* 11)

C. of C. President To Address T. O. A.

Washington, Sept. 15.—Laurence F. Lee, president of the U. S. Chamber of Commerce, is scheduled to address the Theatre Owners of America convention delegates at the convention luncheon which will be held Thursday in the Shoreham Hotel.

The luncheon will be the convention's so-called "research" repast, at which C. E. (Doc) Cook, R. H. McCullough and Nathan D. Golden also will speak.

TNT to Use Para., GPL Video Systems

Paramount's "inter-film" theatre television system will be utilized by Theatre Network Television for its West Coast telecast of the Jersey Joe Walcott-Rocky Marciano bout, slated for Tuesday at Philadelphia's Municipal Stadium.

In addition to the Paramount system, TNT will also use General Precision Laboratories "video film" system in an attempt to negate any possibility of a mechanical breakdown of either system.

Arrangements have been made for Paramount equipment in the Paramount Building here to receive the

(*Continued on page* 12)

JOHN WAYNE
MAUREEN O'HARA
BARRY FITZGERALD

HERBERT J. YATES presents JOHN FORD'S TECHNICOLOR SMASH!
"THE QUIET MAN"
A REPUBLIC PICTURE

HEDDA HOPPER says . . .
will be as great
25 years from now.

Personal Mention

SOL A. SCHWARTZ, president of RKO Theatres, and MRS. SCHWARTZ, returned here from Europe yesterday aboard the *S. S. Queen Elizabeth.*

•

HAROLD L. GROVES, president of Hargroves National Service System, who has been hospitalized at Doctor's Hospital here for over a month, is expected to return to work soon. Operations director H. BICKFORD has been in charge of the home office in GROVES' absence.

•

ABE BERENSON, president of Gulf States Allied, has recovered enough from his recent heart attack to leave the hospital, but he is not expected back at his desk for two months.

•

OSCAR A. MORGAN, general sales manager of short subjects and Paramount News, will return to New York today from Pittsburgh, Cleveland, Buffalo and Toronto.

•

SPENCER TRACY and LAWRENCE WEINGARTEN, M-G-M producer and studio executive, are due to arrive here today from Europe on the *S. S. United States.*

•

IRVING SOCHIN, Universal short subject sales manager, was in Philadelphia yesterday and will be Pittsburgh today, returning here tomorrow.

•

JAMES LAWLER of the Monogram-Allied Artists accounting department in Hollywood, and MRS. LAWLER announce the birth of a son, MICHAEL.

•

D. C. COLLINS, vice-president of the Westrex Corp., left here yesterday for Hollywood.

•

HAL WALLIS, Paramount producer, will arrive in New York from Hollywood tomorrow.

'Fatima' Grosses Big In Pitts. and Cleve.

The opening week of Warner Brothers' "The Miracle of Our Lady of Fatima" at the Warner Theatre in Pittsburgh and the Allen Theatre in Cleveland is expected to gross $20,000 in each house. The film grossed $10,000 over the weekend in both houses. Opening days figures were said to be the highest since "A Streetcar Named Desire." In the Cleveland house the film drew $4,400 on Sunday.

Depinet Chairman Of 'Jubilee Dinner'

The chairman of the jubilee dinner of the Motion Picture Pioneers will be Ned E. Depinet, president of RKO Pictures, Jack Cohn, president of the Pioneers, disclosed here yesterday. The dinner will be held Nov. 25 at the Hotel Astor.

N. J. Blumberg, chairman of the board of directors of Universal Pictures, who has been selected the "Motion Picture Pioneer of 1952," will be honored at the dinner.

Weekend Business Steadies 1st-runs Here to Fine Pace

Weekend business along Broadway buoyed this week's grosses, which hit a nice steady pace in most first-run theatres for the seven-day period. Virtually all situations felt a week-day drop in business due to the opening of the city's schools.

Outstanding attractions such as "Ivanhoe," "Monkey Business," and "The Quiet Man" continued to do extremely well at the box-office.

At Radio City Music Hall, a big $130,000 is seen for the seventh week of the record-breaking "Ivanhoe." The picture has already exceeded the $1,000,000 gross mark at the Hall, doing so by the end of the sixth week.

Holding up strong is "The Quiet Man" at the Capitol, where a sturdy $51,000 is estimated for its fourth inning. At the Roxy, which also features a stage show, "Monkey Business" is due to hit a healthy $75,000 for its second week. The next Roxy film attraction is "Somebody Loves Me," which will bow in Sept. 24.

At the Paramount, featuring "The Crimson Pirate" on screen and Louis Armstrong on stage, a fine $56,000 is forecast for the bill's third week. "High Noon" is doing excellently at the Mayfair, with $24,000 seen for its eighth stanza.

For the sixth week, a healthy $27,000 is indicated for "Sudden Fear" at Loew's State. A fairly nice $19,000 is estimated for the fourth week of "The Miracle of Our Lady of Fatima" at the Astor.

"One Minute to Zero" will open Friday at the Criterion, replacing "The Big Sky," which is expected to do a fair $16,000 for its fourth and final week. The seventh stanza of "Affair in Trinidad" is due to hit a nice $16,000 at the Victoria.

'You for Me' Premieres

The premiere of "You for Me" at the Globe will be on Tuesday. The current Globe attraction, "Devil Makes Three," is expected to rack up a moderate $11,500. An all right $7,000 is seen for the fifth week of "Les Miserables" at the Rivoli.

Among off-Broadway theatres, "The Amazing Monsieur Fabre" opened to a robust $9,300 in its first seven days. "Ivory Hunter" at the Trans-Lux 52nd Street is doing extremely well, with $8,200 indicated for its fourth week. Also doing fine are the two long-standing hold-overs, "Man in the White Suit" at the Sutton and "Encore" at the Normandie. For its 25th week, the Sutton attraction is due to draw $6,500, while the 24th week of "Encore" is estimated to hit $5,200.

A Simple Statement of Fact

There is only **ONE** Airmail Edition in the motion picture trade paper field.

It is rushed by Air Mail not merely to a few people at the Hollywood studios—but to ALL the exhibition pacemakers in ALL areas of the United States (except those in the New York or nearby zones who get it by hand-delivery or first class mail).

Also, the Airmail Edition goes to the motion picture editors and critics of the leading newspapers, and other public opinion makers, throughout the nation—as well as to the film distribution executives of the industry.

Bringing the very latest news reports in concise factual form, by the fastest possible means—delivering it two to four days sooner to distant states—the Airmail Edition of Motion Picture Daily naturally is accorded preferred attention and keenest actual readership.

AIR MAIL EDITION

MOTION PICTURE DAILY

NEWS WHILE IT IS NEWS

Subscription rate $12 per annum

Compo Gets Off-side TV Sign Removed

Acting on complaints from the Council of Motion Picture Organizations, one of the country's biggest automobile manufacturing companies has ordered removal from its sales agencies' windows of a sign displaying the legend, "See the Best Movies on TV."

Disclosure of the motor company's action was made yesterday by Robert W. Coyne, COMPO special counsel, whose protest caused the sign's removal. Existence of the sign had been called to Coyne's attention by New York exhibitors.

Greshler Plans Big 'Call' Promotion

An extensive radio, television, trade paper and newspaper advertising campaign on his newly acquired British production, "Emergency Call," is planned by producer Abner J. Greshler.

The executive producer of "At War with the Army," the Martin and Lewis starrer, is here from Hollywood to arrange for a releasing deal for the British Butcher company's picture which was filmed at Nettleford Studios in London, with Anthony Steel and Earl Cameron heading the cast, under the direction of Lewis Gilbert. Greshler revealed additional plans to produce a series of trailers for a national tie-in with TV stations.

Both Steel and Cameron will be taken to Hollywood by Greshler next year to appear in a production. Greshler is currently negotiating for a story property which recently appeared in the *Saturday Evening Post* for the two British players.

"I can't go along with those who think that a cut in the advertising budget is a good business move, regardless of whether business is on the up-grade or down-grade," Greshler stated. "Extensive and punchy advertising is as vitally necessary in our field as it is in the merchandising field and we should take a page out of the book of the local department stores' methods of selling," he stated.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

JOHN WAYNE AS BIG JIM McLAIN
in person THE MILLS BROS. RAY MALONE TOMMY REYNOLDS and his ORCHESTRA DANNY LEWIS JEAN CARROLL
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

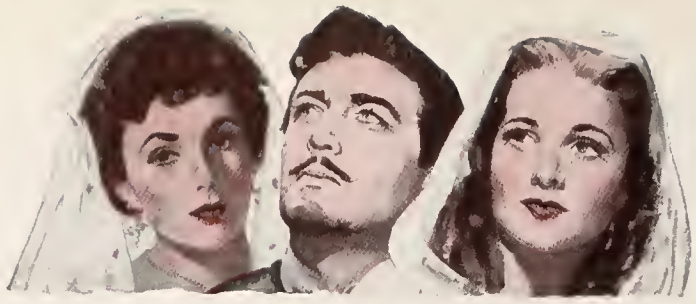
ANNOUNCING

THE SALES PLAN

OF M-G-M's

IVANHOE





LAST MAY at the "Seeing Is Believing" meeting at our M-G-M Studios, IVANHOE was screened for the first time to more than 100 representative exhibitors in the country and members of the press. Their enthusiasm for its possibilities as one of the outstanding box-office attractions of all time was so great that before determining a sales policy, we decided to set up pre-release test engagements in the following cities: New York, San Francisco, Cleveland, Houston, Atlanta and Evansville.

IVANHOE is now playing or has completed its engagement in the above mentioned cities to business that confirms the opinion of those who saw it at our Studios.

From time to time through the medium of the trade press, we have kept the trade at large informed of the business IVANHOE was doing. The total attendance on IVANHOE exceeds the total attendance on QUO VADIS in five of the above situations. The sixth, the engagement at the Radio City Music Hall, New York City (where QUO VADIS was not shown) has played to a greater gross than any other picture in the history of the theatre for the first five weeks of its run there and with one exception had a greater attendance than any other picture.

Following our "Seeing Is Believing" meeting in California, the picture was trade shown in almost 100 theatres and again the enthusiasm upon the part of those who saw it was overwhelming. It is now apparent that if the first-run pre-release

(*continued*)

Heroism of the Black Knight who fights for love on the field of honor. Spectacular action as man meets man in mortal combat while thousands in the colossal arena watch with bated breath.

Rebecca stands accused of witchcraft. Ivanhoe's subsequent challenge results in the fabulous duel on horseback with battle-axe and deadly mace.



(*continued*)

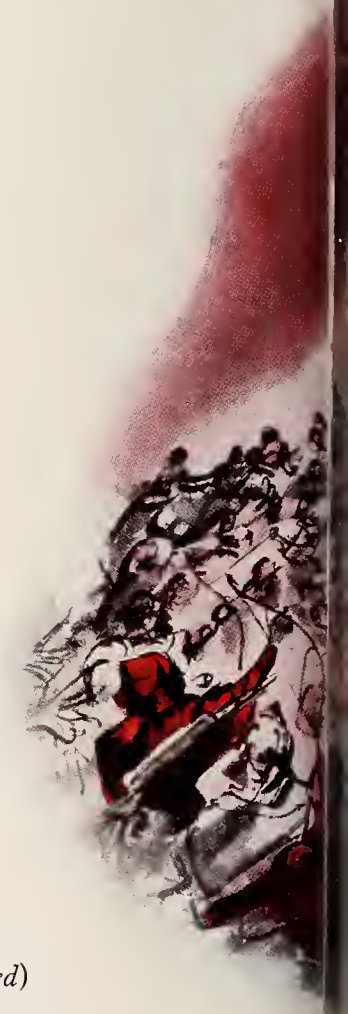
exhibitions of IVANHOE are handled generally as in the case of QUO VADIS, the results at the box-office will equal or even exceed the results on QUO VADIS.

It is our intention to have a pre-release first-run exhibition of IVANHOE in each of the exchange centers across the country, then in each of the cities in the country of over approximately 100,000 population and after that in cities of under approximately 100,000. We expect that there will be approximately 500 of such pre-release first-run exhibitions. Within a reasonable time after these showings are completed, IVANHOE will be made available for general release.

Arrangements are now being made for the pre-release first-run showings of IVANHOE in each of the Exchange Centers.

After this announcement appears, our attention will be directed to pre-release first-run exhibitions in the other cities of the country beginning, of course, with the larger ones.

Any exhibitor who has a suitable theatre and is interested in the pre-release first-run exhibition of IVANHOE in his city should promptly and in writing advise our appropriate exchange office of his interest and we shall be pleased to afford him an opportunity of submitting an offer on the picture.



(*continued*)

(*continued*)

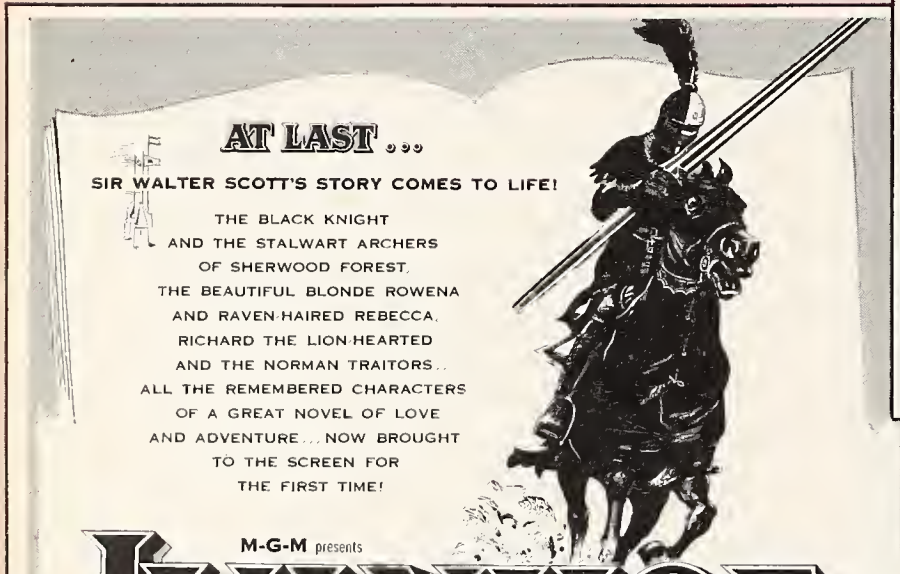
We are confident that we shall receive the same wholehearted cooperation in the marketing of this great production as we did on QUO VADIS and that our customers will find our plan on IVANHOE as much to their advantage as was the case with QUO VADIS.

Loew's Inc.



SUCCESS STORY: ADVERTISING

On this and following pages are just a few of the big spectacular ads (*shown in reduced size*) that drew record crowds to "Ivanhoe," the Picture of the Century, in its first five pre-release engagements outside New York. These ads sell a BIG attraction with all its grandeur, importance and large-scale pictorial values. They spell MONEY'S WORTH!



AT LAST . . .

SIR WALTER SCOTT'S STORY COMES TO LIFE!

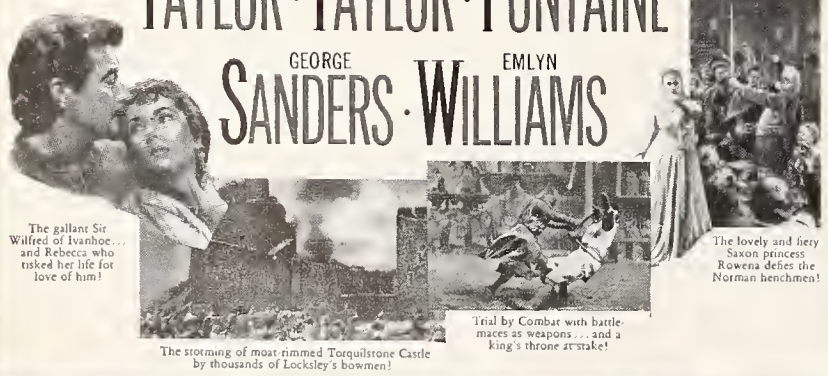
THE BLACK KNIGHT
AND THE STALWART ARCHERS
OF SHERWOOD FOREST,
THE BEAUTIFUL BLONDE ROWENA
AND RAVEN-HAIRED REBECCA,
RICHARD THE LION-HEARTED
AND THE NORMAN TRAITORS...
ALL THE REMEMBERED CHARACTERS
OF A GREAT NOVEL OF LOVE
AND ADVENTURE... NOW BROUGHT
TO THE SCREEN FOR
THE FIRST TIME!

M-G-M presents

IVANHOE

COLOR BY TECHNICOLOR.

STARRING
ROBERT TAYLOR · ELIZABETH TAYLOR · JOAN FONTAINE
GEORGE SANDERS · EMLYN WILLIAMS



The gallant Sir Wilfred of Ivanhoe... and Rebecca who risked her life for love of him!

The stormimg of moat-rimmed Torquilstone Castle by thousands of Locksley's bowmen!

Trial by Combat with battle-maces as weapons... and a king's throne at stake!

The lovely and fiery Saxon princess Rowena defies the Norman henchmen!

Screen play by NOEL LANGLEY · Adaptation by AEneas MacKENZIE · Directed by RICHARD THORPE · Produced by PANDRO S. BERMAN

AN M-G-M PICTURE

SPECIAL PRE-RELEASE ENGAGEMENT!
Starts TOMORROW

The Armed Forces Need Your Blood—*Give Today!*

GREATEST SCENE EVER FILMED!

Just one of the many in the picture that tops "Quo Vadis" for thrills and romance!



THE STORMING OF TORQUILSTONE CASTLE!



Rowena and Rebecca are captured by the Norman henchmen of Prince John and imprisoned in Torquilstone castle!



Ivanhoe challenges Bois-Guilbert to a Trial by Combat. First on horse, and then on foot this mortal struggle is waged!



The mysterious Black Knight defeats the greatest champions in the spectacular tournament at Ashby!



The beautiful Rebecca and lovely Lady Rowena, both in love with Ivanhoe, meet at the side of their fallen hero!

Filmed in the actual locale of the novel!



M-G-M presents

SIR WALTER SCOTT'S
IVANHOE

COLOR BY TECHNICOLOR

STARRING
ROBERT TAYLOR · ELIZABETH TAYLOR · JOAN FONTAINE
GEORGE SANDERS · EMLYN WILLIAMS

Screen play by NOEL LANGLEY · Adaptation by AEneas MacKENZIE · Directed by RICHARD THORPE · Produced by PANDRO S. BERMAN · An M-G-M Picture

MGM IS PROUD TO BRING TO THE SCREEN FOR THE FIRST TIME SIR WALTER SCOTT'S **IVANHOE**



RAVEN-HAIRED BEAUTY Rebecca is secretly in love with the knight Ivanhoe. She risks her life and fortune so that he may fight the Norman traitors.



BLONDE PRINCESS ROWENA scorns the wicked Norman henchman who keeps her captive in Torquilstone Castle. She remains loyal to Ivanhoe who loves her



TORQUILSTONE CASTLE STORMED with Ivanhoe leading thousands of brave archers from Sherwood Forest in a flaming assault to rescue the princess Rowena.



TRIAL BY COMBAT brings Ivanhoe at last into mortal battle with the leaders of the Normans, Brian De Bois-Guilbert. A woman's life and a king's throne tremble on the outcome!

starring ROBERT TAYLOR · ELIZABETH TAYLOR · JOAN FONTAINE · GEORGE SANDERS
EMLYN WILLIAMS · Color by TECHNICOLOR · Screen play by NOEL LANGLEY · Adaptation by AEneas MacKenzie

Directed by RICHARD THORPE · Produced by PANDRO S. BERMAN · An M-G-M Picture

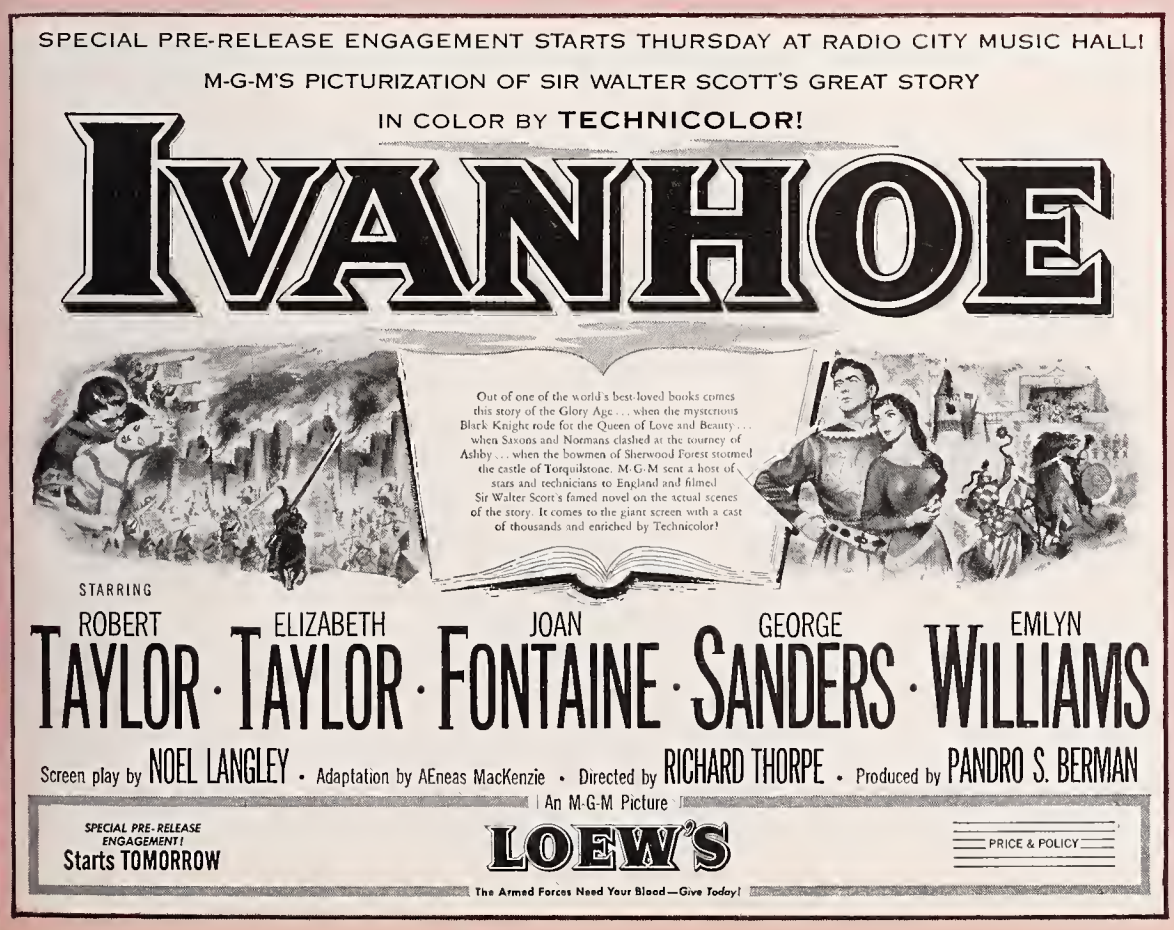
WATCH FOR PRE-RELEASE PREMIERE ENGAGEMENT





EXPLOITATION!

A Quolossal promotion campaign paves the way to your box-office. The nation's leading manufacturers have tied in their products with "Ivanhoe." Their national advertising gives this title a readership in astronomical figures. The Lux Soap campaign alone hits the 150,000,000 readership mark. Similar national campaigns come from Lustre-Creme Shampoo, Sunbeam Bread, Woodbury Soap, Kendall Fabrics and countless others. Local dealers are supplied with a wealth of merchandising aids that assure every exhibitor, regardless of his situation, of neighborhood promotion that links together theatre, merchant and public. Full details in the regular and supplementary press-books.



TNT to Use

(Continued from page 1)

bout from Philadelphia and record it on 35mm. film which will be ready for re-telecasting to the West one minute after the action occurs. The re-telecast will take place from NBC-TV studios here as soon as long lines West of Omaha are cleared, expected at about 11:15 P.M. (EDT). The showing at Eastern theatres will be simultaneous.

Meanwhile, it was learned that the Hippodrome, Cleveland; Orpheum, Omaha; Harris, Pittsburgh, and Rivoli, Toledo, plan to carry the fight telecast. Presumably, they are among the 36 theatres already said to be lined up for the trans-continental telecast.

In Albany, Fabian's Grand reported yesterday that orders were being received for seats from Syracuse and Utica following newspaper ads Sunday. The price at the 1,500-seater is $3.60, including the admission tax. A trailer advertising the planned telecast is being shown at Albany Fabian houses and tickets are being sold at Fabian's Palace and Leland, Albany; Proctor's, Schenectady, and Proctor's, Troy.

Harris Theatre in Pittsburgh Will Carry Walcott Bout

PITTSBURGH, Sept. 14.— The J. P. Harris Theatre here has added its name to the list of theatres which will televise the Marciano-Walcott fight Sept. 23. The 2,000 seat house will have a $3.50 top.

FP-C May Yet Get A Telecast Permit

TORONTO, Sept. 15.—Famous Players Canadian Corp. may yet get its Federal television broadcasting license, it is believed, following a statement by Prime Minister Louis St. Laurent on the eve of the start of TV by the government-owned Canadian Broadcasting Corp.

J. J. Fitzgibbons applied for a license for Famous Players some two years ago but the CBC alone went ahead with the installation of TV facilities although the theatre circuit had its equipment ready. St. Laurent has now stated that the government is giving active consideration to the part that privately-owned stations would play in the extension of TV in Canada. He denied that television would remain a public monopoly.

Racine Sues Over Rights to TV Films

A suit involving television distribution rights to 25 films was filed here in Federal Court by Racine Television Corp. against Masterpiece Productions, Herman Greenfield and Jules B. Weil..

The papers, seeking injunctive relief and damages, claim that Racine was assigned the rights to the 25 films from Motion Pictures for Television, Inc., and United Artists in 1951. Since that time, the suit charged, the defendnats have been infringing on Racine rights by licensing the films in question to television.

Crosby Heads Vote Unit

LOS ANGELES, Sept. 15. — Bing Crosby has been named to head Citizens Vote, Inc., an organization formed by the Los Angeles Chamber of Commerce to get out the vote in November.

Television--Radio

with Pinky Herman

ONCE the World Series is over Easterners will again enjoy the zany antics of Jack Kirkwood, the funnyman who four years ago not only NBClowned around five mornings a week but also wrote the scripts. Since then he's been a Coast feature but comes mid-October, the "Jack Kirkwood Show" will be Coast-to-Coasted via Mutual every afternoon from Monday through Friday on a co-op sponsorship. . . . Jimmy Durante's initial "All-Star Revue," NBCast this Saturday, will feature Margaret Truman and Phil Harris. . . . Abby Greshler, just home from a business trip to England, heads for the Coast next week to start shooting a new telefilm series, "Peck's Bad Boy," situation comedy starring 12-year-old Jimmy Boyd who scored last season on several Frank Sinatra programs. Ed Helwick will script the scries with Hal Walker directing the Greshler package. . . . Larry Berns, producer of the "Peggy Lee" and "Meet Miss Brooks" programs, in New York for a vacation. . . .

☆ ☆ ☆

When the City of Yonkers (N. Y.) observes "Sid Caesar Day," sometime in November and Mayor Kris Kristenson hands the "Your Show of Shows" star the keys to the burg, your reporter will be disappointed if he, too, isn't handed at least a trolley transfer. When we attended high school there, we not only ate most of our meals at the St. Clair Restaurant (owned by Sid's Dad) but while relaxing in a bit of pinnochle with his two older brothers, Abe and Dave, we had to baby-sit and listen while he did his saxaphone lessons. . . . Luden's Coughdrops and Candy will sponsor the new "20 Questions" series over the entire DuMont network, the show moving into the 10:00 to 10:30 P.M. Friday nite slot late next month. . . . Jackie Gleason is offering a lot of lettuce to have Joan Crawford appear as his first Guestar on his new CBS-TV series. . . . Just for the records, one of the unsung heroes of Max Liebman's "Your Show of Shows" is a lad named Howard Morris who is stooge, straight man and foil in most of the Caesar-Coca sketches. . . .



Sid Caesar

☆ ☆ ☆

Burr Tillstrom's "Kukla Fran & Ollie" TV series will NBCelebrate its fifth year Monday, Oct. 13. . . . *John Daly's "It's News To Me," CBSeries, TViewed Fridays, will shift to the* 6:30-7:00 *P.M. slot on Oct.* 4 *and will be sponsored on alternate Saturdays by the Andrew Jergens Co. and Simmons Co. respectively. . . . TV execs should east an orb in the direction of red-haired and green-eyed Dela McCarthy, the singer-pianiste-dancer, just returned from Mexico where she was featured in three Spanish flickers. . . . The Thomas L. Milana Co., TV film researeh organization in business but a short time, is already moving into larger quarters at* 1465 *Broadway (niee goin' Tommy). . . . Johnny Graff, Veep at Snader Teleseriptions, just baek from a trip to Washington where he set up a terrif deal for the "Dick Tracy" series. . . . Ork Pilot Tommy Tueker, whose original Okeh platter in* 1941 *of "I Don't Want To Set The World on Fire," did just that to the musieal world, has just cut another version for M-G-M Reeords whieh means a revival smash for Cherio Music. . . . With the Sunday Oct.* 5 *program* (9:30-10:00 *P.M.), John J. Anthony will start his 23rd year on the air, the new series MBSponsored by Sterling Drug Co. . . .*

☆ ☆ ☆

Bill Papp, former sports writer for the Chicago *Sun,* has joined George F. Foley, Inc. and will be coordinator and scripter respectively of two new Foley packages, namely "Herman Hickman Show," which NBTees off Oct. 3 and "Coast Guard Cadets on Parade," which debuts over Mutual Sept. 27. . . . John Ross will write the Hickman series. . . . Al Stein, former veep in charge of advertising and promotion for Masters Mart, has been named radio and TV head of F. Arthur Case Adv. Agency. . . . Chantootsie Rosemarie, who opens Oct. 17 at the Cotillion Room, Hotel Pierre, will also guestrill next month on the "All-Star Revue" and Colgate Comedy Hour." . . . Virginia Wickes has returned from Hollywood where she watched two of her clients, Dorothy Dandridge and Harry Belafonte, emote in the forthcoming MGM drama "See How They Run."

CBS Will Film Promotion of 'Snows' Premiere

Unprecedented coverage will be given the New York Rivoli world premiere of Darryl F. Zanuck's "The Snows of Kilimanjaro" tomorrow night in a TV feature currently being produced by a specially-assigned CBS unit.

Concentrating on the effort and concentration that goes into planning a Hollywood premiere in New York, CBS staffers have been stationed in and around the 20th Century-Fox home office and the Rivoli Theatre filming scenes of executive confabs, artists at work on the campaign, posting of billboards, setting up the house and arranging for the hundred and one details that go to plan a premiere.

The news feature, which will pick up final footage of the celebrities and crowds tomorrow night at the opening will be edited overnight for showing on the 6:00 P. M. CBS news show Thursday.

Biggest in History

The television and radio coverage of the premiere will be the biggest in the history of the company with four major outlets on the scene to describe the arrival of celebrities.

Latest video network to add its cameras to the reportorial ranks is ABC-TV, which will program the pre-screening theatre activities as a 45-minute "live" show between 8:00 and 8:45 P. M. Martin Starr will "emcee" the on-the-spot show, to be highlighted by interviews with stars and glimpses of the throngs expected to jam the Broadway area for blocks around the theatre.

Pre-selling the special lobby show, ABC-TV will place ads in the *Journal-American* today and the *Daily News* tomorrow, calling attention to the event. Publicity emanting from the network for the next few days will concentrate on "The Snows of Kilimanjaro."

Complementing the newspaper advertising and publicity campaign, 20th Century-Fox started last Friday to herald the production on 75 spots on and adjacent to the ABC network's highest-rated shows. The TV announcements cycle will continue through Saturday.

The WJZ outlet in New York will augment the previously announced coverage consisting of Jinx Falkenberg for national radio presentation over NBC, Martin Starr handling WINS for local commentary, as well as the CBS-TV feature.

Offer Skiatron Stock For Public Sale

One hundred and eight thousand shares of additional common stock of Skiatron Electronics and Television Corp. at $2.50 per share will be offered publicly today by Coffin, Betz & Co., investment brokers.

Proceeds will be used by Skiatron for its planned subscription-vision test in New York City.

CBS Names Cummings

Irving Cummings, motion picture pioneer actor and director, has been named to produce CBS Radio's "Lux Radio Theatre," which has started its 19th season.



TRADE SHOWINGS

ALBANY
Fox Screening Room, 1052 Broadway — Thurs. 9/25 2:00 P.M.

ATLANTA
RKO Screening Room, 195 Luckie St., N.W. — Thurs. 9/25 2:30 P.M.

BOSTON
RKO Screening Room, 122-28 Arlington St. — Thurs. 9/25 10:30 A.M.

BUFFALO
Mo. Pic. Oper. Scr. Rm., 498 Pearl Street — Thurs. 9/25 2:00 P.M.

CHARLOTTE
Fox Screening Room, 308 S. Church Street — Thurs. 9/25 2:00 P.M.

CHICAGO
RKO Screening Room, 1300 S. Wabash Ave. — Thurs. 9/25 2:00 P.M.

CINCINNATI
Palace Screen. Rm., 12 East 6th Street — Thurs. 9/25 8:00 P.M.

CLEVELAND
Fox Screening Room, 2219 Payne Avenue — Thurs. 9/25 2:30 P.M.

DALLAS
Republic Screen.Rm., 412 S. Harwood St. — Thurs. 9/35 2:30 P.M.

DENVER
Paramount Scr. Rm., 2100 Stout Street — Thurs. 9/25 2:00 P.M.

DES MOINES
Fox Screening Room, 1300 High Street — Thurs. 9/25 1:30 P.M.

DETROIT
Blumenthals Scr. Rm., 2310 Cass Avenue — Thurs. 9/25 2:30 P.M.

INDIANAPOLIS
Universal Scr. Rm., 517 N. Illinois St. — Thurs. 9/25 1:00 P.M.

KANSAS CITY
Paramount Scr. Rm., 1800 Wyandotte St. — Thurs. 9/25 2:30 P.M.

LOS ANGELES
RKO Screening Room, 1980 S. Vermont Ave. — Thurs. 9/25 2:00 P.M.

MEMPHIS
Fox Screening Room, 151 Vance Avenue — Thurs. 9/25 12:15 Noon

MILWAUKEE
Warner Screening Rm., 212 W. Wisconsin Ave. — Thurs. 9/25 10:30 A.M.

MINNEAPOLIS
Fox Screening Room, 1015 Currie Ave. — Thurs. 9/25 1:30 P.M.

NEW HAVEN
Fox Screening Room, 40 Whiting Street — Thurs. 9/25 2:00 P.M.

NEW ORLEANS
Fox Screening Room, 200 Liberty Street — Thurs. 9/25 10:30 A.M.

NEW YORK
RKO Screening Room, 630 Ninth Avenue — Thurs. 9/25 2:30 P.M.

OKLAHOMA
Fox Screening Room, 10 North Lee Street — Thurs. 9/25 2:30 P.M.

OMAHA
Fox Screening Room, 1502 Davenport St. — Thurs. 9/25 1:30 P.M.

PHILADELPHIA
RKO Screening Room, 250 N. 13th Street — Thurs. 9/25 2:30 P.M.

PITTSBURGH
RKO Screening Room, 1809-13 Blvd. of Allies — Thurs. 9/25 1:30 P.M.

PORTLAND
Star Screening Room, 925 N.W. 19th Ave. — Thurs. 9/25 2:00 P.M.

ST. LOUIS
RKO Screening Room, 3143 Olive Street — Thurs. 9/25 1:30 P.M.

SALT LAKE CITY
Fox Screening Room, 216 E. 1st. St. South — Thurs. 9/25 1:00 P.M.

SAN FRANCISCO
Fox Screening Room, 245 Hyde Street — Thurs. 9/25 2:00 P.M.

SEATTLE
Jewel Box Scr. Rm., 2318 Second Avenue — Thurs. 9/25 1:00 P.M.

SIOUX FALLS
Hollywood Theatre, 212 N. Philips Ave. — Thurs. 9/25 10:30 A.M.

WASHINGTON
Film Center Scr. Rm., 932 New Jersey Ave. — Thurs. 9/25 2:00 P.M.

with **FRANK FAYLEN** · Produced by JERRY WALD · Directed by NICHOLAS RAY · Written for the screen by HORACE McCOY and DAVID DORTORT

Distributed by RKO RADIO PICTURES

TOA Will Act Today On Arbitration



On the left, Charles Skouras, who was re-elected chairman of the board of TOA, and Walter Reade, Jr., who was elected executive vice-president and chairman of the executive committee.

Elect Starr

(*Continued from page* 1)

Rowley, Texas; Roy Cooper, Cal., and Myron Blank, Iowa, vice-presidents; Si Fabian, New York, treasurer; Albert M. Pickus, Stratford, Conn., secretary; Mitchell Wolfson and M. A. Lightman, Sr., co-chairmen of the finance committee, and Herman Levy, general counsel.

Heretofore TOA has had only two vice-presidents. The new plan calling for the election of an increased number is designed to provide the organization with ready material for succession to the presidency at the annual elections. Reade, whose title is a newly created one, will be the first in line for succession to the TOA presidency.

Morris Lowenstein of Oklahoma City was chairman of the TOA nominating committee which prepared the slate of officers elected today.

No Proposals to TOA Meet on 16mm. Suit

WASHINGTON, Sept. 15. — Theatre Owners of America legal advisory committee, headed by Herman Levy, will report to the convention without recommendations Wednesday on the government's anti-trust suit to force the sale of 16mm. films to television and their non-theatrical users. However, Levy will make recommendations subsequently, with little doubt that they will call for TOA approval of steps being taken by it to intervene as a defendant in the suit. At present the government charges it only with being co-conspirator.

TOA Committees Cite 'P.R.' Progress and TV Prospects

WASHINGTON, Sept. 15,—The Theatre Owners of America's public relations committee, under the chairmanship of Elmer C. Rhoden, and the theatre TV committee, headed by Robert J. O'Brien, issued lengthy reports at the weekend here as the organization's annual convention got underway.

"While great progress has been made by the industry in the past year in public relations, this progress has been represented largely in matters of expediency rather than in a strong well-coordinated all-industry program designed to establish and maintain a good character for the motion picture and the people who make them," was the conclusion drawn by the TOA "P.R." group.

The "P.R." report cited the "incomparable service rendered this industry by the Motion Picture Industry Council in the battle against Hollywood Reds." It described "the Reds" as "on the run," and reported "present indications are the industry will be given a clean bill of health, and Hollywood today is in a position to furnish a blueprint for action to other Commie-harrassed industries."

The TV committee reported: "It is clear that intermittent programming provides no real test of theatre television's potentialities. The real value of this new medium will become apparent only when it can offer some regularity of programming through which it can cultivate its own following. This coming year should bring efforts to develop a series of programs for the public and provide the exhibitor with some regularity of usage so that his fixed costs can be prorated over a broader base."



TOA Board Bids Exhibitors Take Censorship Action

WASHINGTON, Sept. 15.— Today's meeting of the Theatre Owners of America board recommended that exhibitors and exhibitor organizations take affirmative action in opposing censorship laws in their areas, after reviewing recent U. S. Supreme Court decisions. However, it stated it regards as unfair the placing of the burden on exhibitors of testing such laws.

States and municipalities should study the Supreme Court rulings and take the necessary steps themselves to see that their censorship statutes conform with those decisions, the TOA board feels.

The board also devoted extended attention to immediate long range plans for expanding TOA membership in new areas.

California Theatres Association of San Francisco, previously unaffiliated, was admitted as a member and Roy Cooper was elected to the TOA board as representative of the former.

Herman Hunt, independent exhibitor of Cincinnati, was also elected to the board and will endeavor to organize a TOA unit in the Southern Ohio area. If successful, it will be TOA's first entry into that state.

Additionally, plans were made for extending aid to organizing movements in other unnamed Midwestern areas.

The board approved the continuation of TOA as a member of the Council of Motion Picture Organizations and, as heretofore, left the question of its affiliates becoming COMPO members entirely up to the individual units.

"We feel COMPO's aims are worthy and will continue to support it," Wolfson said. "Arrangements were made by which our members can contribute to approved COMPO activities, without contributing to all of them."

400 Register Before Start of Convention

Washington, Sept. 15. — Theatre Owners of America convention registration for yesterday and today approached the 400 mark with many more expected to register between now and the start of the business sessions tomorrow morning.

Arbitration Meets

(*Continued from page* 1)

and altering a number of points in the draft, one having to do with arbitration award damages.

The new distributors' committee consists of William F. Rodgers, chairman of the distributors' arbitration negotiating committee; Austin C. Keough, Paramount; Adolph Schimel, Universal, and Robert W. Perkins, Warner Brothers. The latter three are their companies' general counsels. Rodgers is vice-president of Loew's-M-G-M.

The committee will confer with the two exhibitor associations' attorneys "to complete a draft which will be submitted later to exhibitor organizations," according to the MPAA statement.

Rodgers Will Talk

Meanwhile, TOA's annual convention, now meeting in Washington, is scheduled to take up the subject of arbitration at an afternoon session today. Part of the session, according to an agenda which was prepared several days in advance, will be given over to an address by Rodgers entitled, "Distribution Looks at Arbitration." Other convention speakers who this afternoon will discuss arbitration are TOA officials Mitchell Wolfson, S. H. Fabian, Levy and Walter Reade, Jr.

The draft is the product of several recent months' work by committees, sub-committees, attorneys' committees and other offshoot units of the Industry Conference on Arbitration. The Conference, made up of delegates from exhibition and distribution, has convened twice so far and may convene at least once again before an arbitration system is adopted, if a draft can be agreed upon.

Eric A. Johnston, MPAA president, presided at yesterday's distribution meeting, which was held at the Hotel Astor. Among those attending were: Keough, William Michel, Jack Cohn, Irving Moross, Abe Schneider, Abe Montague, Al Schwalberg, Louis Phillips, Al Daff, John J. O'Connor, Schimel, Ted Black, Richard Yates, Rodgers, J. Robert Rubin, Nicholas Schenck, Charles Reagan, John Caskey, Howard Levinson, Al Lichtman, Ben Kalmenson, Sidney Schreiber, Perkins, Monroe Goodman, Robert Clark, Ned E. Depinet, Robert Mochrie, Joyce O'Hara.

(*Continued from page* 1)

Thursday to consider and act upon such revisions, if any. Allied States' Abram Myers also will sit in at the Wednesday meeting with the distribution representatives.

Little doubt was left of TOA's desire to see an industry arbitration plan adopted and put into effect at the earliest possible moment following a press interview at the close of TOA's afternoon board meeting today.

Alfred Starr, newly elected TOA president, said that while some individuals might not be as well off were there to be no arbitration plan, he is convinced that most of the industry will be benefitted by it in proportion to the degree of good faith they bring to it.

"If a distributor or exhibitor should regard the arbitration plan as a roadblock, up to which they can do anything, arbitration will fail," Starr said. "However, if they both are ruled by the spirit rather than the letter of the plan, the industry and they will benefit by it."

Mitchell Wolfson, retiring president, said he hopes to see arbitration in operation in the industry within the near future, possibly this year.

'Hopeful Spirit'

Levy, chairman of the TOA legal advisory committee and a member of the arbitration drafting group, said that TOA will approach the suggestions to be made by distribution on Wednesday for possible revisions of the arbitration plan "in the same constructive and hopeful spirit that it has brought to consideration of the draft to date."

Levy pointed out that every effort to act on the draft will be made before the convention closes Thursday, inasmuch as the TOA board is not scheduled to meet again until mid-February in Los Angeles. Action long before then will be considered essential, he said.

The problem of companies such as Republic being made parties to an arbitration plan which will itself be made a part of the decree if approved by the Department of Justice and the Federal Statutory Court in New York has been clarified, it was learned.

Such companies will voluntarily subscribe to the arbitration plan and will be bound by it, but will not be made parties to nor will they be bound by any other part of the Paramount decree.

TOA '53 Convention Set for Chicago

Washington, Sept. 15. — Theatre Owners of America's 1953 convention will be held Oct. 31 to Nov. 4 in the Conrad Hilton Hotel, Chicago. Under plans recently worked out, the TESMA-TEDA trade show, being held in conjunction with the Allied States convention this year, will be TOA's next year.

Kindly Commit Suicide!

THE Department of Justice has charged 12 members of the motion picture industry with conspiring to keep their products off television screens.

Collier's magazine has come to the defense of the picture industry with a full-page editorial that exposes the full implications of this action.

Collier's magazine points out that, if this anti-trust suit is successful, it would be, in effect, a command to the picture companies to commit suicide.

Collier's explains that if the Department can make its case stick in regard to 16-millimeter films—and the companies refuse to make more of them—the way is open to order film companies to release their 35-millimeters for TV.

And Collier's adds that the possible effects of such a decree may not be good for TV, itself.

You will want to read every word of this editorial—it's in the Collier's that's *out now*. And you will probably want to distribute reprints of it, too. To order reprints, write:

Collier's

The Crowell-Collier Publishing Company
640 Fifth Avenue, New York 19, N. Y.



LIKE A SUDDEN SHRIEK IN THE NIGHT...

comes this nerve-searing story of a woman beyond help at the mercy of a man beyond control!

THE FILMAKERS present

IDA LUPINO
ROBERT RYAN

IN

BEWARE, MY LOVELY

WITH TAYLOR HOLMES · BARBARA WHITING

Directed by HARRY HORNER · Produced by COLLIER YOUNG

Screenplay by MEL DINELLI

Distributed by RKO RADIO PICTURES

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 54 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 16, 1952 TEN CENTS

Companies Ask More Meetings On Arbitration

Okay Draft in Principle; Send Committee to Wash.

A meeting here yesterday of presidents, sales executives and attorneys of the Motion Picture Association of America member companies and United Artists approved "in principle" the draft of a proposed industry arbitration system. Final approval, according to a statement issued by the MPAA, will await further discussions with exhibitor representatives.

The meeting named a four-man committee to confer in Washington tomorrow with Abram F. Myers and Herman M. Levy, attorneys for Allied States Association and Theatre Owners of America, respectively, with a view to clarifying

(*Continued on page* 14)

Canadian Summer Grosses Increase

OTTAWA, Sept. 15. — Attendance figures for motion picture theatres throughout Canada will show higher box-office returns for the summer months of 1952 than for 1951.

While many more Canadians are now on a 40-hour week than last year, allowing more time for amusement, it is also learned that weekend attendance this summer was poor.

Rep. Kee of W. Va. Opposes Ticket Tax

Washington, Sept. 15.—Rep. Elizabeth Kee of the Fifth Congressional District of West Virginia has advised J.C. Shanklin, president of West Virginia Theatre Owners Association, that she is "very definitely in favor of repeal of the (Federal admission) tax."

U. S. Industry Approves UK Pact Changes

The Motion Picture Export Association and the Society of Independent Motion Picture Producers yesterday formally approved the agreement negotiated last week with representatives of the British government modifying the present Anglo-American film pact.

Announcement of MPEA board approval was made by Eric A. Johnston, Motion Picture Association of America and MPEA president. James A. Mulvey, chairman of the SIMPP distribution committee, made the announcement in behalf of the Society.

The modifications deal with the arrangements under which U. S. film companies are allowed to convert into dollars part of their earnings in the United Kingdom.

In 1951, it was agreed that the U. S. companies should be allowed to transfer, in addition to the amounts

(*Continued on page* 11)

TOA TO ACT TODAY ON ARBITRATION

Elect Alfred Starr TOA President

WASHINGTON, Sept. 15.—As predicted, Alfred Starr of Nashville, was elected president of the Theatre Owners of America, and Charles Skouras was reelected chairman of the board at the annual board of directors meeting here today.



Alfred Starr

Other officers elected were Walter Reade, Jr., executive vice-president and chairman of the executive committee; E. D. Martin, Georgia; Patrick McGee, Colorado; John

(*Continued on page* 14)

Herman Levy to Outline Proposed Plan; Action Is Conditional

By SHERWIN KANE

WASHINGTON, Sept. 15.—Theatre owners of America will proceed at its convention here tomorrow to take conditional action on the proposed industry arbitration plan despite the meeting called for Wednesday to discuss distribution's questions and possible revisions in the plan resulting from the meeting of company presidents, sales executives and lawyers in New York today.

Herman Levy, TOA general counsel, will outline the proposed arbitration plan to a closed session of the convention here tomorrow afternoon, following which the membership may approve the draft immediately, subject to acceptance of any revisions which might develop at the Wednesday meeting. TOA's board will meet



Herman Levy

(*Continued on page* 14)

Gael Sullivan Resigns as TOA Executive Director

WASHINGTON, Sept. 15.—Gael Sullivan tendered his resignation as executive director of the Theatre Owners of America to the inital meeting yesterday of the TOA executive committee in advance of the opening of the annual convention here t



Gael Sullivan

No successor to Sullivan has been named and indications are the post will be handled by Dick Pitts, executive assistant, and Howard L. Bryant, service coordinator. The latter two handled Sullivan's functions while he was on a three months leave of absence last summer from his TOA post to serve as manager of Senator Estes Kefauver's campaign for the Demo-

(*Continued on page* 11)

C. of C. President To Address T. O. A.

Washington, Sept. 15.—Laurence F. Lee, president of the U. S. Chamber of Commerce, is scheduled to address the Theatre Owners of America convention delegates at the convention luncheon which will be held Thursday in the Shoreham Hotel.

The luncheon will be the convention's so-called "research" repast, at which C. E. (Doc) Cook, R. H. McCullough and Nathan D. Golden also will speak.

TNT to Use Para., GPL Video Systems

Paramount's "inter-film" theatre television system will be utilized by Theatre Network Television for its West Coast telecast of the Jersey Joe Walcott-Rocky Marciano bout, slated for Tuesday at Philadelphia's Municipal Stadium.

In addition to the Paramount system, TNT will also use General Precision Laboratories "video film" system in an attempt to negate any possibility of a mechanical breakdown of either system.

Arrangements have been made for Paramount equipment in the Paramount Building here to receive the

(*Continued on page* 12)

JOHN WAYNE
MAUREEN O'HARA
BARRY FITZGERALD

HERBERT J. YATES *presents* JOHN FORD'S *TECHNICOLOR SMASH!*
"THE QUIET MAN"
A REPUBLIC PICTURE

HEDDA HOPPER *says . . .*
will be as great 25 years from now.

Personal Mention

SOL A. SCHWARTZ, president of RKO Theatres, and MRS. SCHWARTZ, returned here from Europe yesterday aboard the *S. S. Queen Elizabeth*.

•

HAROLD L. GROVES, president of Hargroves National Service System, who has been hospitalized at Doctor's Hospital here for over a month, is expected to return to work soon. Operations director H. BICKFORD has been in charge of the home office in GROVES' absence.

•

ABE BERENSON, president of Gulf States Allied, has recovered enough from his recent heart attack to leave the hospital, but he is not expected back at his desk for two months.

•

OSCAR A. MORGAN, general sales manager of short subjects and Paramount News, will return to New York today from Pittsburgh, Cleveland, Buffalo and Toronto.

•

SPENCER TRACY and LAWRENCE WEINGARTEN, M-G-M producer and studio executive, are due to arrive here today from Europe on the *S. S. United States*.

•

IRVING SOCHIN, Universal short subject sales manager, was in Philadelphia yesterday and will be Pittsburgh today, returning here tomorrow.

•

JAMES LAWLER of the Monogram-Allied Artists accounting department in Hollywood, and MRS. LAWLER announce the birth of a son, MICHAEL.

•

D. C. COLLINS, vice-president of the Westrex Corp., left here yesterday for Hollywood.

•

HAL WALLIS, Paramount producer, will arrive in New York from Hollywood tomorrow.

'Fatima' Grosses Big In Pitts. and Cleve.

The opening week of Warner Brothers' "The Miracle of Our Lady of Fatima" at the Warner Theatre in Pittsburgh and the Allen Theatre in Cleveland is expected to gross $20,000 in each house. The film grossed $10,000 over the weekend in both houses. Opening days figures were said to be the highest since "A Streetcar Named Desire." In the Cleveland house the film drew $4,400 on Sunday.

Depinet Chairman Of 'Jubilee Dinner'

The chairman of the jubilee dinner of the Motion Picture Pioneers will be Ned E. Depinet, president of RKO Pictures, Jack Cohn, president of the Pioneers, disclosed here yesterday. The dinner will be held Nov. 25 at the Hotel Astor.

N. J. Blumberg, chairman of the board of directors of Universal Pictures, who has been selected the "Motion Picture Pioneer of 1952," will be honored at the dinner.

Weekend Business Steadies 1st-runs Here to Fine Pace

Weekend business along Broadway buoyed this week's grosses, which hit a nice steady pace in most first-run theatres for the seven-day period. Virtually all situations felt a week-day drop in business due to the opening of the city's schools.

Outstanding attractions such as "Ivanhoe," "Monkey Business," and "The Quiet Man" continued to do extremely well at the box-office.

At Radio City Music Hall, a big $130,000 is seen for the seventh week of the record-breaking "Ivanhoe." The picture has already exceeded the $1,000,000 gross mark at the Hall, doing so by the end of the sixth week.

Holding up strong is "The Quiet Man" at the Capitol, where a sturdy $51,000 is estimated for its fourth inning. At the Roxy, which also features a stage show, "Monkey Business" is due to hit a healthy $75,000 for its second week. The next Roxy film attraction is "Somebody Loves Me," which will bow in Sept. 24.

At the Paramount, featuring "The Crimson Pirate" on screen and Louis Armstrong on stage, a fine $56,000 is forecast for the bill's third week. "High Noon" is doing excellently at the Mayfair, with $24,000 seen for its eighth stanza.

For the sixth week, a healthy $27,000 is indicated for "Sudden Fear" at Loew's State. A fairly nice $19,000 is estimated for the fourth week of "The Miracle of Our Lady of Fatima" at the Astor.

"One Minute to Zero" will open Friday at the Criterion, replacing "The Big Sky," which is expected to do a fair $16,000 for its fourth and final week. The seventh stanza of "Affair in Trinidad" is due to hit a nice $16,000 at the Victoria.

'You for Me' Premieres

The premiere of "You for Me" at the Globe will be on Tuesday. The current Globe attraction, "Devil Makes Three," is expected to rack up a moderate $11,500. An all right $7,000 is seen for the fifth week of "Les Miserables" at the Rivoli.

Among off-Broadway theatres, "The Amazing Monsieur Fabre" opened to a robust $9,300 in its first seven days. "Ivory Hunter" at the Trans-Lux 52nd Street is doing extremely well, with $8,200 indicated for its fourth week. Also doing fine are the two long-standing hold-overs, "Man in the White Suit" at the Sutton and "Encore" at the Normandie. For its 25th week, the Sutton attraction is due to draw $6,500, while the 24th week of "Encore" is estimated to hit $5,200.

A Simple Statement of Fact

There is only **ONE** Airmail Edition in the motion picture trade paper field.

It is rushed by Air Mail not merely to a few people at the Hollywood studios—but to ALL the exhibition pacemakers in ALL areas of the United States (except those in the New York or nearby zones who get it by hand-delivery or first class mail).

Also, the Airmail Edition goes to the motion picture editors and critics of the leading newspapers, and other public opinion makers, throughout the nation—as well as to the film distribution executives of the industry.

Bringing the very latest news reports in concise factual form, by the fastest possible means—delivering it two to four days sooner to distant states—the Airmail Edition of Motion Picture Daily naturally is accorded preferred attention and keenest actual readership.

AIR MAIL EDITION

MOTION PICTURE DAILY

NEWS WHILE IT IS NEWS

Subscription rate $12 per annum

Compo Gets Off-side TV Sign Removed

Acting on complaints from the Council of Motion Picture Organizations, one of the country's biggest automobile manufacturing companies has ordered removal from its sales agencies' windows of a sign displaying the legend, "See the Best Movies on TV."

Disclosure of the motor company's action was made yesterday by Robert W. Coyne, COMPO special counsel, whose protest caused the sign's removal. Existence of the sign had been called to Coyne's attention by New York exhibitors.

Greshler Plans Big 'Call' Promotion

An extensive radio, television, trade paper and newspaper advertising campaign on his newly acquired British production, "Emergency Call," is planned by producer Abner J. Greshler.

The executive producer of "At War with the Army," the Martin and Lewis starrer, is here from Hollywood to arrange for a releasing deal for the British Butcher company's picture which was filmed at Nettleford Studios in London, with Anthony Steel and Earl Cameron heading the cast, under the direction of Lewis Gilbert. Greshler revealed additional plans to produce a series of trailers for a national tie-in with TV stations.

Both Steel and Cameron will be taken to Hollywood by Greshler next year to appear in a production. Greshler is currently negotiating for a story property which recently appeared in the *Saturday Evening Post* for the two British players.

"I can't go along with those who think that a cut in the advertising budget is a good business move, regardless of whether business is on the up-grade or down-grade," Greshler stated. "Extensive and punchy advertising is as vitally necessary in our field as it is in the merchandising field and we should take a page out of the book of the local department stores' methods of selling," he stated.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

JOHN WAYNE AS BIG JIM McLAIN
in person THE MILLS BROS. RAY MALONE TOMMY REYNOLDS and his ORCHESTRA DANNY LEWIS JEAN CARROLL
PARAMOUNT TIMES SQUARE Midnight Feature Nightly

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

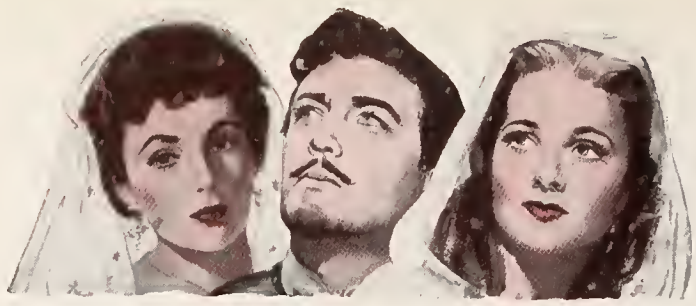
ANNOUNCING

THE SALES PLAN

OF M-G-M's

IVANHOE





LAST MAY at the "Seeing Is Believing" meeting at our M-G-M Studios, IVANHOE was screened for the first time to more than 100 representative exhibitors in the country and members of the press. Their enthusiasm for its possibilities as one of the outstanding box-office attractions of all time was so great that before determining a sales policy, we decided to set up pre-release test engagements in the following cities: New York, San Francisco, Cleveland, Houston, Atlanta and Evansville.

IVANHOE is now playing or has completed its engagement in the above mentioned cities to business that confirms the opinion of those who saw it at our Studios.

From time to time through the medium of the trade press, we have kept the trade at large informed of the business IVANHOE was doing. The total attendance on IVANHOE exceeds the total attendance on QUO VADIS in five of the above situations. The sixth, the engagement at the Radio City Music Hall, New York City (where QUO VADIS was not shown) has played to a greater gross than any other picture in the history of the theatre for the first five weeks of its run there and with one exception had a greater attendance than any other picture.

Following our "Seeing Is Believing" meeting in California, the picture was trade shown in almost 100 theatres and again the enthusiasm upon the part of those who saw it was overwhelming. It is now apparent that if the first-run pre-release

(*continued*)

Heroism of the Black Knight who fights for love on the field of honor. Spectacular action as man meets man in mortal combat while thousands in the colossal arena watch with bated breath.

Rebecca stands accused of witchcraft. Ivanhoe's subsequent challenge results in the fabulous duel on horseback with battle-axe and deadly mace.



(*continued*)

exhibitions of IVANHOE are handled generally as in the case of QUO VADIS, the results at the box-office will equal or even exceed the results on QUO VADIS.

It is our intention to have a pre-release first-run exhibition of IVANHOE in each of the exchange centers across the country, then in each of the cities in the country of over approximately 100,000 population and after that in cities of under approximately 100,000. We expect that there will be approximately 500 of such pre-release first-run exhibitions. Within a reasonable time after these showings are completed, IVANHOE will be made available for general release.

Arrangements are now being made for the pre-release first-run showings of IVANHOE in each of the Exchange Centers.

After this announcement appears, our attention will be directed to pre-release first-run exhibitions in the other cities of the country beginning, of course, with the larger ones.

Any exhibitor who has a suitable theatre and is interested in the pre-release first-run exhibition of IVANHOE in his city should promptly and in writing advise our appropriate exchange office of his interest and we shall be pleased to afford him an opportunity of submitting an offer on the picture.



(*continued*)

(*continued*)

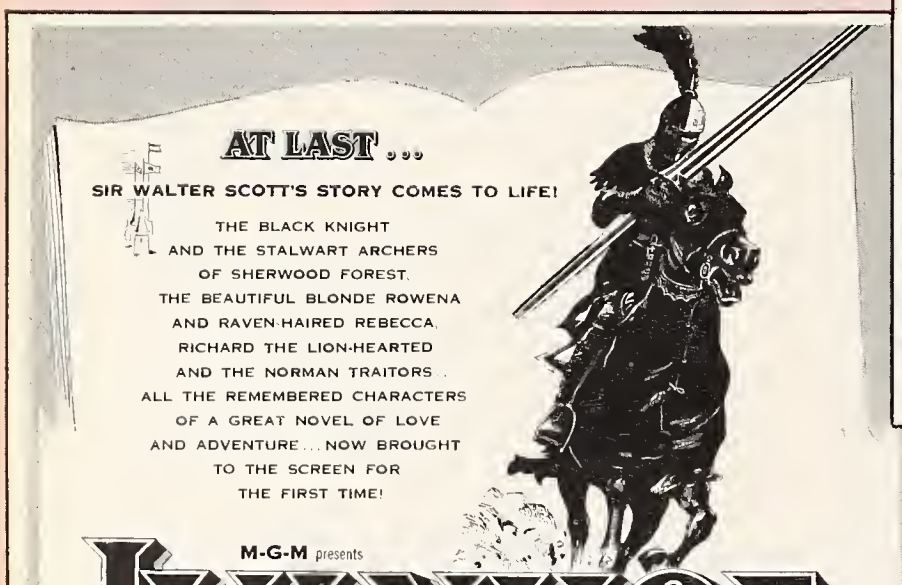
We are confident that we shall receive the same wholehearted cooperation in the marketing of this great production as we did on QUO VADIS and that our customers will find our plan on IVANHOE as much to their advantage as was the case with QUO VADIS.

Loew's Inc.



SUCCESS STORY: ADVERTISING

On this and following pages are just a few of the big spectacular ads (*shown in reduced size*) that drew record crowds to "Ivanhoe," the Picture of the Century, in its first five pre-release engagements outside New York. These ads sell a BIG attraction with all its grandeur, importance and large-scale pictorial values. They spell MONEY'S WORTH!



AT LAST . . .

SIR WALTER SCOTT'S STORY COMES TO LIFE!

THE BLACK KNIGHT
AND THE STALWART ARCHERS
OF SHERWOOD FOREST.
THE BEAUTIFUL BLONDE ROWENA
AND RAVEN-HAIRED REBECCA.
RICHARD THE LION-HEARTED
AND THE NORMAN TRAITORS.
ALL THE REMEMBERED CHARACTERS
OF A GREAT NOVEL OF LOVE
AND ADVENTURE . . . NOW BROUGHT
TO THE SCREEN FOR
THE FIRST TIME!

M-G-M presents

IVANHOE

COLOR BY TECHNICOLOR.

STARRING
ROBERT TAYLOR · ELIZABETH TAYLOR · JOAN FONTAINE
GEORGE SANDERS · EMLYN WILLIAMS



The gallant Sir Wilfred of Ivanhoe . . . and Rebecca who risked her life for love of him!



The storming of moat-rimmed Torquilstone Castle by thousands of Locksley's bowmen!



Trial by Combat with battle-maces as weapons . . . and a king's throne at stake!



The lovely and fiery Saxon princess Rowena defies the Norman henchmen!

Screen play by NOEL LANGLEY · Adaptation by AEneas MacKENZIE · Directed by RICHARD THORPE · Produced by PANDRO S. BERMAN

AN M-G-M PICTURE

SPECIAL PRE-RELEASE ENGAGEMENT!
Starts TOMORROW

The Armed Forces Need Your Blood—Give Today!

GREATEST SCENE EVER FILMED!

Just one of the many in the picture that tops "Quo Vadis" for thrills and romance!



THE STORMING OF TORQUILSTONE CASTLE!



Rowena and Rebecca are captured by the Norman henchmen of Prince John and imprisoned in Torquilstone castle!



Ivanhoe challenges Bois-Guilbert to a Trial by Combat. First on horse, and then on foot this mortal struggle is waged!



The mysterious Black Knight defeats the greatest champions in the spectacular tournament at Ashby!



The beautiful Rebecca and lovely Lady Rowena, both in love with Ivanhoe, meet at the side of their fallen hero!

Filmed in the actual locale of the novel!



M-G-M presents

SIR WALTER SCOTT'S
IVANHOE

COLOR BY TECHNICOLOR

STARRING
ROBERT TAYLOR · ELIZABETH TAYLOR · JOAN FONTAINE
GEORGE SANDERS · EMLYN WILLIAMS

Screen play by NOEL LANGLEY • Adaptation by AEneas MacKENZIE • Directed by RICHARD THORPE • Produced by PANDRO S. BERMAN • An M-G-M Picture

MGM IS PROUD TO BRING TO THE SCREEN FOR THE FIRST TIME SIR WALTER SCOTT'S IVANHOE



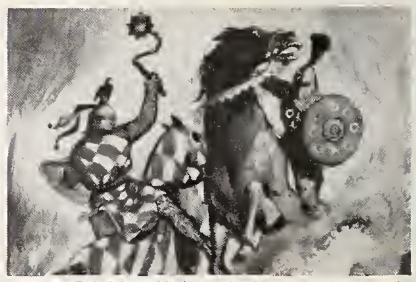
RAVEN-HAIRED BEAUTY Rebecca is secretly in love with the knight Ivanhoe. She risks her life and fortune so that he may fight the Norman traitors.



BLONDE PRINCESS ROWENA scorns the wicked Norman henchman who keeps her captive in Torquilstone Castle. She remains loyal to Ivanhoe who loves her.



TOROUILSTONE CASTLE STORMED with Ivanhoe leading thousands of brave archers from Sherwood Forest in a flaming assault to rescue the princess Rowena.



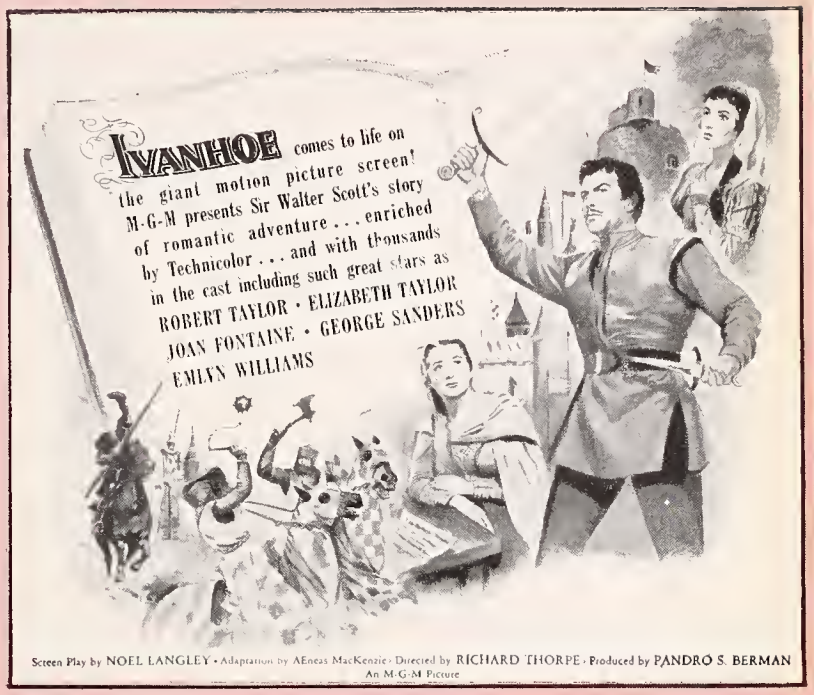
TRIAL BY COMBAT brings Ivanhoe at last into mortal battle with the leaders of the Normans, Brian De Bois-Guilbert. A woman's life and a king's throne tremble on the outcome!

starring ROBERT TAYLOR · ELIZABETH TAYLOR · JOAN FONTAINE · GEORGE SANDERS
EMLYN WILLIAMS · Color by TECHNICOLOR · Screen play by NOEL LANGLEY · Adaptation by AEneas MacKenzie

Directed by RICHARD THORPE · Produced by PANDRO S. BERMAN · An M-G-M Picture

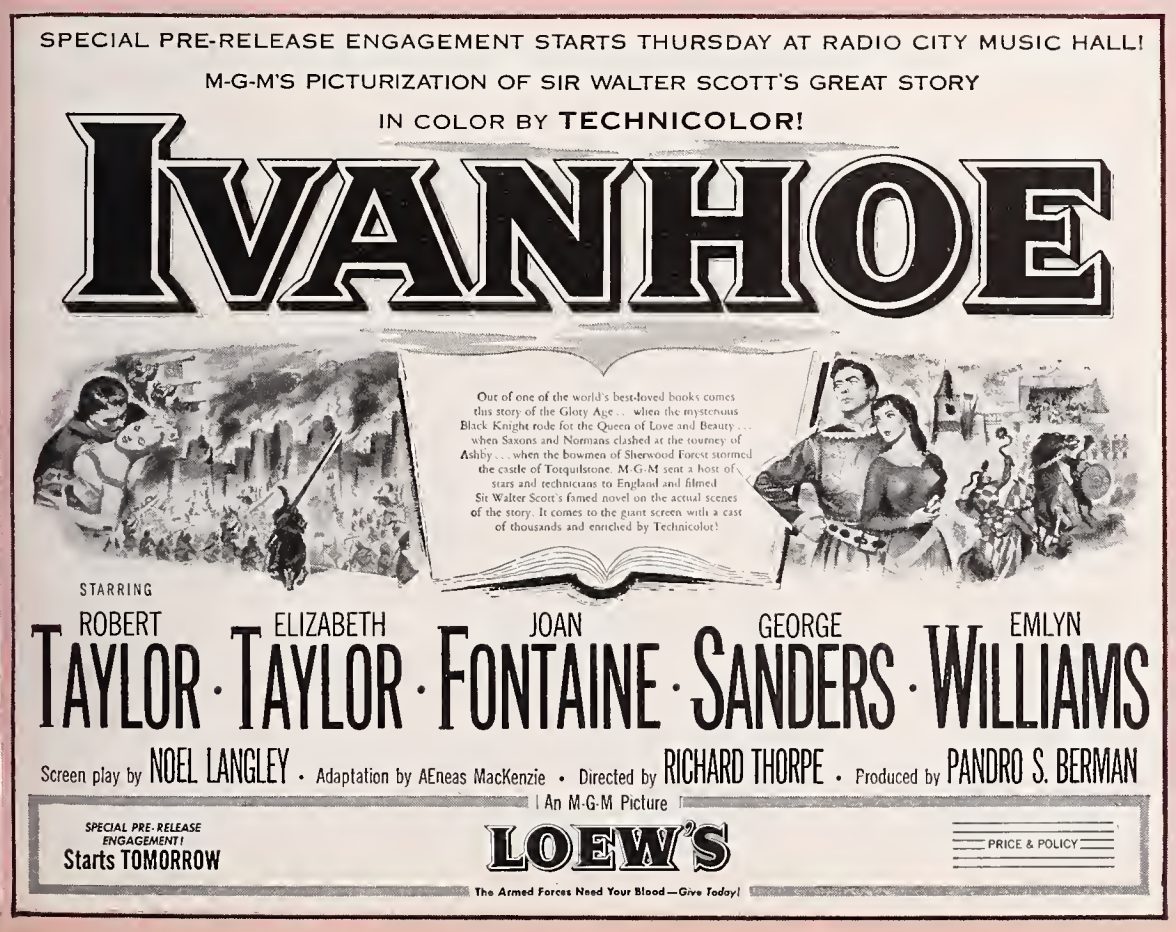
WATCH FOR PRE-RELEASE PREMIERE ENGAGEMENT





EXPLOITATION!

A Quolossal promotion campaign paves the way to your box-office. The nation's leading manufacturers have tied in their products with "Ivanhoe." Their national advertising gives this title a readership in astronomical figures. The Lux Soap campaign alone hits the 150,000,000 readership mark. Similar national campaigns come from Lustre-Creme Shampoo, Sunbeam Bread, Woodbury Soap, Kendall Fabrics and countless others. Local dealers are supplied with a wealth of merchandising aids that assure every exhibitor, regardless of his situation, of neighborhood promotion that links together theatre, merchant and public. Full details in the regular and supplementary press-books.



TNT to Use

(Continued from page 1)

bout from Philadelphia and record it on 35mm. film which will be ready for re-telecasting to the West one minute after the action occurs. The re-telecast will take place from NBC-TV studios here as soon as long lines West of Omaha are cleared, expected at about 11:15 P.M. (EDT). The showing at Eastern theatres will be simultaneous.

Meanwhile, it was learned that the Hippodrome, Cleveland; Orpheum, Omaha; Harris, Pittsburgh, and Rivoli, Toledo, plan to carry the fight telecast. Presumably, they are among the 36 theatres already said to be lined up for the trans-continental telecast.

In Albany, Fabian's Grand reported yesterday that orders were being received for seats from Syracuse and Utica following newspaper ads Sunday. The price at the 1,500-seater is $3.60, including the admission tax. A trailer advertising the planned telecast is being shown at Albany Fabian houses and tickets are being sold at Fabian's Palace and Leland, Albany; Proctor's, Schenectady, and Proctor's, Troy.

Harris Theatre in Pittsburgh Will Carry Walcott Bout

PITTSBURGH, Sept. 14.— The J. P. Harris Theatre here has added its name to the list of theatres which will televise the Marciano-Walcott fight Sept. 23. The 2,000 seat house will have a $3.50 top.

FP-C May Yet Get A Telecast Permit

TORONTO, Sept. 15.—Famous Players Canadian Corp. may yet get its Federal television broadcasting license, it is believed, following a statement by Prime Minister Louis St. Laurent on the eve of the start of TV by the government-owned Canadian Broadcasting Corp.

J. J. Fitzgibbons applied for a license for Famous Players some two years ago but the CBC alone went ahead with the installation of TV facilities although the theatre circuit had its equipment ready. St. Laurent has now stated that the government is giving active consideration to the part that privately-owned stations would play in the extension of TV in Canada. He denied that television would remain a public monopoly.

Racine Sues Over Rights to TV Films

A suit involving television distribution rights to 25 films was filed here in Federal Court by Racine Television Corp. against Masterpiece Productions, Herman Greenfield and Jules B. Weil..

The papers, seeking injunctive relief and damages, claim that Racine was assigned the rights to the 25 films from Motion Pictures for Television, Inc., and United Artists in 1951. Since that time, the suit charged, the defendnats have been infringing on Racine rights by licensing the films in question to television.

Crosby Heads Vote Unit

LOS ANGELES, Sept. 15. — Bing Crosby has been named to head Citizens Vote, Inc., an organization formed by the Los Angeles Chamber of Commerce to get out the vote in November.

Television--Radio

with Pinky Herman

ONCE the World Series is over Easterners will again enjoy the zany antics of Jack Kirkwood, the funnyman who four years ago not only NBClowned around five mornings a week but also wrote the scripts. Since then he's been a Coast feature but comes mid-October, the "Jack Kirkwood Show" will be Coast-to-Coasted via Mutual every afternoon from Monday through Friday on a co-op sponsorship. . . . Jimmy Durante's initial "All-Star Revue," NBCast this Saturday, will feature Margaret Truman and Phil Harris. . . . Abby Greshler, just home from a business trip to England, heads for the Coast next week to start shooting a new telefilm series, "Peck's Bad Boy," situation comedy starring 12-year-old Jimmy Boyd who scored last season on several Frank Sinatra programs. Ed Helwick will script the series with Hal Walker directing the Greshler package. . . . Larry Berns, producer of the "Peggy Lee" and "Meet Miss Brooks" programs, in New York for a vacation. . . .

☆ ☆ ☆

When the City of Yonkers (N. Y.) observes "Sid Caesar Day," sometime in November and Mayor Kris Kristenson hands the "Your Show of Shows" star the keys to the burg, your reporter will be disappointed if he, too, isn't handed at least a trolley transfer. When we attended high school there, we not only ate most of our meals at the St. Clair Restaurant (owned by Sid's Dad) but while relaxing in a bit of pinnochle with his two older brothers, Abe and Dave, we had to baby-sit and listen while he did his saxaphone lessons. . . . Luden's Coughdrops and Candy will sponsor the new "20 Questions" series over the entire DuMont network, the show moving into the 10:00 to 10:30 P.M. Friday nite slot late next month. . . . Jackie Gleason is offering a lot of lettuce to have Joan Crawford appear as his first Guestar on his new CBS-TV series. . . . Just for the records, one of the unsung heroes of Max Liebman's "Your Show of Shows" is a lad named Howard Morris who is stooge, straight man and foil in most of the Caesar-Coca sketches. . . .



Sid Caesar

☆ ☆ ☆

Burr Tillstrom's "Kukla Fran & Ollie" TV series will NBCelebrate its fifth year Monday, Oct. 13. . . . *John Daly's "It's News To Me," CBSeries, TViewed Fridays, will shift to the* 6:30-7:00 *P.M. slot on Oct.* 4 *and will be sponsored on alternate Saturdays by the Andrew Jergens Co. and Simmons Co. respectively. . . . TV execs should cast an orb in the direction of red-haired and green-eyed Dela McCarthy, the singer-pianiste-dancer, just returned from Mexico where she was featured in three Spanish flickers. . . . The Thomas L. Milana Co., TV film research organization in business but a short time, is already moving into larger quarters at* 1465 *Broadway (nice goin' Tommy). . . . Johnny Graff, Veep at Snader Telescriptions, just back from a trip to Washington where he set up a terrif deal for the "Dick Tracy" series. . . . Ork Pilot Tommy Tucker, whose original Okeh platter in* 1941 *of "I Don't Want To Set The World on Fire," did just that to the musical world, has just cut another version for M-G-M Records which means a revival smash for Cherio Music. . . . With the Sunday Oct.* 5 *program (*9:30-10:00 *P.M.), John J. Anthony will start his 23rd year on the air, the new series MBSponsored by Sterling Drug Co. . . .*

☆ ☆ ☆

Bill Papp, former sports writer for the Chicago *Sun,* has joined George F. Foley, Inc. and will be coordinator and scripter respectively of two new Foley packages, namely "Herman Hickman Show," which NBTees off Oct. 3 and "Coast Guard Cadets on Parade," which debuts over Mutual Sept. 27. . . . John Ross will write the Hickman series. . . . Al Stein, former veep in charge of advertising and promotion for Masters Mart, has been named radio and TV head of F. Arthur Case Adv. Agency. . . . Chantootsie Rosemarie, who opens Oct. 17 at the Cotillion Room, Hotel Pierre, will also guestrill next month on the "All-Star Revue" and Colgate Comedy Hour." . . . Virginia Wickes has returned from Hollywood where she watched two of her clients, Dorothy Dandridge and Harry Belafonte, emote in the forthcoming MGM drama "See How They Run."

CBS Will Film Promotion of 'Snows' Premiere

Unprecedented coverage will be given the New York Rivoli world premiere of Darryl F. Zanuck's "The Snows of Kilimanjaro" tomorrow night in a TV feature currently being produced by a specially-assigned CBS unit.

Concentrating on the effort and concentration that goes into planning a Hollywood premiere in New York, CBS staffers have been stationed in and around the 20th Century-Fox home office and the Rivoli Theatre filming scenes of executive confabs, artists at work on the campaign, posting of billboards, setting up the house and arranging for the hundred and one details that go to plan a premiere.

The news feature, which will pick up final footage of the celebrities and crowds tomorrow night at the opening will be edited overnight for showing on the 6:00 P. M. CBS news show Thursday.

Biggest in History

The television and radio coverage of the premiere will be the biggest in the history of the company with four major outlets on the scene to describe the arrival of celebrities.

Latest video network to add its cameras to the reportorial ranks is ABC-TV, which will program the pre-screening theatre activities as a 45-minute "live" show between 8:00 and 8:45 P. M. Martin Starr will "emcee" the on-the-spot show, to be highlighted by interviews with stars and glimpses of the throngs expected to jam the Broadway area for blocks around the theatre.

Pre-selling the special lobby show, ABC-TV will place ads in the *Journal-American* today and the *Daily News* tomorrow, calling attention to the event. Publicity emanting from the network for the next few days will concentrate on "The Snows of Kilimanjaro."

Complementing the newspaper advertising and publicity campaign, 20th Century-Fox started last Friday to herald the production on 75 spots on and adjacent to the ABC network's highest-rated shows. The TV announcements cycle will continue through Saturday.

The WJZ outlet in New York will augment the previously announced coverage consisting of Jinx Falkenberg for national radio presentation over NBC, Martin Starr handling WINS for local commentary, as well as the CBS-TV feature.

Offer Skiatron Stock For Public Sale

One hundred and eight thousand shares of additional common stock of Skiatron Electronics and Television Corp. at $2.50 per share will be offered publicly today by Coffin, Betz & Co., investment brokers.

Proceeds will be used by Skiatron for its planned subscription-vision test in New York City.

CBS Names Cummings

Irving Cummings, motion picture pioneer actor and director, has been named to produce CBS Radio's "Lux Radio Theatre," which has started its 19th season.

WALD-KRASNA PRODUCTIONS presents

SUSAN HAYWARD · ROBERT MITCHUM
ARTHUR KENNEDY · ARTHUR HUNNICUTT

in

"THE LUSTY MEN"



TRADE SHOWINGS

ALBANY
Fox Screening Room, 1052 Broadway — Thurs. 9/25 2:00 P.M.

ATLANTA
RKO Screening Room, 195 Luckie St., N.W. — Thurs. 9/25 2:30 P.M.

BOSTON
RKO Screening Room, 122-28 Arlington St. — Thurs. 9/25 10:30 A.M.

BUFFALO
Mo. Pic. Oper. Scr. Rm., 498 Pearl Street — Thurs. 9/25 2:00 P.M.

CHARLOTTE
Fox Screening Room, 308 S. Church Street — Thurs. 9/25 2:00 P.M.

CHICAGO
RKO Screening Room, 1300 S. Wabash Ave. — Thurs. 9/25 2:00 P.M.

CINCINNATI
Palace Screen. Rm., 12 East 6th Street — Thurs. 9/25 8:00 P.M.

CLEVELAND
Fox Screening Room, 2219 Payne Avenue — Thurs. 9/25 2:30 P.M.

DALLAS
Republic Screen. Rm., 412 S. Harwood St. — Thurs. 9/35 2:30 P.M.

DENVER
Paramount Scr. Rm., 2100 Stout Street — Thurs. 9/25 2:00 P.M.

DES MOINES
Fox Screening Room, 1300 High Street — Thurs. 9/25 1:30 P.M.

DETROIT
Blumenthals Scr. Rm., 2310 Cass Avenue — Thurs. 9/25 2:30 P.M.

INDIANAPOLIS
Universal Scr. Rm., 517 N. Illinois St. — Thurs. 9/25 1:00 P.M.

KANSAS CITY
Paramount Scr. Rm., 1800 Wyandotte St. — Thurs. 9/25 2:30 P.M.

LOS ANGELES
RKO Screening Room, 1980 S. Vermont Ave. — Thurs. 9/25 2:00 P.M.

MEMPHIS
Fox Screening Room, 151 Vance Avenue — Thurs. 9/25 12:15 Noon

MILWAUKEE
Warner Screening Rm., 212 W. Wisconsin Ave. — Thurs. 9/25 10:30 A.M.

MINNEAPOLIS
Fox Screening Room, 1015 Currie Ave. — Thurs. 9/25 1:30 P.M.

NEW HAVEN
Fox Screening Room, 40 Whiting Street — Thurs. 9/25 2:00 P.M.

NEW ORLEANS
Fox Screening Room, 200 Liberty Street — Thurs. 9/25 10:30 A.M.

NEW YORK
RKO Screening Room, 630 Ninth Avenue — Thurs. 9/25 2:30 P.M.

OKLAHOMA
Fox Screening Room, 10 North Lee Street — Thurs. 9/25 2:30 P.M.

OMAHA
Fox Screening Room, 1502 Davenport St. — Thurs. 9/25 1:30 P.M.

PHILADELPHIA
RKO Screening Room, 250 N. 13th Street — Thurs. 9/25 2:30 P.M.

PITTSBURGH
RKO Screening Room, 1809-13 Blvd. of Allies — Thurs. 9/25 1:30 P.M.

PORTLAND
Star Screening Room, 925 N.W. 19th Ave. — Thurs. 9/25 2:00 P.M.

ST. LOUIS
RKO Screening Room, 3143 Olive Street — Thurs. 9/25 1:30 P.M.

SALT LAKE CITY
Fox Screening Room, 216 E. 1st. St. South — Thurs. 9/25 1:00 P.M.

SAN FRANCISCO
Fox Screening Room, 245 Hyde Street — Thurs. 9/25 2:00 P.M.

SEATTLE
Jewel Box Scr. Rm., 2318 Second Avenue — Thurs. 9/25 1:00 P.M.

SIOUX FALLS
Hollywood Theatre, 212 N. Philips Ave. — Thurs. 9/25 10:30 A.M.

WASHINGTON
Film Center Scr. Rm., 932 New Jersey Ave. — Thurs. 9/25 2:00 P.M.

Distributed by RKO RADIO PICTURES

with **FRANK FAYLEN** · Produced by JERRY WALD · Directed by NICHOLAS RAY · Written for the screen by HORACE McCOY and DAVID DORTORT

TOA Will Act Today On Arbitration



On the left, Charles Skouras, who was re-elected chairman of the board of TOA, and Walter Reade, Jr., who was elected executive vice-president and chairman of the executive committee.

Elect Starr

(*Continued from page* 1)

Rowley, Texas; Roy Cooper, Cal., and Myron Blank, Iowa, vice-presidents; Si Fabian, New York, treasurer; Albert M. Pickus, Stratford, Conn., secretary; Mitchell Wolfson and M. A. Lightman, Sr., co-chairmen of the finance committee, and Herman Levy, general counsel.

Heretofore TOA has had only two vice-presidents. The new plan calling for the election of an increased number is designed to provide the organization with ready material for succession to the presidency at the annual elections. Reade, whose title is a newly created one, will be the first in line for succession to the TOA presidency.

Morris Lowenstein of Oklahoma City was chairman of the TOA nominating committee which prepared the slate of officers elected today.

No Proposals to TOA Meet on 16mm. Suit

WASHINGTON, Sept. 15. — Theatre Owners of America legal advisory committee, headed by Herman Levy, will report to the convention without recommendations Wednesday on the government's anti-trust suit to force the sale of 16mm. films to television and their non-theatrical users. However, Levy will make recommendations subsequently, with little doubt that they will call for TOA approval of steps being taken by it to intervene as a defendant in the suit. At present the government charges it only with being co-conspirator.

TOA Committees Cite 'P.R.' Progress and TV Prospects

WASHINGTON, Sept. 15,—The Theatre Owners of America's public relations committee, under the chairmanship of Elmer C. Rhoden, and the theatre TV committee, headed by Robert J. O'Brien, issued lengthy reports at the weekend here as the organization's annual convention got underway.

"While great progress has been made by the industry in the past year in public relations, this progress has been represented largely in matters of expediency rather than in a strong well-coordinated all-industry program designed to establish and maintain a good character for the motion picture and the people who make them," was the conclusion drawn by the TOA "P.R." group.

The "P.R." report cited the "incomparable service rendered this industry by the Motion Picture Industry Council in the battle against Hollywood Reds." It described "the Reds" as "on the run," and reported "present indications are the industry will be given a clean bill of health, and Hollywood today is in a position to furnish a blueprint for action to other Commie-harrassed industries."

The TV committee reported: "It is clear that intermittent programming provides no real test of theatre television's potentialities. The real value of this new medium will become apparent only when it can offer some regularity of programming through which it can cultivate its own following. This coming year should bring efforts to develop a series of programs for the public and provide the exhibitor with some regularity of usage so that his fixed costs can be prorated over a broader base."



TOA Board Bids Exhibitors Take Censorship Action

WASHINGTON, Sept. 15.— Today's meeting of the Theatre Owners of America board recommended that exhibitors and exhibitor organizations take affirmative action in opposing censorship laws in their areas, after reviewing recent U. S. Supreme Court decisions. However, it stated it regards as unfair the placing of the burden on exhibitors of testing such laws.

States and municipalities should study the Supreme Court rulings and take the necessary steps themselves to see that their censorship statutes conform with those decisions, the TOA board feels.

The board also devoted extended attention to immediate long range plans for expanding TOA membership in new areas.

California Theatres Association of San Francisco, previously unaffiliated, was admitted as a member and Roy Cooper was elected to the TOA board as representative of the former.

Herman Hunt, independent exhibitor of Cincinnati, was also elected to the board and will endeavor to organize a TOA unit in the Southern Ohio area. If successful, it will be TOA's first entry into that state.

Additionally, plans were made for extending aid to organizing movements in other unnamed Midwestern areas.

The board approved the continuation of TOA as a member of the Council of Motion Picture Organizations and, as heretofore, left the question of its affiliates becoming COMPO members entirely up to the individual units.

"We feel COMPO's aims are worthy and will continue to support it," Wolfson said. "Arrangements were made by which our members can contribute to approved COMPO activities, without contributing to all of them."

400 Register Before Start of Convention

Washington, Sept. 15. — Theatre Owners of America convention registration for yesterday and today approached the 400 mark with many more expected to register between now and the start of the business sessions tomorrow morning.

Arbitration Meets

(*Continued from page* 1)

and altering a number of points in the draft, one having to do with arbitration award damages.

The new distributors' committee consists of William F. Rodgers, chairman of the distributors' arbitration negotiating committee; Austin C. Keough, Paramount; Adolph Schimel, Universal, and Robert W. Perkins, Warner Brothers. The latter three are their companies' general counsels. Rodgers is vice-president of Loew's-M-G-M.

The committee will confer with the two exhibitor associations' attorneys "to complete a draft which will be submitted later to exhibitor organizations," according to the MPAA statement.

Rodgers Will Talk

Meanwhile, TOA's annual convention, now meeting in Washington, is scheduled to take up the subject of arbitration at an afternoon session today. Part of the session, according to an agenda which was prepared several days in advance, will be given over to an address by Rodgers entitled, "Distribution Looks at Arbitration." Other convention speakers who this afternoon will discuss arbitration are TOA officials Mitchell Wolfson, S. H. Fabian, Levy and Walter Reade, Jr.

The draft is the product of several recent months' work by committees, sub-committees, attorneys' committees and other offshoot units of the Industry Conference on Arbitration. The Conference, made up of delegates from exhibition and distribution, has convened twice so far and may convene at least once again before an arbitration system is adopted, if a draft can be agreed upon.

Eric A. Johnston, MPAA president, presided at yesterday's distribution meeting, which was held at the Hotel Astor. Among those attending were: Keough, William Michel, Jack Cohn, Irving Moross, Abe Schneider, Abe Montague, Al Schwalberg, Louis Phillips, Al Daff, John J. O'Connor, Schimel, Ted Black, Richard Yates, Rodgers, J. Robert Rubin, Nicholas Schenck, Charles Reagan, John Caskey, Howard Levinson, Al Lichtman, Ben Kalmenson, Sidney Schreiber, Perkins, Monroe Goodman, Robert Clark, Ned E. Depinet, Robert Mochrie, Joyce O'Hara.

(*Continued from page* 1)

Thursday to consider and act upon such revisions, if any. Allied States' Abram Myers also will sit in at the Wednesday meeting with the distribution representatives.

Little doubt was left of TOA's desire to see an industry arbitration plan adopted and put into effect at the earliest possible moment following a press interview at the close of TOA's afternoon board meeting today.

Alfred Starr, newly elected TOA president, said that while some individuals might not be as well off were there to be no arbitration plan, he is convinced that most of the industry will be benefitted by it in proportion to the degree of good faith they bring to it.

"If a distributor or exhibitor should regard the arbitration plan as a roadblock, up to which they can do anything, arbitration will fail," Starr said. "However, if they both are ruled by the spirit rather than the letter of the plan, the industry and they will benefit by it."

Mitchell Wolfson, retiring president, said he hopes to see arbitration in operation in the industry within the near future, possibly this year.

'Hopeful Spirit'

Levy, chairman of the TOA legal advisory committee and a member of the arbitration drafting group, said that TOA will approach the suggestions to be made by distribution on Wednesday for possible revisions of the arbitration plan "in the same constructive and hopeful spirit that it has brought to consideration of the draft to date."

Levy pointed out that every effort to act on the draft will be made before the convention closes Thursday, inasmuch as the TOA board is not scheduled to meet again until mid-February in Los Angeles. Action long before then will be considered essential, he said.

The problem of companies such as Republic being made parties to an arbitration plan which will itself be made a part of the decree if approved by the Department of Justice and the Federal Statutory Court in New York has been clarified, it was learned.

Such companies will voluntarily subscribe to the arbitration plan and will be bound by it, but will not be made parties to nor will they be bound by any other part of the Paramount decree.

TOA '53 Convention Set for Chicago

Washington, Sept. 15. — Theatre Owners of America's 1953 convention will be held Oct. 31 to Nov. 4 in the Conrad Hilton Hotel, Chicago. Under plans recently worked out, the TESMA-TEDA trade show, being held in conjunction with the Allied States convention this year, will be TOA's next year.

Kindly Commit Suicide!

THE Department of Justice has charged 12 members of the motion picture industry with conspiring to keep their products off television screens.

Collier's magazine has come to the defense of the picture industry with a full-page editorial that exposes the full implications of this action.

Collier's magazine points out that, if this anti-trust suit is successful, it would be, in effect, a command to the picture companies to commit suicide.

Collier's explains that if the Department can make its case stick in regard to 16-millimeter films—and the companies refuse to make more of them—the way is open to order film companies to release their 35-millimeters for TV.

And Collier's adds that the possible effects of such a decree may not be good for TV, itself.

You will want to read every word of this editorial—it's in the Collier's that's *out now*. And you will probably want to distribute reprints of it, too. To order reprints, write:

Collier's

The Crowell-Collier Publishing Company
640 Fifth Avenue, New York 19, N. Y.



LIKE A SUDDEN SHRIEK IN THE NIGHT...

comes this nerve-searing story of a woman beyond help at the mercy of a man beyond control!

THE FILMAKERS present

IDA LUPINO
ROBERT RYAN

IN

BEWARE, MY LOVELY

WITH TAYLOR HOLMES · BARBARA WHITING

Directed by HARRY HORNER · Produced by COLLIER YOUNG

Screenplay by MEL DINELLI

Distributed by RKO RADIO PICTURES

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 55 NEW YORK, U. S. A., WEDNESDAY, SEPTEMBER 17, 1952 TEN CENTS

Rodgers Sees Arbitration Plan Adopted

Predicts Ironing Out of Details in D. C. Today

WASHINGTON, Sept. 16. — The flat statement that the current effort to develop an industry arbitration plan "will not fall through" was made to the Theatre Owners of America convention luncheon session here today by William F. Rodgers, chairman of the distributors arbitration negotiating committee. Rodgers



William Rodgers

(*Continued on page 10*)

NEWS FLASHES

CLEVELAND, Sept. 16. -- Rep. George Bender, Republican, guaranteed his cooperation in the effort to eliminate the Federal 20 per cent tax at a luncheon here of the Northern Ohio tax repeal committee. He stressed the need of keeping small businesses in operation.

•

It was disclosed here yesterday that 20 Robert Lippert productions, made between 1948 and 1950, have been sold to WCBS-TV for exclusive home TV showing in New York City. The current distributor of the films which made the deal is Tele-Pictures, Inc.

British Give Okay, Making New Pact With U.S. Official

The British government has approved the negotiated modifications in the Anglo-American film pact, the Motion Picture Export Association revealed here yesterday, a day after the MPEA and the Society of Independent Motion Picture Producers ratified the agreement. Thus the agreement has become official.

The modifications apply only to the American distributors' conversion into dollars of their share of the Eady Tax Fund. U. S. distributors, but not U. S. produceres, waived dollar trans-

(*Continued on page 12*)

'Kilimanjaro' Opens Tonight at Rivoli

Twentieth Century-Fox's "Snows of Kilimanjaro" will have its world premiere tonight at the Rivoli Theatre here, with the events surrounding the opening expected to outdo any film premieres here in many years. The picture, made from a Hemingway

(*Continued on page 12*)

MAY ASK SENATE 16mm. SUIT PROBE

Arbitration Plan Discussed by TOA In Closed Session

WASHINGTON, Sept. 16.—Pursuing a policy and pattern of holding executive sessions closed to the press, essayed with only indifferent success at its 1951 convention in New York City, Theatre Owners of America conventioneers here went into a locked-door session this afternoon to discuss the industry arbitration plan.

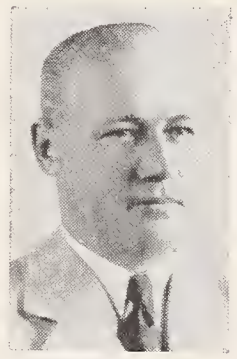
The arbitration proposals were summarized for the session by Herman Levy, TOA general counsel, and, section by section, were opened to discussion from the floor. At the end of a two-hour discussion, less than one-third of the draft had been exposed and examined. At the time of adjournment, the reaction of the convention to those proposals it had heard was generally favorable. The process of explanation and discussion

(*Continued on page 11*)

Rhoden Poses Issue in TOA Meeting Keynote; Optimistic About Future

By SHERWIN KANE

WASHINGTON, Sept. 16.—Posing the question whether the Theatre Owners of America convention in session here should call for a Senate investigation to determine the origin and purposes of the government's anti-trust suit to force the sale of 16mm. films to television and other non-theatrical users, Elmer Rhoden, head of National Theatres Midwest circuit, alerted TOA members to their obligation to decide how best they can contribute to fighting the action.



Elmer Rhoden

Rhoden, convention keynoter, also reminded the TOA members that they are to decide while here "whether we

(*Continued on page 10*)

Wolfson Presents Quigley Awards at TOA Meeting

WASHINGTON, Sept. 16.—Presentations of the 18th Annual Quigley Grand Awards for Showmanship were made at the Theatre Owners of America annual convention here today by Mitchell Wolfson, retiring TOA president.



Louis Grossman

The Grand Award winners for 1951, to whom plaques were presented at the convention ceremonies, were Louis Grossman, manager of the RKO Alden Theatre, Jamaica, New York, winner of the bronze plaque for large situations, and John Harrison, city manager for Georgia Theatre Co. at Waycross, Ga., winner of the award for smaller situations.



John Harrison

Both winners are unique in contrasting ways: Grossman is the first New York City showman to win the Grand Award in the 18-year history of this showmanship recognition and encouragement project; Harrison, on the other hand, is the third manager of the Georgia Theatres organization to

(*Continued on page 12*)

Business Optimism Voiced by Wolfson

WASHINGTON, Sept. 16.—Sounding a hearty note of optimism for the future of theatre business and the state of the industry generally, Mitchell Wolfson, retiring president of the Theatre Owners of America, urged exhibitors to "work on our common problems united in mind and spirit" in his opening address to the annual convention here today.

Wolfson said the crises of today in the industry will in retrospect look like the uncertainty brought on by the advent of radio in the 1920's if each branch of the industry does its best job now.

Already, he pointed out, Congressional support for repeal of the Federal admission tax is being given the

(*Continued on page 11*)

JOHN WAYNE
MAUREEN O'HARA
BARRY FITZGERALD

HERBERT J. YATES *presents* JOHN FORD'S *TECHNICOLOR SMASH!*
"THE QUIET MAN"
A REPUBLIC PICTURE

LIFE *says . . .*
COLOSSAL

Personal Mention

MAURICE BERGMAN, Universal's director of public relations, will speak on "The Motion Picture Industry" at the weekly luncheon of the Kiwanis Club in the Ten Eyck Hotel in Albany on Tuesday.

•

NORMAN BARNETT, vice-president of Barnett International Forwarders, Inc., will leave here on Friday aboard the *S. S. United States* to visit company agents in England, Holland, Belgium and Italy. He will return here in about five weeks.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of distribution, has returned to New York following a three-week trip to Los Angeles, San Francisco, Chicago and Milwaukee.

•

ROBERT W. COYNE, Council of Motion Picture Organizations special counsel, is attending the Theatre Owners of America convention in Washington this week.

•

BARNEY BALABAN, Paramount president, and RUSSELL HOLMAN, Eastern production manager, will return here from Hollywood over the weekend.

•

ALFRED E. DAFF, Universal executive vice-president, will leave here by plane on Friday for Paris. He is expected back on Oct. 4.

•

P. T. DANA, Universal Eastern sales manager, is in Washington today and will return to New York Monday after visiting Detroit.

•

B. G. KRANZE, United Artists sales executive, will fly to Washington today for the Theatre Owners of America convention.

•

CHARLES CHAPLIN and MRS. CHAPLIN and ADOLF GREEN, M-G-M writer, will be aboard the *S. S. Queen Elizabeth* sailing for Europe today.

•

WILLIAM C. MACMILLEN, JR., president of Chesapeake Industries (formerly Pathe Industries), left here last night for Hollywood.

1st UA Film at the Roxy in 25 Years

The first sound motion picture ever made in which not a word is spoken, "The Thief," starring Ray Milland, will have its world premiere at the Roxy Theatre here following the engagement of "Somebody Loves Me," it was announced yesterday by William J. Heineman, U. A. vice-president in charge of distribution.

"The Thief," a Harry M. Popkin production, is the first United Artists release to be shown at the Roxy in 25 years. The first U. A. release to play at the Roxy, coincidentally, was the picture with which the late S. L. Rothafel opened his showplace in March, 1927, "Love of Sunya," starring Gloria Swanson.

Walcott Bout Tickets in NY Theatres Sell at Good Pace

Ticket sales at three New York theatres taking the telecast of the Jersey Joe Walcott-Rocky Marciano bout are proceeding at a fairly good to brisk pace. A fourth theatre, the 50th Street Guild, sold out a week ago at $4.80 per seat.

Fabian's Fox in Brooklyn, which seats 4,060 and is charging $3.00 per seat, including admission tax, reported a "fairly brisk pace" of ticket sales for Tuesday's event, following the appearance of ads in New York dailies. The manager of the house said that one-quarter of the theatre is already sold out. Tickets went on sale Friday.

Response of the public to the bout telecast was described as "good" by the Century Circuit, whose Marine, Brooklyn, and Queens, Queens Village, L. I., are carrying the title match. The two theatres are charging $2.50 for general admission and $3.00 for loges, with both prices including the tax. The circuit expects ticket sales to pick up markedly when advertisements begin appearing this week in local newspapers.

Meanwhile it was learned that the S-3 Drive-in Theatre at Rutherford, N. J., plans to charge $10 per car for the fight telecast, with tickets going on sale tonight. The $10, which includes the tax, pays the admission for "as many people as are in the car," according to a spokesman for the drive-in. The S-3 is the first drive-in in the nation to be equipped with theatre television.

With only six days left until the fight date, neither Loew's, Warner, or RKO theatres have signed up to take the event in their theatre TV equipped houses. The three circuits continue to balk at the price being charged by Theatre Network Television, which has acquired the television rights to the bout. The charge, which includes all long lines "tabs," runs from a 90-cent per seat minimum guarantee to $1.35, according to the number of seats in the house.

The possibility still exists, however, that the hold-out theatre TV-equipped circuits will make a last-minute deal with TNT, which claims it has already lined up 36 theatres for the trans-continental telecast. Another theatre, the Carib at Miami, has signed for the telecast, it was learned.

Two Laboratories Will Process Fight Films

Two laboratories will process the Jersey Joe Walcott-Rocky Marciano fight film, Sidney Kramer, RKO Radio short subject sales manager, disclosed yesterday. The fight takes place Tuesday in Philadelphia.

The Pathe and the DeLuxe laboratories will process prints, he said. While no decision will be reached as to the number of prints to be made until the conclusion of the fight, Kramer recalled that for last year's Sugar Ray Robinson-Randy Turpin bout 1,300 prints were made, apart from shipments overseas.

House Prober Cites Television Code

WASHINGTON, Sept. 16.—The chairman of a House sub-committee investigating the content of television and radio programs said today that he was very impressed with the recently adopted Television Standards of Practice Code.

Orren Harris (D. Ark.), chairman of the House Interstate Commerce sub-committee, declared that if the television industry lived up to the code, it "wouldn't have any trouble" from the government or from anybody else. Harris added, however, that although he was impressed with the code, he thought it would be hard to live up to as a practical matter.

Brown A Witness

Harris made these statements during the testimony of H. Brown, Jr. director of the television department of the National Association of Radio and Television Broadcasters. Brown was one of three witnesses appearing before the committee today as it reopened its investigation, begun last spring. Others who testified today were Ralph W. Hardy, NARTB director of government relations, and Hollis M. Seavey, representing the Mutual Broadcasting System.

From the Allen B. Du Mont network and American Broadcasting, the committee will hear additional witnesses here tomorrow and will then go to New York for hearings on Thursday and Friday of next week.

Needs Publicizing

Harris said he had not even heard of the code until a few weeks ago, and thought it could stand considerable publicizing. He agreed with Brown, he said, in the wisdom of the television industry's setting up such a voluntary code in the "initial days of television."

Brown told the committee that since the code was adopted last March the Television Code Review Board had received a little over 100 complaints, some of which were in the corrective stage now. In no case, he said, had it been necessary to go beyond the corrective stage and take disciplinary action. Under the terms of the code, he explained in a statement, the only disciplinary course the Review Board can take is to enjoin an erring station from using the board's seal of good practice.

Want to Test Shows

Hardy informed the committee that since the code was adopted there has been an increasing desire among producers of package shows to test their pictures before they go out on shows, in an effort to save an investment that might be lost if the finished production were found to be undesirable.

All three witnesses stressed the efficacy of a voluntary system of self-regulation, as against a check by an agency of the government.

Newsreel Parade

HIGHLIGHTS of the Presidential campaign spotlight current newsreels, which feature both "Ike" and Stevenson. Other sequences include the Korean war, the arrival of Russian diplomats here and NATO meeting in France.

MOVIETONE NEWS, No. 76—Ike-Taft confab. Gov. Stevenson warns against fear. Double dates in blouses. Delta Wing Jet Bombers. Ava Gardner in big town. Reds warned, then bombed.

NEWS OF THE DAY, No. 206 — Taft pledges aid to Ike. Stevenson jibes at accord. Korea Red bases blasted. Russia sends new diplomats. Stamp honors servicewomen. New penguin home. Blind golfers championship.

PARAMOUNT NEWS, No. 9—Taft meets Ike. Stevenson at birthplace. New Red faces in U. S. Stock car thriller. Tulyar wins English race.

TELENEWS DIGEST, No. 38-A—Stevenson completes Western tour. New British bomber. Honor war dead in France. Financial experts meet in Mexico City. Nippon set for first post war election. Cards trump Giants.

UNIVERSAL NEWSREEL, No. 596—Korea bombers blast targets. GOP closes ranks as Adlai campaigns. Stamp for servicewomen. Ridgway in Turkey. NATO meeting in France. Airforce beats Marines in football.

WARNER PATHE NEWS, No. 11—Taft meets Ike. Stevenson at birthplace. U.N. bombs follow warning. Ridgway in Turkey. New Russian envoys arrive. Iraq's king cruises on U. S. carrier. Justice Douglas visits Korea. President gets new stamp. Ice cream parlors' new scoopers. Bears beat Giants.

'Ivanhoe Week' Set To Begin Sept. 22

M-G-M has set the week of Sept. 22 as "Ivanhoe Week," at which time the production will be playing or will have played in every U. S. exchange center.

In line with this, all M-G-M and National Screen branches will display promotion material on the picture for the entire weeek. In cities where the picture will be current, or will open soon, all advertising accessories will give the name of the theatre and the play-dates.

'Ivanhoe' Canadian Bow

M-G-M's "Ivanhoe" will have its Canadian premiere at Loew's in Toronto starting Oct. 2, it was announced following conferences between Ted Gould, general sales manager for M-G-M Films of Canada, and home office executives. Currently showing in Toronto at Loew's key theatre is "The Merry Widow," which will be continued for a third week before "Ivanhoe" opens.

Pinanski at Detroit Meet

DETROIT, Sept. 16.—Samuel Pinanski, who serves with Trueman Rembusch and Al Lichtman as one of three co-chairmen who are directing the Council of Motion Picture Organizations' activities, may be on hand to attend the Allied Theatres of Michigan convention Oct. 20-22. Pinanski has accepted Allied's invitation and is attempting to arrange his schedule to be able to appear for an address Oct. 21 at the Tuller Hotel.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

OUT OF ONE MASTERPIECE ANOTHER HAS BEEN CREATED!

20th Century-Fox

proudly presents

THE MOST IMPORTANT MOTION PICTURE EVENT OF 1952!

He searched for his lost soul . . . in the bitter sweet of Parisian nights . . . through a war in Spain . . . and hippopotami-teeming waters of throbbing Africa. And now he stood before the great mountain of Kilimanjaro, at the edge of "Ngaje Ngai," House of God, and he dared not enter—for his life as his loves had been a sin!

GREGORY PECK SUSAN HAYWARD



TWENTIETH CENTURY-FOX *presents* ERNEST

THE SNOWS of KILIM

(*Pronounced* KILL-A-MON-JAR

with HILDEGARDE NEFF and LEO G. CARROLL • TORIN THATCHER • AVA NORRING • HELENE STAN



Ernest
Hemingway's
greatest
love story
filmed against
the most
adventurous
backgrounds
in the world
today!

He searched for his lost soul . . . in the bitter sweet of Parisian nights . . . through a wor in Spain . . . and hippopotami-teeming woters of throbbing Africa. And now he stood before the great mountoin of Kilimanjaro, ot the edge of "Ngoje Ngoi," House of God, and he dored not enter—for his life os his loves had been o sin!

GREGORY PECK

SUSAN HAYWARD

AVA GARDNER





TWENTIETH CENTURY-FOX presents ERNEST HEMINGWAY'S

THE SNOWS of KILIMANJARO

(Pronounced KILL-A-MON-JARR-O)

COLOR BY TECHNICOLOR



with HILDEGARDE NEFF and LEO G. CARROLL • TORIN THATCHER • AVA NORRING • HELENE STANLEY

Produced by Darryl F. Zanuck Directed by Henry King Screen Play by Casey Robinson

Backed by the greatest advertising publicity and exploitation campaign in the history of 20th Century-Fox!

One of the powerful, full-color notional magazine ads which is pre-selling "THE SNOWS OF KILIMANJARO" to 124,682,000 READERS of:

LOOK • AMERICAN WEEKLY • HARPER'S BAZAAR • PICTORIAL REVIEW • COSMOPOLITAN • GOOD HOUSEKEEPING • HOUSE BEAUTIFUL • TOWN AND COUNTRY PHOTOPLAY • MODERN SCREEN • SCREEN STORIES • MOTION PICTURE • SCREENLAND SILVER SCREEN • MOVIE LIFE • MOVIE STARS PARADE • MOVIELAND • MOVIE FAN MOVIE TEEN • MOVIE PIX • SCREEN FARE

ERNEST HEMINGWAY'S

THE SNOWS of KILIMANJARO

COLOR BY TECHNICOLOR



NOW

WORLD PREMIERE PRESENTATION

AT THE

Rivoli Theatre

NEW YORK

Because of the extraordinary quality of this picture, "The Snows of Kilimanjaro" will be available for special pre-release engagements in selected theatres in a limited number of large cities for October showing. These pre-release engagements will generate exploitation possibilities and word-of-mouth publicity seldom before attained by any motion picture.

National Pre-Selling

WOMAN'S Home Companion adds a twist to its advertising in today's MOTION PICTURE DAILY, suggesting a twirl of the dial to tune out television, as the family goes out to see "*Companion*-Approved Movies" in which the McCann-Erickson agency proves that it knows how to make friends and influence advertisers. . . . *Redbook* names "Sudden Fear" as its October choice of the "Picture-of-the-Month" with feature editor Florence Somers promising that "no audience will be running up the aisles for popcorn during this exicting film." Recently, we inadvertently credited this RKO Radio Joan Crawford starring vehicle to United Artists, something UA didn't mind but RKO Radio did. . . . *LIFE* devotes its front cover to United Artists's silent siren, Rita Gam, star of "The Thief," with an inside story spreading over three pages, an accomplishment that makes the first silent picture in 25 years seem like something-for-wishful-thinking. A national promotion campaign accompanies the innovation, and we assure them of great popular success, based on the sample. Among sponsoring advertisers are Aquascutum Raincoats, Pabst Beer, Meilink Safes and Clinton Swan men's clothes, if that gives you any idea of the plot.

•

Lustre-Creme places its wonderful double-page spread of 36 Hollywood stars and their current pictures, under the heading, "Don't Be a Living Room Captive," for another insertion in *This Week*, in Sunday's *New York Herald Tribune* proving that what's good can be done again. Tag line says: "Save these two pages as your directory of outstanding movies." The same issue contains a color-splash story by Louis Berg, entitled "Hollywood Discovers Mars," which will set off more space ships between the planets.

•

The next Sunday edition of Pictorial Review *will carry an interesting and revealing story on Leo Genn. It was written by Louella Parsons and tells about Genn's career when he was a practicing barrister in London. Genn also did the commentary at the time of the coronation of King George VI, in addition to reading the death speech at the time of the King's passing. He is featured in Paramount's "Pleasure Island" and M-G-M's "Plymouth Adventure."*

•

Look magazine is devoting seven pages, in color and black-and-white, to an unusual picture story on John Huston's "Moulin Rouge," starring Jose Ferrer as Toulouse Lautrec, in the issue which goes on sale Sept. 23, it was announced by Francis M. Winikus of United Artists.

•

Four-day radio and TV coverage of tonight's world premiere of 20th Century-Fox's "Snows of Kilimanjaro" will give the picture one of the biggest send-offs ever accorded a film on the air waves. Internationally, the Armed Forces Radio Service will carry a tape recording of the entire proceedings at the Rivoli theatre, and locally, Jinx Falkenburg will interview personalities for her NBC show.

WALTER BROOKS

Reviews

"Yankee Buccaneer"

(Universal-International)

A GOOD ADVENTURE YARN, wrapped in color by Technicolor, has been fashioned by producer Howard Christie. The sea tale, highlighted by action shots of the Spanish Main and bold American Navy men, should please both the young and the old, for there is sufficient high adventure to make most people forget the cares of the day.

The story-line itself has all the tested ingredients. Jeff Chandler is the ship captain, gruff, hewing to the book, respected, but feared. Scott Brady is the executive officer, bearing sealed orders; he is young, upright, callow, and Chandler resents him. George Matthews is the chief petty officer, knowing both men as men, confident in their ability, and himself realistic, amiable and slightly inclined towards the bottle. Joseph Calleia is the Spanish governonr, hiding a raw cruelty behind sophistication, glibness and culture. Suzan Ball is the Portuguese countess, whose arrival among men living a lonely naval life stirs rivalry and chivalry in Brady and Chandler. The sealed orders are for the American man-of-war to turn buccaneer, and its men to lose their identities and become prey-hunting pirates. The idea of this is to find where the pirates are, then to send the information to the American fleet, which attacks in force.

The finding of the countess upon an island resolves the problem. She is fleeing the very Spanish governor who is in league with the pirates and the Portuguese fleet. Both plan to waylay a wealthy cargo from Rio. Her difficulties entangle the Americans with the Spanish governor, whom they outwit and capture, and from whom they obtain the information they seek.

There are fights, ambushes, storms and disasters at sea, and even a fight between Brady, trying to repair a broken rudder, and a shark.

Frederick de Cordova directed, from a story and screenplay by Charles K. Peck, Jr. Others in the cast include Rodolfo Acosta, George Mathews, James Parnell and David Jansen.

Running time, 86 minutes. General audience classification. For October release.

"The Magic Box"

(J Arthur Rank-Mayer-Kingsley)

A LAVISH, STAR-STUDDED film biography of England's William Friese-Greene, "The Magic Box," dramatizes the evolution of motion pictures. The historical validity of the film may be open to question, but not however the fact that what meets the eye is a generally slow unfolding of the frequently recited genius-ahead-of-his-time story.

Exhibitors will note immediately that the cast and credits of the film read like a "Who's Who" of the British industry—which should aid immeasurably in selling the film over here. Robert Donat stars as the unsung hero of Eric Ambler's screenplay, directed by John Boulting and produced by Ronald Noame. In minor supporting roles are to be seen Laurence Olivier, Leo Genn, Barry Jones, Glynis Johns, Michael Redgrave, Margaret Rutherford, Peter Ustinov, Emlyn Williams and others of equal rank. The appearance of these well-known faces in such an array of unimportant roles serves to distort the proper dramatic emphasis in what is an episodic story anyway.

The film opens in 1921, the very day Friese-Greene died at a London distributors' meeting, and tells the story of the man in two extended flashbacks. The first is introduced by his second wife, Margaret Johnson, and covers the inventor-photographer's latter days between 1896 and 1921, during which he went deeper and deeper into debt and obscurity in his persistent efforts to perfect his conception of color motion pictures. The second—and most entertaining flashback—shows Friese-Greene as the successful young society photographer whose great dream of bringing motion to pictures is realized at the expense of fortune and security.

For reasons never completely clear, details essential to a compact, dramatic story are never presented. These include the exact extent of Friese-Green's contributions to the development of motion pictures and how the industry eventually grew up and left him behind. There is, too, no attempt to bridge the period between his two wives to bring unity to his story.

Individual scenes, however, are brilliantly written and played with humor and pathos. The whole production, photographed in beautiful color by Technicolor, has received much care in sets, costumes and effect.

Designed originally as a cooperative effort for showing at the Edinburgh Film Festival last year, the film is listed as a presentation of Festival Film Productions and J. Arthur Rank. The assumption by the producers that Friese-Greene's activities were vital to the development of films was the subject of lively controversey last year.

Running time, 93 minutes. General audience classification. Release date Sept. 24.

Temporary Drop In Texas Revenue

DALLAS, Sept. 16.—Phil Isley, president of Allied of Texas and of Isley Theatres, with operations in Texas, California and Oklahoma, has sent a telegraphic message to all members of Allied warning them about the usual temporary drop of business in Texas in the first four weeks following the opening of school.

Isley advised members not to be discouraged because this was a normal trend, and he urged theatre owners to book as many outstanding pictures during the period as they could and to double their merchandising and selling efforts during this time.

$147,500 'Quo Vadis' Gross

MEXICO CITY, Sept. 16. — Metro's "Quo Vadis" grossed $147,500 during its five weeks at the Cine Roble here. It played to the highest prices yet in Mexico, $1.15 for adults.

In the THEATRE Equipment World . . .

. . . with RAY GALLO

A NEW LIGHT control system designed to dim fluorescent lamps smoothly and efficiently at the turn of a knob has been developed by General Electric engineers at Nela Park in Cleveland. The system consists of a dimming control unit and especially designed matching ballast. By means of a circuit which maintains the starting voltage but changes the current to affect the light output, fluroescent lamps can be turned on instantly at any point in the dimming range. By twisting a knob the lamps may be dimmed from maximum brightness untill they produce practically no light at all. General Electric's specialty transformer and ballast department will produce the system for use with either the conventional 40-watt preheat type of lamp, or with the new 40-watt "rapid start" fluorescent lamps. Two sizes of controls will be made, one operating up to eight lamps, and the other up to 35 lamps. The system is said to be effective in creating special lighting effects, particularly with colored fluorescent lamps.

•

Carbonic Dispenser, Inc., of Canfield, Ohio has announced a new means of carbonating water in beverage producing or dispensing equipment. Trade-named "Supercharger," the carbonators convert ordinary tap water into concentrated water without use of mechanical agitators or refrigeration equipment. A specially designed jet intake nozzle foamesces and recirculates the water at high velocity into a pressure tank containing CO_2 gas. This action completely destroys the surface tension of the water and as a result, countless bubbbles are formed. These bubbles are filled with and surrounded by CO_2 gas making for high saturation. The carbonators are built with 100 to 500-gallon per hour capacities. Both horizontal and vertical tank units are available.

•

A mop wringer tank designed to make use of lightweight interlocking gearing to multiply pressure has been marketed by Geerpres Wringers, Inc., Muskegon, Mich. The gearing consists of a double row of rack teeth assembled so that they are staggered to give continuous action and prevent the gears from slipping out of mesh sideways. Both wringers and buckets are electroplated. Single and double tank mopping outfits are available.

•

The role products of Textileather Corp. of Toledo play in everyday living is dramatized in a new color and sound motion picture entitled "This is Textileather." Produced by the company under the direction of G. H. McGreevy vice president in charge of sales, the 16mm. film is now being distributed. Textileather is one of the largest producers of vinyl film and plastic coated fabrics in the country.

May Ask Senate 16mm. Suit Probe

(Continued from page 1)

are to remain content as a co-conspirator or join in the fight (as defendants) to clear our name of this charge."

He urged, too, that the fight be carried to the public and that labor union and other groups be enlisted.

"What is behind this conspiracy suit?", Rhoden asked. "Who inspired it? Have we come to the place in American life where self-preservation is unlawful? It is a matter of record that one government official, since charged with bribery and other misconduct in office, accepted a fee of $50,000 for his presumed influence in obtaining films for a phonevision test. Have similar tactics been employed in the present case?

Have Right to Know

"We believe we have a right to know and I urge this convention to call on our law-makers to get the answers."

Rhoden also called attention to "some producers who are selling their older pictures to television in conflict with our previous requests" and asked: "What are we going to do about it?" "We owe our allegiance," he said, "to those who have shown the courage and good judgment to turn down a few quick dollars, even at the expense of being charged with conspiracy for protecting the interests of their primary market."

"Also," he continued, "we must recognize and appreciate the decision by many of our outstanding stars to reserve their talents to the screen. These personalities deserve our loyal support, and by support I mean to do our utmost in merchandising the pictures in which they appear. They are working for us and us alone. Let us work for them."

The keynote Rhoden sounded in his speech was one of confidence in the future of the industry. With it, he said, there should and must be industry unity—to meet common problems and fight common battles. He lauded the campaign being waged by the Council of Motion Picture Organizations for repeal of the Federal admission tax and urged TOA members to "get behind COMPO, extend its presentation, enlarge its scope and authority, and let it become the voice of the industry, fortified by the wholehearted support of all phases of this business, so that it will be well prepared to cope with any problem which now exists or may arise to confront the industry."

Reasons for Confidence

Rhoden reviewed the current reasons for confidence in the future of the industry, the marked improvement in theatre attendance, better product coming from Hollywood studios, which he hailed enthusiastically and called upon the convention to go on record as recognizing, and "extending our thanks and appreciation to the producers "In checking releases from July 1 to Nov. 1," Rhoden told the convention, "we find not only better pictures than we were given last year, but more of them. To be specific, in the stated four months period in 1951 there were 29 pictures of outstanding quality, whereas in the same period of this year there will be 43. That is an increase of almost 50 per cent."

He called upon exhibitors to unite to do a better selling job for the better pictures being delivered, to "strive harder to get better box-office returns. We must create new selling approaches, build our grosses so that film returns to the studios will enable them to make even greater pictures.

"We have no right to demand more and better pictures" Rhoden reminded, "unless we as theatre owners are willing to reward them with better audiences."

The industry's public relations have been improved, he declared, with considerable credit for that also going to Hollywood, specifically to the Motion Picture Industry Council "and its executive secretary, Art Arthur" for spearheading the fight to rid Hollywood of Communist influences and sympathizers. The result, Rhoden said, has been better newspaper treatment for Hollywood and better relations with veterans and other civic organizations.

"I would like to see this convention adopt a resolution commending the splendid work of the MPIC in the Hollywood 'Red' battle."

All of the resolutions suggested by Rhoden will be acted upon by committees or the convention before its adjournment.

In reviewing reasons for industry optimism, Rhoden also cited the progress being made on the industry arbitration plan and its promise of improved industry relations within. He cited the progress being made in research, in the fields of tri-dimensional film, improved projection giving a sense of depth to the picture and of large screen theatre television in color, such as Eidophor and other systems promise.

He also cited as a reason for optimism the waning addiction to television by those who have owned sets for any extended periods. A further reason for welcoming the future, he said, is the increase in the birth-rate in America, citing its immediate benefit to drive-ins, many of whose patrons are there because their children are brought with them. He urged special attention by exhibitors to the "audience of tomorrow" and commended producers for making pictures suitable for the new, young audiences available at reasonable prices.

PARTIES, SUPPERS, LUNCHEONS CROWD TOA'S SOCIAL PROGRAM

WASHINGTON, Sept. 16.—The social side of the Theatre Owners of America convention here is being well taken care of. Cocktail parties, buffet suppers and luncheons crowd the program.

Last night a huge delegation saw a preview of 20th Century-Fox's "The Snows of Kilimanjaro" at the Uptown Theatre here, with Ava Gardner on hand to greet the exhibitor visitors and their wives. Tonight, Cola-Cola was host at a showboat party that took the delegates up the Potomac to Mt. Vernon, with dinner and refreshments aboard, and the weather was ideal.

Women visitors will be guests at the White House tomorrow and will be conducted on a tour of the renovated mansion by the President and Mrs. Truman. Numerous other special events for the ladies have been scheduled.

Tomorrow night, the Pepsi-Cola Co. will be host at a cocktail party and seafood dinner, and Thursday night the convention will close with the big social event of the TOA week, the president's banquet, at which the motion picture companies will be hosts. Eric Johnston, Motion Picture Association president, will be the principal speaker. Alfred Starr, new TOA president, will make his inaugural address. Entertainment will include Morton Downey, the Air Force band and others.

Mack Posts Prizes For Early Birds

Washington, Sept. 16.—Irving Mack of Filmack, Chicago, a visitor at the Theatre Owners of America convention here, is cooperating in endeavoring to solve a convention problem of late arrivals for the morning sessions. He has posted handsome clocks as prizes each day of the three-day convention, to be awarded to lucky ticket-holders among those arriving in the first 20 minutes of the opening of meeting room doors.

First winner this morning was Mrs. Dorothy Lang, a Clarksburg, W. Va., exhibitor.

Trade Show Hogs Play in D. C. Press

Washington, Sept. 16.—Theatre Owners of America officials are not too happy about the kind of publicity their annual convention in session here is drawing in Washington newspapers. Every feature and syndicated writer who has had a convention story published thus far has written exclusively about the trade show, mostly refreshment displays, being held in conjunction with the convention. Plenty of popcorn, candy and soft drinks, the writers' refrain goes, but it's a film trade show, where are the films?

Rodgers Sees

(Continued from page 1)

told TOA members that "very little remains to be straightened out" at tomorrow's scheduled session here of distribution representatives and TOA and Allied States officials, at which questions raised concerning the arbitration proposals by company presidents at their meeting in New York on Monday will be taken up.

Largely Mechanical

"The remaining difficulty," Rodgers said, "is largely mechanical, a matter of language, which I believe will be ironed out tomorrow."

Rodgers' address was made before the TOA convention session, held immediately afterward, which was to listen to a report on the arbitration draft and to act on it.

Rodgers told the luncheon gathering of approximately 250 exhibitors that the presidents of all distribution companies and the heads of all of the participating organizations are recommending acceptance of the arbitration draft to their boards of directors.

Recalling that other attempts to establish codes for the improvement of trade relations in which he had participated had failed, Rodgers stated: "This will not fall through as the others did."

Rodgers was careful to remind his listeners nevertheless that much still remains to be done before an industry arbitration plan can become a reality. It must have the approval of the New York Federal Statutory Court, the approval of the Department of Justice and the approvals of the boards of directors of all the participating organizations including those of the individual distribution companies.

Those ratifying actions cannot be taken, Rodgers said, until after the Court and Justice Department have given the plan their approvals. All prior approvals, he indicated, will be conditional only. Rodgers also took pains to remind his TOA listeners that credit for any final achievement must be shared equally by all of the participating organizations. While paying tribute to TOA's contributions, particularly those of its general counsel, Herman Levy, its president, Mitchell Wolfson, and its former executive committee chairman, S. H. Fabian, Rodgers accorded equal credit for the progress made thus far to the other participating organizations — Allied States, the distributors, the Independent Theatre Owners Association of New York, Metropolitan Motion Picture Theatres Association and Western Theatre Owners.

"The combined efforts all," Rodgers said, "are responsible for bringing about this understanding between us which should result in less of our time being spent in fighting and more in tending to our business."

The arbitration of disputes he said, will be only a part of the benefits to be derived from the plan. A more valuable reseult, Rodgerse said, will be the bringing together "of all of us whose common objective is the betterment of the industry."

Berger Urges Tax Repeal

MINNEAPOLIS, Sept. 16.—Benjamin Berger, president of North Central Allied urged repeal of the 20 per cent Federal admission tax at a meeting of the Southern Minnesota Exhibitors Association held here today at the Nicollet Hotel. Stanley D. Kane, executive counsel for North Central Allied, also spoke at the meeting, urging the exhibitors to work for repeal of the tax.

TOA Session

(Continued from page 1)

will be continued at the third business session of the convention, starting tomorrow morning. Which also will be closed to the press.

Levy stated following today's meeting that some suggestions for changes in language of the arbitration draft had developed and that, conceivably, more could develop tomorrow. The suggestions for changes will be taken into the meeting with distribution and Allied States' representatives to be held here tomorrow for the purpose of clarifying and, perhaps, altering other draft language in consequence of distributor questions which arose at the meeting of company presidents in New York on Monday.

Attending the latter meeting tomorrow will be W. F. Rodgers, distributors' arbitration chairman; Austin Keough, Robert Perkins and Adolph Schimel, distribution attorneys; Mitchell Wolfson, S. H. Fabian and, possibly, Levy, for TOA; Abram F. Myers for Allied States and Emanuel Frisch for the Metropolitan Motion Picture Theatres Association. Levy holds a power of attorney for Western Theatre Owners, and the other conference member, the Independent Theatre Owners Asociation of New York, will be contacted by telephone during the meeting if a vote is necesary. All suggested changes in the draft, both by distributors and TOA, were described here tonight as "minor" and unlikely to create problems of any kind.

Acceptance Predicted

When the arbitration draft has been fully described to and discussed by the TOA convention, which is expected to be by noon tomorrow, the TOA membership will vote on its acceptance or rejection, with acceptance freely predicted on all sides. If agreements are reached tomorrow on changes in language proposed by those present at the exhibitor-distributor meeting, Rodgers said the arbitration draft would be released for publication, providing the exhibitor organizations had no objections, as soon as the changes in language agreed upon could be entered in the draft. TOA tonight said it had no objections to release of the draft.

Following the TOA convention examination of the arbitration draft, the convention is scheduled to continue in closed session for discussion of the government's 16mm. anti-trust suit, on the conclusion of which TOA will decide whether it will seek to intervene to have itself made a defendant in the action, or merely to continue in the status of an accused co-conspirator, which it now has. Indications also point to a vote in favor of seeking the status of a defendant.

TOA officers gave as the reason for maintaining secrecy on that session their apprehension that some member might be quoted in a manner that would jeopardize TOA's legal status as a party named in the suit. Nevertheless, with Thursday morning's business session, devoted to exhibitor grievances and trade practice complaints, also closed to the press, it now appears that in all of the three days of the convention, only two or three general busines sessions will have been open to trade reporters and others. All of the board, executive committee and other committee meetings also were locked-door sessions.

At the TOA New York convention last year, efforts to close a number of the sessions, particularly the trade practice complaints session, to the press were thwarted by the membership when put to a vote. This year, the membership was not given an opportunity to express itself on the question.

The convention, scheduled to open officially at 9:30 this morning, actually did not get under way until 10:30. About half the 25 seats in the convention hall were filled at that time, but more came in later. The meeting room was decorated with plugs for arbitration—large colorful valances being hung at eye-arresting angles proclaiming that "Industry Salvation Is Industry Arbitration"; or warning: "Arbitrate or Strangulate," or asking: "R. U. the 'U' in Unity?"

A. Julian Brylawski, convention chairman, called the meeting to order. On the dais were: Levy, Fabian, Wolfson, Elmer Rhoden, R. J. O'Donnell and Myron Blank.

An address of welcome was made by F. Joseph Donahue, president of the District of Columbia Commissioners, in which theatre owners of the district were commended for their response to many appeals for civic and charitable causes and patriotic endeavors. Brylawski was personally complimented for his leadership in many such activities which, Donahue said, have done so much to improve community spirit and good relations in the district.

Press Won't Be There

Levy told the convention he believed arbitration and the 16mm. suit would be the most important subjects to be placed before the convention. When they are, the industry press will not be permitted to be present.

Discussing the ASCAP tax on non-film music, Levy told the convention it was a legally justified impost and that there were no satisfactory ways of avoiding it, other than to dispense with ASCAP music entirely.

Brylawski, substituting for Pat McGee, a co-chairman of the Council of Motion Picture Organizations' campaign for repeal of the Federal admission tax, who was not present, lauded COMPO's work and told the convention he "hopes to see COMPO given the complete support of all exhibitor organizations." Listeners recalled that in other years COMPO had something less than the complete support of TOA.

Wolfson, retiring TOA president, called upon the membership to help achieve the goals of better liaison between individual TOA units and between them and the TOA New York office; better trade press relations; better general press relations, better public relations; increased TOA membership and development of industry and exhibition research. Every TOA unit should conduct at least a one-month membership drive annually, Wolfson advised.

Convention registrations were closed tonight with a total slightly in excess of 500.

Smiles and Spending at TOA Meet Show Theatre Business Is Better

Washington, Sept. 16.—If observers need any assurance that theatre business is better now than it was a year ago they need only contrast the atmosphere at the Theatre Owners of America convention in session here this week with that which prevailed last year at the New York convention.

Smiles and jocularity are abundant now where they were rare then; spending by visitors is more noticeable because there's more money; complaints are fewer, even about film terms, and there is less tension, worry and puzzlement than a year ago. The exhibitors are relaxed and enjoying themselves.

Business Optimism

(Continued from page 1)

industry with the campaign not yet completely under way; publications across the country are siding with the industry against the government's 16mm. anti-trust suit; industry arbitration machinery is in process of being developed; progress is being made in theatre television and in the utilization of home television for exploiting pictures and selling theatre tickets.

Finally, Wolfson said, "more and more patrons are returning to the movies and indications are that business will continue to improve."

Wolfson said in his travels around the country as president of the TOA in the past 12 months he found "many exhibitors guilty of a self-induced sleeping sickness—even among many who kept their theatres in good shape and worked hard to sell their product." He said he referred to exhibitors who go it alone failing to support their exhibitor organizations and doing nothing to aid in solving industry problems of equal importance to all.

"Show me an exhibitor who says all his problems are local ones and I'll show you a badly deluded person. Lets work on our common problems united in mind and spirit," Wolfson concluded.

Westwood to Make Morris Features

HOLLYWOOD, Sept. 16. — Producer Vincent Fennelly has announced formation of Westwood Productions to make Wayne Morris vehicles released by Monogram. "Marksman" will be the first under the new trademark.

Award to 'Fatima' Star

HOLLYWOOD, Sept. 16.—Susan Whitney, Warner Brothers' 12-year-old star of "The Miracle of Our Lady of Fatima," was awarded a special youth achievement trophy and scroll by the Los Angeles Downtown Business Men's Association.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of SOL LESSER'S

"Under the Red Sea"

ALBANY
Fox Scr. Rm. Thurs. 9/25 3:30 P.M.
1052 B'way

ATLANTA
RKO Scr. Rm. Thurs. 9/25 10:30 A.M.
195 Luckie St.,N.W.

BOSTON
RKO Scr. Rm. Thurs. 9/25 2:30 P.M.
122-28 Arlington St.

BUFFALO
Mo. Pic. Oper. Scr. Rm.
498 Pearl St. Thurs. 9/25 3:30 P.M.

CHARLOTTE
Fox Scr. Rm. Thurs. 9/25 3:30 P.M.
308 S. Church St.

CHICAGO
RKO Scr. Rm. Thurs. 9/25 11:00 A.M.
1300 S. Wabash Ave.

CINCINNATI
Palace Scr. Rm.
12 E. 6th St. Thurs. 9/25 9:30 P.M.

CLEVELAND
Fox Scr. Rm. Thurs. 9/25 10:00 A.M.
2219 Payne Ave.

DALLAS
Rep. Scr. Rm. Thurs. 9/25 10:30 A.M.
412 S. Harwood St.

DENVER
Para. Scr. Rm. Thurs. 9/25 3:30 P.M.
2100 Stout St.

DES MOINES
Fox Scr. Rm. Thurs. 9/25 10:30 A.M.
1300 High St.

DETROIT
Blumenthals
Scr. Rm. Thurs. 9/25 10:30 A.M.
2310 Cass Ave.

INDIANAPOLIS
Univ. Scr. Rm. Thurs. 9/25 2:30 P.M.
517 N. Illinois St.

KANSAS CITY
Para. Scr. Rm. Wed. 9/24 2:30 P.M.
1800 Wyandotte St.

LOS ANGELES
RKO Scr. Rm. Thurs. 9/25 10:30 A.M.
1980 S. Vermont Ave.

MEMPHIS
Fox Scr. Rm. Thurs. 9/25 2:30 P.M.
151 Vance Ave.

MILWAUKEE
Warner Screen
Room Wed. 9/24 10:30 A.M.
212 W. Wisconsin Ave.

MINNEAPOLIS
Fox Scr. Rm. Thurs. 9/25 10:30 A.M.
1015 Currie Ave.

NEW HAVEN
Fox Scr. Rm. Thurs. 9/25 3:30 P.M.
40 Whiting St.

NEW ORLEANS
Fox Scr. Rm. Thurs. 9/25 2:30 P.M.
200 Liberty St.

NEW YORK
RKO Scr. Rm. Thurs. 9/25 11:00 A.M.
630 Ninth Ave.

OKLAHOMA
Fox Scr. Rm. Thurs. 9/25 10:30 A.M.
10 N. Lee St.

OMAHA
Fox Scr. Rm. Thurs. 9/25 10:30 A.M.
1502 Davenport St.

PHILADELPHIA
RKO Scr. Rm. Thurs. 9/25 10:30 A.M.
250 N. 13th St.

PITTSBURGH
RKO Scr. Rm. Thurs. 9/25 3:00 P.M.
1809-13 Blvd. of Allies

PORTLAND
Star. Scr. Rm. Thurs. 9/25 10:00 A.M.
925 N.W. 19th Ave.

ST. LOUIS
RKO Scr. Rm. Thurs. 9/25 11:30 A.M.
3143 Olive St.

SALT LAKE CITY
Fox Scr. Rm. Thurs. 9/25 2:30 P.M.
216 E. 1st St. South

SAN FRANCISCO
Fox Scr. Rm. Thurs. 9/25 10:30 A.M.
245 Hyde St.

SEATTLE
Jewel Box Scr. Rm.
2318 2nd Ave. Thurs. 9/25 2:30 P.M.

SIOUX FALLS
Hollyw'd Thea. Thurs. 9/25 9:00 A.M.
212 N. Philips Ave.

WASHINGTON
Film Center
Scr. Rm. Thurs. 9/25 10:30 A.M.
932 New Jersey Ave.

Mexico, Too, Has Controls Troubles

Mexico City, Sept. 16.—The trade is disturbed by talk in government circles that the new administration of President-elect Adolfo Ruiz Cortines, who begins a six-year term on Dec. 1, will establish a ministry to supervise the motion picture industry along with official information and tourism. The trade objects to being included in such a ministry, considering it as too much government control.

'Kilimanjaro' Opens

(*Continued from page* 1)

story, stars Gregory Peck, Ava Gardner and Susan Hayward.

From Hollywood, Europe and India stars have been arriving during the past week to help celebrate the debut of the production, which marks the 25th anniversary of Darryl F. Zanuck as a motion picture producer.

Zanuck will join 20th Century-Fox president Spyros P. Skouras as hosts of the evening, while Miss Gardner tops the roster of screen personalities who will be present, among them Bette Davis, Anne Bancroft, Ava Norring, Gloria De Haven, Marlene Dictrich, Gary Merrill, Lisa Ferraday and Ezio Pinza.

Headed by New York Mayor Vincent Impellitteri, noted figures invited include: Sailing Baruch, Jr., Joseph Bernard, Yolande Betbeze, Sid Caesar, John Carradine, Count and Countess Cassini, Bennett Cerf, Ilka Chase, Harry Conover, Nancy Craig, Vicki Cummings, John Daly, Martha Deane, Laraine Day and Leo Durocher, James A. Farley, Pegeen Fitzgerald, Nina Foch, Arlene Francis, Betty Furness, Eva Gabor, Dave Garroway, Billy Gaxton, Bernard F. Gimbel, Ben Grauer, Nancy Guild, John Gunther, Rudolph Halley, Johnny Johnston, Mr. and Mrs. Bert Lahr, Bill Leonard, Robert Q. Lewis, Mr. and Mrs. John Loder, Henry R. Luce, Mr. and Mrs. Jeffrey Lynn, Tex McCrary, Eloise McElhone, Irene Manning, Garry Moore, Elliott Nugent, Lew Parker, Roberta Peters, Georgie Price, Gregory Ratoff, Irene Rich, Billy Rose, Lanny Ross, Mr. and Mrs. Robert Sherwood, Commissioner Walter Shirley, Herb Shriner, Michael Todd, Mel Torme, Gene Tunney, Cornelius Vanderbilt, Jr., Fred Waring, Paul Winchel and Jane Wyatt.

The premiere will have extended radio and TV coverage with three networks concentrating on the event. In advance of the opening, CBS-TV put a special camera crew to work filming events leading up to the culmination of the premiere. They will be on hand filming final footage this evening of the celebrities and crowds at the theatre. This feature news report will be broadcast over CBS tomorrow night.

Zanuck Is Here for 'Snows' Premiere

Darryl Zanuck, vice-president of 20th Century-Fox, who returned from Europe yesterday to attend the world premiere of "The Snows of Kilimanjaro" at the Rivoli Theatre tonight, reported that while in Europe he purchased the rights to the novel, "The Egyptian," by Mika Waltari. He will star Marlon Brando.

Casey Robinson, who did the script for "Kilimanjaro", was with Zanuck and has returned to do the screenplay for "The Egyptian," which will be Zanuck's only personal production for 1953. Zanuck will return to California immediately after the "Kilimanjaro" premiere.

India's Code Based On U.S. Industry's

Ninety per cent of the production code of India is based on the U. S. industry's Production Code, and the other 10 per cent is based on the codes of industries in other countries, Chandulal Shah, president of the Indian Motion Picture Producers Association, reported at a press interview here yesterday.

Shah, an Indian producer-director and a member of the official film censor board of that country, heads a delegation of 14 top-ranking personalities of the Indian industry which arrived here Monday for a four-week, eight-city tour of the U. S., including a visit to Hollywood. The group came here at the joint invitation of the U. S. State Department and Eric A. Johnston, president of the Motion Picture Association of America.

For the first time in the history of the Indian film industry, Shah reported, pictures in both English and color by Technicolor are being made there. One such picture has been completed and another is now being edited, he said. Producer Gabriel Pascal next year will make a film in India, a country which has 3,000 theatres and 100 16mm. mobile units, he added.

Accompanying the visitors on their tour will be Harry Stone of the MPAA's international division.

Members of the Indian delegation include film actresses Nargis, Suryakumari, Arundhati Mukherji and Bina Rai; actors Raj Kapoor, Prem Nath and David Abraham; producer-director Chandulal Shah, who is also president of the Indian Motion Picture Producers Association; producer-director-exhibitor B. N. Sircar; producer-director K. Subramanian; Nitin Bose, producer-director; Keki Modi, director and exhibitor; M. R. Acharekar, art director; D. P. Divecha, cinematographer.

The visitors will be in Washington, Sept. 19-22; Knoxville, Sept. 23-24; Chicago, Sept. 24-27; Denver, Sept. 28-29; Salt Lake City, Sept. 30-Oct. 2, and Hollywood, Oct. 3-12. Main social event of the visit to the film capital will be a gala dinner attended by American screen stars and other Hollywood notables.

The group will return to India by way of Hawaii and Japan.

Services Tomorrow For Adam Adams, 66

Services will be held tomorrow at his home at Orange, N. J., for Adam A. Adams, 66 years old, who died on Monday at St. Michael's Hospital in North Bergen from a heart attack which he suffered on July 13.

Adams, a veteran in exhibition in North New Jersey, was the owner of the Park and Adam theatres in Newark, the Park Lane at Palisades Park, and the Astor at North Bergen. Surviving are his widow, Marie, three sons, Thomas, Emanuel and Peter, and a daughter, Mrs. Dorothy Pantages.

Art Directors Hit Gov't 16mm. Suit

Hollywood, Sept. 16.—In a complaint to U. S. Attorney-General McGranery, the Society of Motion Picture Art Directors has protested the 16mm. government suit.

The complaint stated, in part: "Our pictures which are made for big screen viewing are bound to suffer if final exhibition is confined to small screen viewing. Improper showing of our top product could irreparably damage the prestige which this industry has built in the past 40 years."

Quigley Awards

(*Continued from page* 1)

be so recognized.

Additionally, the Quigley Overseas Grand Award was given to the owner and manager of the Argora Theatre, Brussels, Belgium.

In addition to Wolfson, E. E. Whittaker, operations manager of Georgia Theatres, and Harry Mandel, director of advertising-publicity and assistant to the vice-president of RKO Theatres, participated in the presentation. A large number of the nation's top showmen and visiting industry executives witnessed the presentation of the Awards, among them J. Meyer Schine, M. A. Lightman, Sr., Leon Bamberger, Arthur Silverstone, E. W. Aaron, H. M. Richey, Pierce McCoy of Georgia Theatres, (the 1948 Grand Award winner), Robert Wilby, J. C. Shanklin, Herman Levy, Morris Loewenstein, Irving Mack, Joseph Stein, Myron Blank, Jack Levin, and others.

Judges for the awards are the advertising, publicity and exploitation executives of distribution home offices and major circuits. The presentations are made for the best showmanship displayed in a large situation where managers may have the help of home office publicity departments, and the other for small situations where the manager generally is limited to his own initiative and effort.

To File Grievance vs. WB on Solicitation

HOLLYWOOD, Sept. 16.—AFL Film Council voted today at its regular weekly meeting to file a labor grievance with NLRB against Warner Brothers studio demanding return of "all monies exacted from employees by representatives of management" for the Eisenhower-Nixon campaign.

In a statement issued after the meeting, council chairman Roy Brewer declared the organization considers political solicitation as allegedly conducted at Warner studio in "violation of our contractual relations."

HOLLYWOOD, Sept. 16.—In reply to the action of the AFL Film Council this afternoon Harry M. and Jack L. Warner issued the following statement.

"We Warner Brothers have always exercised our American rights to campaign for the person and party of our choice. We Warner Brothers intend to continue to exercise this American right. We shall campaign as volunteers for Dwight D. Eisenhower in the current campaign and we shall ask friends and employees who feel as we do to join us in helping to elect this great American to the presidency of the U. S. Those who do not agree are perfectly free to vote and campaign as they see fit."

Okay Pact

(*Continued from page* 1)

fer rights under the Eady Plan in respect of the current year ending Sept. 30, 1952, and in respect of the year ending Sept. 30, 1953. However, the distributors are entitled to invest their share of the Eady reserve in 27 different ways, including co-production in England.

It was estimated that the amount by which the dollar transfers of American companies will be abated will be $5,900,000. MPEA took only 20 minutes to approve the agreement at its meeting here Monday.

U.K. Industry Groups Disturbed Over Eady Plan 'Non-Cooperators'

LONDON, Sept. 16.—All four British trade associations are disturbed at the growing number of Eady Plan "non-cooperators" or defaulters. Latest returns show that 266 exhibitors now are refusing to pay the levy representing an estimated loss to the pool of £80,500 a year.

Some theatremen are depositing the amounts due from them in separate banking accounts and say they will hand over the cash as soon as their complaints over the pool's administration are dealt with. Others frankly admit they will never pay until the so-called voluntary levy is made statutory.

At a recent private dinner in his honor, Sir Wilfrid Eady told trade representatives very plainly that if the voluntary levy broke down the government would not hestitate to make the plan statutory. Sir Wilfrid is no longer in the government service but it may be taken that his speech represents the Treasury view.

The suggestion has been made that the government may do away with the present Eady plan and substitute therefore a scheme of handing over to producers a percentage of the aggregate yield of entertainment tax from theatres. The best-informed political circles, however, maintain that that is unlikely in the extreme. In the present economic position no UK government would dare hand over a production subsidy from the Exchequer, it was said.

One main objection among theatremen is to the plan's fixed-price levy. Objectors claim that the levy should be on a percentage basis. But the overall grievance relates to the manner in which the pool is distributed. It is pointed out that a mediocre picture which is booked only because it carries a quota ticket gets a share of the pool with no guarantee that its producer won't go on turning out low-grade product. That, say the complainants, is the direct opposite of the purpose for which the fund was established.

Lyons Services Today

MINNEAPOLIS, Sept. 16. — Charles Lyons, veteran exhibitor and owner of the Rialto Theatre at Aitkin, Minn., passed away at his home Sunday. He is survived by the widow and a son, Kenneth, manager of the Rialto. Funeral services will be held in Aitkin tomorrow.

"We never use it when COMPANION-approved movies are in town!"



Currently advertised
in the COMPANION

The Merry Widow.....**MGM**

Because You're Mine.....**MGM**

Plymouth Adventure.....**MGM**

COMPANION readers form the most *loyal* movie audience in America today. That's why Hollywood has invested more money in the COMPANION during the past six years than in any other monthly magazine.*

**Except of course the fan magazines.*

Woman's Home COMPANION

CURRENT CIRCULATION OVER 4,250,000

THE CROWELL-COLLIER PUBLISHING COMPANY—PUBLISHERS OF COLLIER'S, THE AMERICAN MAGAZINE, WOMAN'S HOME COMPANION

THEY BUILT THE GREATEST FRONTIER EMPIRE THE WEST HAS EVER KNOWN!

...and with his rabble army at his side— he defied the world to destroy it!

The laws he needed — he made!

The land he wanted — he stole!

The woman he loved — he took!



COLOR BY Technicolor

HORIZONS WEST



Starring

ROBERT RYAN
JULIA ADAMS
ROCK HUDSON

with JOHN McINTIRE · JUDITH BRAUN · RAYMOND BURR · Directed by BUDD BOETTICHER · Story and Screenplay by LOUIS STEVENS · Produced by ALBERT J. COHEN · A Universal-International Picture

U.-I. MAKES THE MONEY-MAKERS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 55 NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 17, 1952 TEN CENTS

Rodgers Sees Arbitration Plan Adopted

Predicts Ironing Out of Details in D. C. Today

WASHINGTON, Sept. 16. — The flat statement that the current effort to develop an industry arbitration plan "will not fall through" was made to the Theatre Owners of America convention luncheon session here today by William F. Rodgers, chairman of the distributors arbitration negotiating committee. Rodgers



William Rodgers

(*Continued on page 10*)

More Congressional Tax Repeal Aid

CLEVELAND, Sept. 16.—Congressman George Bender, Republican, stressed to members of the Northern Ohio tax repeal committee at a luncheon at the Hollenden Hotel here that it is important to keep small business in operation and guaranteed his cooperation in an effort to eliminate the Federal admission tax.

20 Lippert Films Sold to WCBS-TV

Twenty Robert Lippert productions, made between 1948 and 1950, have been sold to WCBS-TV for exclusive home television showing in New York City, it was disclosed here yesterday.

The current distributor of the films which made the deal with the New York television station is Tele-Pictures, Inc., one of whose heads is Robert L. Lippert, Jr. The price of the package was not disclosed.

British Give Okay, Making New Pact With U.S. Official

The British government has approved the negotiated modifications in the Anglo-American film pact, the Motion Picture Export Association revealed here yesterday, a day after the MPEA and the Society of Independent Motion Picture Producers ratified the agreement. Thus the agreement has become official.

The modifications apply only to the American distributors' conversion into dollars of their share of the Eady Tax Fund. U. S. distributors, but not U. S. produceres, waived dollar trans-

(*Continued on page 12*)

'Kilimanjaro' Opens Tonight at Rivoli

Twentieth Century-Fox's "Snows of Kilimanjaro" will have its world premiere tonight at the Rivoli Theatre here, with the events surrounding the opening expected to outdo any film premieres here in many years. The picture, made from a Hemingway

(*Continued on page 12*)

MAY ASK SENATE 16mm. SUIT PROBE

Arbitration Plan Discussed by TOA In Closed Session

WASHINGTON, Sept. 16.—Pursuing a policy and pattern of holding executive sessions closed to the press, essayed with only indifferent success at its 1951 convention in New York City, Theatre Owners of America conventioneers here went into a locked-door session this afternoon to discuss the industry arbitration plan.

The arbitration proposals were summarized for the session by Herman Levy, TOA general counsel, and, section by section, were opened to discussion from the floor. At the end of a two-hour discussion, less than one-third of the draft had been exposed and examined. At the time of adjournment, the reaction of the convention to those proposals it had heard was generally favorable. The process of explanation and discussion

(*Continued on page 11*)

Rhoden Poses Issue in TOA Meeting Keynote; Optimistic About Future

By SHERWIN KANE

WASHINGTON, Sept. 16.—Posing the question whether the Theatre Owners of America convention in session here should call for a Senate investigation to determine the origin and purposes of the government's anti-trust suit to force the sale of 16mm. films to television and other non-theatrical users, Elmer Rhoden, head of National Theatres Midwest circuit, alerted TOA members to their obligation to decide how best they can contribute to fighting the action.



Elmer Rhoden

Rhoden, convention keynoter, also reminded the TOA members that they are to decide while here "whether we

(*Continued on page 10*)

Wolfson Presents Quigley Awards at TOA Meeting

WASHINGTON, Sept. 16.—Presentations of the 18th Annual Quigley Grand Awards for Showmanship were made at the Theatre Owners of America annual convention here today by Mitchell Wolfson, retiring TOA president.



Louis Grossman

The Grand Award winners for 1951, to whom plaques were presented at the convention ceremonies, were Louis Grossman, manager of the RKO Alden Theatre, Jamaica, New York, winner of the bronze plaque for large situations, and John Harrison, city manager for Georgia Theatre Co. at Waycross, Ga., winner of the award for smaller situations.



John Harrison

Both winners are unique in contrasting ways: Grossman is the first New York City showman to win the Grand Award in the 18-year history of this showmanship recognition and encouragement project; Harrison, on the other hand, is the third manager of the Georgia Theatres organization to

(*Continued on page 12*)

Business Optimism Voiced by Wolfson

WASHINGTON, Sept. 16.—Sounding a hearty note of optimism for the future of theatre business and the state of the industry generally, Mitchell Wolfson, retiring president of the Theatre Owners of America, urged exhibitors to "work on our common problems united in mind and spirit" in his opening address to the annual convention here today.

Wolfson said the crises of today in the industry will in retrospect look like the uncertainty brought on by the advent of radio in the 1920's if each branch of the industry does its best job now.

Already, he pointed out, Congressional support for repeal of the Federal admission tax is being given the

(*Continued on page 11*)

JOHN WAYNE
MAUREEN O'HARA
BARRY FITZGERALD

HERBERT J. YATES *presents* JOHN FORD'S TECHNICOLOR SMASH!
"THE QUIET MAN"
A REPUBLIC PICTURE

LIFE *says . . .*
COLOSSAL

Personal Mention

MAURICE BERGMAN, Universal's director of public relations, will speak on "The Motion Picture Industry" at the weekly luncheon of the Kiwanis Club in the Ten Eyck Hotel in Albany on Tuesday.

•

NORMAN BARNETT, vice-president of Barnett International Forwarders, Inc., will leave here on Friday aboard the *S. S. United States* to visit company agents in England, Holland, Belgium and Italy. He will return here in about five weeks.

•

JAMES R. GRAINGER, Republic executive vice-president in charge of distribution, has returned to New York following a three-week trip to Los Angeles, San Francisco, Chicago and Milwaukee.

•

ROBERT W. COYNE, Council of Motion Picture Organizations special counsel, is attending the Theatre Owners of America convention in Washington this week.

•

BARNEY BALABAN, Paramount president, and RUSSELL HOLMAN, Eastern production manager, will return here from Hollywood over the weekend.

•

ALFRED E. DAFF, Universal executive vice-president, will leave here by plane on Friday for Paris. He is expected back on Oct. 4.

•

P. T. DANA, Universal Eastern sales manager, is in Washington today and will return to New York Monday after visiting Detroit.

•

B. G. KRANZE, United Artists sales executive, will fly to Washington today for the Theatre Owners of America convention.

•

CHARLES CHAPLIN and MRS. CHAPLIN and ADOLF GREEN, M-G-M writer, will be aboard the *S. S. Queen Elizabeth* sailing for Europe today.

•

WILLIAM C. MACMILLEN, JR., president of Chesapeake Industries (formerly Pathe Industries), left here last night for Hollywood.

1st UA Film at the Roxy in 25 Years

The first sound motion picture ever made in which not a word is spoken, "The Thief," starring Ray Milland, will have its world premiere at the Roxy Theatre here following the engagement of "Somebody Loves Me," it was announced yesterday by William J. Heineman, U. A. vice-president in charge of distribution.

"The Thief," a Harry M. Popkin production, is the first United Artists release to be shown at the Roxy in 25 years. The first U. A. release to play at the Roxy, coincidentally, was the picture with which the late S. L. Rothafel opened his showplace in March, 1927, "Love of Sunya," starring Gloria Swanson.

Walcott Bout Tickets in NY Theatres Sell at Good Pace

Ticket sales at three New York theatres taking the telecast of the Jersey Joe Walcott-Rocky Marciano bout are proceeding at a fairly good to brisk pace. A fourth theatre, the 50th Street Guild, sold out a week ago at $4.80 per seat.

Fabian's Fox in Brooklyn, which seats 4,060 and is charging $3.00 per seat, including admission tax, reported a "fairly brisk pace" of ticket sales for Tuesday's event, following the appearance of ads in New York dailies. The manager of the house said that one-quarter of the theatre is already sold out. Tickets went on sale Friday.

Response of the public to the bout telecast was described as "good" by the Century Circuit, whose Marine, Brooklyn, and Queens, Queens Village, L. I., are carrying the title match. The two theatres are charging $2.50 for general admission and $3.00 for loges, with both prices including the tax. The circuit expects ticket sales to pick up markedly when advertisements begin appearing this week in local newspapers.

Meanwhile it was learned that the S-3 Drive-in Theatre at Rutherford, N. J., plans to charge $10 per car for the fight telecast, with tickets going on sale tonight. The $10, which includes the tax, pays the admission for "as many people as are in the car," according to a spokesman for the drive-in. The S-3 is the first drive-in in the nation to be equipped with theatre television.

With only six days left until the fight date, neither Loew's, Warner, or RKO theatres have signed up to take the event in their theatre TV equipped houses. The three circuits continue to balk at the price being charged by Theatre Network Television, which has acquired the television rights to the bout. The charge, which includes all long lines "tabs," runs from a 90-cent per seat minimum guarantee to $1.35, according to the number of seats in the house.

The possibility still exists, however, that the hold-out theatre TV-equipped circuits will make a last-minute deal with TNT, which claims it has already lined up 36 theatres for the trans-continental telecast. Another theatre, the Carib at Miami, has signed for the telecast, it was learned.

Two Laboratories Will Process Fight Films

Two laboratories will process the Jersey Joe Walcott-Rocky Marciano fight film, Sidney Kramer, RKO Radio short subject sales manager, disclosed yesterday. The fight takes place Tuesday in Philadelphia.

The Pathe and the DeLuxe laboratories will process prints, he said. While no decision will be reached as to the number of prints to be made until the conclusion of the fight, Kramer recalled that for last year's Sugar Ray Robinson-Randy Turpin bout 1,300 prints were made, apart from shipments overseas.

House Prober Cites Television Code

WASHINGTON, Sept. 16.—The chairman of a House sub-committee investigating the content of television and radio programs said today that he was very impressed with the recently adopted Television Standards of Practice Code.

Orren Harris (D. Ark.), chairman of the House Interstate Commerce sub-committee, declared that if the television industry lived up to the code, it "wouldn't have any trouble" from the government or from anybody else. Harris added, however, that although he was impressed with the code, he thought it would be hard to live up to as a practical matter.

Brown A Witness

Harris made these statements during the testimony of H. Brown, Jr. director of the television department of the National Association of Radio and Television Broadcasters. Brown was one of three witnesses appearing before the committee today as it reopened its investigation, begun last spring. Others who testified today were Ralph W. Hardy, NARTB director of government relations, and Hollis M. Seavey, representing the Mutual Broadcasting System.

From the Allen B. Du Mont network and American Broadcasting, the committee will hear additional witnesses here tomorrow and will then go to New York for hearings on Thursday and Friday of next week.

Needs Publicizing

Harris said he had not even heard of the code until a few weeks ago, and thought it could stand considerable publicizing. He agreed with Brown, he said, in the wisdom of the television industry's setting up such a voluntary code in the "initial days of television."

Brown told the committee that since the code was adopted last March the Television Code Review Board had received a little over 100 complaints, some of which were in the corrective stage now. In no case, he said, had it been necessary to go beyond the corrective stage and take disciplinary action. Under the terms of the code, he explained in a statement, the only disciplinary course the Review Board can take is to enjoin an erring station from using the board's seal of good practice.

Want to Test Shows

Hardy informed the committee that since the code was adopted there has been an increasing desire among producers of package shows to test their pictures before they go out on shows, in an effort to save an investment that might be lost if the finished production were found to be undesirable.

All three witnesses stressed the efficacy of a voluntary system of self-regulation, as against a check by an agency of the government.

Newsreel Parade

HIGHLIGHTS of the Presidential campaign spotlight current newsreels, which feature both "Ike" and Stevenson. Other sequences include the Korean war, the arrival of Russian diplomats here and NATO meeting in France.

MOVIETONE NEWS, No. 76—Ike-Taft confab. Gov. Stevenson warns against fear. Double dates in blouses. Delta Wing Jet Bombers. Ava Gardner in big town. Reds warned, then bombed.

NEWS OF THE DAY, No. 206 — Taft pledges aid to Ike. Stevenson jibes at accord. Korea Red bases blasted. Russia sends new diplomats. Stamp honors servicewomen. New penguin home. Blind golfers championship.

PARAMOUNT NEWS, No. 9—Taft meets Ike. Stevenson at birthplace. New Red faces in U. S. Stock car thriller. Tulyar wins English race.

TELENEWS DIGEST, No. 38-A—Stevenson completes Western tour. New British bomber. Honor war dead in France. Financial experts meet in Mexico City. Nippon set for first post war election. Cards trump Giants.

UNIVERSAL NEWSREEL, No. 596—Korea bombers blast targets. GOP closes ranks as Adlai campaigns. Stamp for servicewomen. Ridgway in Turkey. NATO meeting in France. Airforce beats Marines in football.

WARNER PATHE NEWS, No. 11—Taft meets Ike. Stevenson at birthplace. U.N. bombs follow warning. Ridgway in Turkey. New Russian envoys arrive. Iraq's king cruises on U. S. carrier. Justice Douglas visits Korea. President gets new stamp. Ice cream parlors' new scoopers. Bears beat Giants.

'Ivanhoe Week' Set To Begin Sept. 22

M-G-M has set the week of Sept. 22 as "Ivanhoe Week," at which time the production will be playing or will have played in every U. S. exchange center.

In line with this, all M-G-M and National Screen branches will display promotion material on the picture for the entire weeek. In cities where the picture will be current, or will open soon, all advertising accessories will give the name of the theatre and the play-dates.

'Ivanhoe' Canadian Bow

M-G-M's "Ivanhoe" will have its Canadian premiere at Loew's in Toronto starting Oct. 2, it was announced following conferences between Ted Gould, general sales manager for M-G-M Films of Canada, and home office executives. Currently showing in Toronto at Loew's key theatre is "The Merry Widow," which will be continued for a third week before "Ivanhoe" opens.

Pinanski at Detroit Meet

DETROIT, Sept. 16.—Samuel Pinanski, who serves with Trueman Rembusch and Al Lichtman as one of three co-chairmen who are directing the Council of Motion Picture Organizations' activities, may be on hand to attend the Allied Theatres of Michigan convention Oct. 20-22. Pinanski has accepted Allied's invitation and is attempting to arrange his schedule to be able to appear for an address Oct. 21 at the Tuller Hotel.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

OUT OF ONE MASTERPIECE ANOTHER HAS BEEN CREATED!

20th Century-Fox

proudly presents

THE MOST IMPORTANT MOTION PICTURE EVENT OF 1952!

He searched for his lost soul . . . in the bitter sweet of Parisian nights . . . through a war in Spain . . . and hippopotami-teeming waters of throbbing Africa. And now he stood before the great mountain of Kilimanjaro, at the edge of "Ngaje Ngai," House of God, and he dared not enter—for his life as his loves had been a sin!

GREGORY PECK SUSAN HAYWARD



TWENTIETH CENTURY-FOX *presents* ERNEST

THE SNOWS of KILIM

(Pronounced KILL-A-MON-JARO)

with HILDEGARDE NEFF and LEO G. CARROLL • TORIN THATCHER • AVA NORRING • HELENE STANL



HEMI

COLOR BY

duced by Dar

Ernest
Hemingway's
greatest
love story
filmed against
the most
adventurous
backgrounds
in the world
today!

He searched for his last soul . . . in the bitter sweet of Parisian nights . . . through a war in Spain . . . and hippopotomi-teeming waters of throbbing Africa. And now he stood before the great mountain of Kilimanjaro, at the edge of "Ngoje Ngai," House of God, and he dared not enter—for his life as his loves had been a sin!

GREGORY PECK · SUSAN HAYWARD · AVA GARDNER





TWENTIETH CENTURY-FOX *presents* ERNEST HEMINGWAY'S

THE SNOWS of KILIMANJARO

(Pronounced KILL-A-MON-JARRO)

COLOR BY TECHNICOLOR



with HILDEGARDE NEFF and LEO G. CARROLL · TORIN THATCHER · AVA NORRING · HELENE STANLEY

Produced by Darryl F. Zanuck Directed by Henry King Screen Play by Casey Robinson

Backed by the greatest advertising publicity and exploitation campaign in the history of 20th Century-Fox!

One of the powerful, full-color national magazine ads which is pre-selling "THE SNOWS OF KILIMANJARO" to 124,682,000 READERS of:

LOOK · AMERICAN WEEKLY · HARPER'S BAZAAR · PICTORIAL REVIEW · COSMOPOLITAN · GOOD HOUSEKEEPING · HOUSE BEAUTIFUL · TOWN AND COUNTRY PHOTOPLAY · MODERN SCREEN · SCREEN STORIES · MOTION PICTURE · SCREENLAND SILVER SCREEN · MOVIE LIFE · MOVIE STARS PARADE · MOVIELAND · MOVIE FAN MOVIE TEEN · MOVIE PIX · SCREEN FARE

ERNEST HEMINGWAY'S

THE SNOWS of KILIMANJARO

COLOR BY TECHNICOLOR



NOW

WORLD PREMIERE PRESENTATION

AT THE

Rivoli Theatre

NEW YORK

Because of the extraordinary quality of this picture, "The Snows of Kilimanjaro" will be available for special pre-release engagements in selected theatres in a limited number of large cities for October showing. These pre-release engagements will generate exploitation possibilities and word-of-mouth publicity seldom before attained by any motion picture.

National Pre-Selling

WOMAN'S Home Companion adds a twist to its advertising in today's MOTION PICTURE DAILY, suggesting a twirl of the dial to tune out television, as the family goes out to see "*Companion*-Approved Movies" in which the McCann-Erickson agency proves that it knows how to make friends and influence advertisers. . . . *Redbook* names "Sudden Fear" as its October choice of the "Picture-of-the-Month" with feature editor Florence Somers promising that "no audience will be running up the aisles for popcorn during this exicting film." Recently, we inadvertently credited this RKO Radio Joan Crawford starring vehicle to United Artists, something UA didn't mind but RKO Radio did. . . . *LIFE* devotes its front cover to United Artists's silent siren, Rita Gam, star of "The Thief," with an inside story spreading over three pages, an accomplishment that makes the first silent picture in 25 years seem like something-for-wishful-thinking. A national promotion campaign accompanies the innovation, and we assure them of great popular success, based on the sample. Among sponsoring advertisers are Aquascutum Raincoats, Pabst Beer, Meilink Safes and Clinton Swan men's clothes, if that gives you any idea of the plot.

•

Lustre-Creme places its wonderful double-page spread of 36 Hollywood stars and their current pictures, under the heading, "Don't Be a Living Room Captive," for another insertion in *This Week,* in Sunday's *New York Herald Tribune* proving that what's good can be done again. Tag line says: "Save these two pages as your directory of outstanding movies." The same issue contains a color-splash story by Louis Berg, entitled "Hollywood Discovers Mars," which will set off more space ships between the planets.

•

The next Sunday edition of Pictorial Review *will earry an interesting and revealing story on Leo Genn. It was written by Louella Parsons and tells about Genn's eareer when he was a praeticing barrister in London. Genn also did the commentary at the time of the eoronation of King George VI, in addition to reading the death speech at the time of the King's passing. He is featured in Paramount's "Pleasure Island" and M-G-M's "Plymouth Adventure."*

•

Look magazine is devoting seven pages, in color and black-and-white, to an unusual picture story on John Huston's "Moulin Rouge," starring Jose Ferrer as Toulouse Lautrec, in the issue which goes on sale Sept. 23, it was announced by Francis M. Winikus of United Artists.

•

Four-day radio and TV coverage of tonight's world premiere of 20th Century-Fox's "Snows of Kilimanjaro" will give the picture one of the biggest send-offs ever accorded a film on the air waves. Internationally, the Armed Forces Radio Service will carry a tape recording of the entire proceedings at the Rivoli theatre, and locally, Jinx Falkenburg will interview personalities for her NBC show.

WALTER BROOKS

Reviews

"Yankee Buccaneer"

(*Universal-International*)

A GOOD ADVENTURE YARN, wrapped in color by Technicolor, has been fashioned by producer Howard Christie. The sea tale, highlighted by action shots of the Spanish Main and bold American Navy men, should please both the young and the old, for there is sufficient high adventure to make most people forget the cares of the day.

The story-line itself has all the tested ingredients. Jeff Chandler is the ship captain, gruff, hewing to the book, respected, but feared. Scott Brady is the executive officer, bearing sealed orders; he is young, upright, callow, and Chandler resents him. George Matthews is the chief petty officer, knowing both men as men, confident in their ability, and himself realistic, amiable and slightly inclined towards the bottle. Joseph Calleia is the Spanish governonr, hiding a raw cruelty behind sophistication, glibness and culture. Suzan Ball is the Portuguese countess, whose arrival among men living a lonely naval life stirs rivalry and chivalry in Brady and Chandler. The sealed orders are for the American man-of-war to turn buccaneer, and its men to lose their identities and become prey-hunting pirates. The idea of this is to find where the pirates are, then to send the information to the American fleet, which attacks in force.

The finding of the countess upon an island resolves the problem. She is fleeing the very Spanish governor who is in league with the pirates and the Portuguese fleet. Both plan to waylay a wealthy cargo from Rio. Her difficulties entangle the Americans with the Spanish governor, whom they outwit and capture, and from whom they obtain the information they seek.

There are fights, ambushes, storms and disasters at sea, and even a fight between Brady, trying to repair a broken rudder, and a shark.

Frederick de Cordova directed, from a story and screenplay by Charles K. Peck, Jr. Others in the cast include Rodolfo Acosta, George Mathews, James Parnell and David Jansen.

Running time, 86 minutes. General audience classification. For October release.

"The Magic Box"

(*J Arthur Rank-Mayer-Kingsley*)

A LAVISH, STAR-STUDDED film biography of England's William Friese-Greene, "The Magic Box," dramatizes the evolution of motion pictures. The historical validity of the film may be open to question, but not however the fact that what meets the eye is a generally slow unfolding of the frequently recited genius-ahead-of-his-time story.

Exhibitors will note immediately that the cast and credits of the film read like a "Who's Who" of the British industry—which should aid immeasurably in selling the film over here. Robert Donat stars as the unsung hero of Eric Ambler's screenplay, directed by John Boulting and produced by Ronald Noame. In minor supporting roles are to be seen Laurence Olivier, Leo Cenn, Barry Jones, Glynis Johns, Michael Redgrave, Margaret Rutherford, Peter Ustinov, Emlyn Williams and others of equal rank. The appearance of these well-known faces in such an array of unimportant roles serves to distort the proper dramatic emphasis in what is an episodic story anyway.

The film opens in 1921, the very day Friese-Greene died at a London distributors' meeting, and tells the story of the man in two extended flashbacks. The first is introduced by his second wife, Margaret Johnson, and covers the inventor-photographer's latter days between 1896 and 1921, during which he went deeper and deeper into debt and obscurity in his persistent efforts to perfect his conception of color motion pictures. The second—and most entertaining flashback—shows Friese-Greene as the successful young society photographer whose great dream of bringing motion to pictures is realized at the expense of fortune and security.

For reasons never completely clear, details essential to a compact, dramatic story are never presented. These include the exact extent of Friese-Green's contributions to the development of motion pictures and how the industry eventually grew up and left him behind. There is, too, no attempt to bridge the period between his two wives to bring unity to his story.

Individual scenes, however, are brilliantly written and played with humor and pathos. The whole production, photographed in beautiful color by Technicolor, has received much care in sets, costumes and effect.

Designed originally as a cooperative effort for showing at the Edinburgh Film Festival last year, the film is listed as a presentation of Festival Film Productions and J. Arthur Rank. The assumption by the producers that Friese-Greene's activities were vital to the development of films was the subject of lively controversey last year.

Running time, 93 minutes. General audience classification. Release date Sept. 24.

Temporary Drop In Texas Revenue

DALLAS, Sept. 16.—Phil Isley, president of Allied of Texas and of Isley Theatres, with operations in Texas, California and Oklahoma, has sent a telegraphic message to all members of Allied warning them about the usual temporary drop of business in Texas in the first four weeks following the opening of school.

Isley advised members not to be discouraged because this was a normal trend, and he urged theatre owners to book as many outstanding pictures during the period as they could and to double their merchandising and selling efforts during this time.

$147,500 'Quo Vadis' Gross

MEXICO CITY, Sept. 16. — Metro's "Quo Vadis" grossed $147,500 during its five weeks at the Cine Roble here. It played to the highest prices yet in Mexico, $1.15 for adults.

In the THEATRE Equipment World . . .

. . . with RAY GALLO

A NEW LIGHT control system designed to dim fluorescent lamps smoothly and efficiently at the turn of a knob has been developed by General Electric engineers at Nela Park in Cleveland. The system consists of a dimming control unit and especially designed matching ballast. By means of a circuit which maintains the starting voltage but changes the current to affect the light output, fluroescent lamps can be turned on instantly at any point in the dimming range. By twisting a knob the lamps may be dimmed from maximum brightness untill they produce practically no light at all. General Electric's specialty transformer and ballast department will produce the system for use with either the conventional 40-watt preheat type of lamp, or with the new 40-watt "rapid start" fluorescent lamps. Two sizes of controls will be made, one operating up to eight lamps, and the other up to 35 lamps. The system is said to be effective in creating special lighting effects, particularly with colored fluorescent lamps.

•

Carbonic Dispenser, Inc., of Canfield, Ohio has announced a new means of carbonating water in beverage producing or dispensing equipment. Trade-named "Supercharger," the carbonators convert ordinary tap water into concentrated water without use of mechanical agitators or refrigeration equipment. A specially designed jet intake nozzle foamesces and recirculates the water at high velocity into a pressure tank containing CO_2 gas. This action completely destroys the surface tension of the water and as a result, countless bubbbles are formed. These bubbles are filled with and surrounded by CO_2 gas making for high saturation. The carbonators are built with 100 to 500-gallon per hour capacities. Both horizontal and vertical tank units are available.

•

A mop wringer tank designed to make use of lightweight interlocking gearing to multiply pressure has been marketed by Geerpres Wringers, Inc., Muskegon, Mich. The gearing eonsists of a double row of rack teeth assembled so that they are staggered to give eontinuous action and prevent the gears from slipping out of mesh sideways. Both wringers and buekets are electroplated. Single and double tank mopping outfits are available.

•

The role products of Textileather Corp. of Toledo play in everyday living is dramatized in a new color and sound motion picture entitled "This is Textileather." Produced by the company under the direction of G. H. McGreevy vice president in charge of sales, the 16mm. film is now being distributed. Textileather is one of the largest producers of vinyl film and plastic coated fabrics in the country.

May Ask Senate 16mm. Suit Probe

(Continued from page 1)

are to remain content as a co-conspirator or join in the fight (as defendants) to clear our name of this charge."

He urged, too, that the fight be carried to the public and that labor union and other groups be enlisted.

"What is behind this conspiracy suit?", Rhoden asked. "Who inspired it? Have we come to the place in American life where self-preservation is unlawful? It is a matter of record that one government official, since charged with bribery and other misconduct in office, accepted a fee of $50,000 for his presumed influence in obtaining films for a phonevision test. Have similar tactics been employed in the present case?

Have Right to Know

"We believe we have a right to know and I urge this convention to call on our law-makers to get the answers."

Rhoden also called attention to "some producers who are selling their older pictures to television in conflict with our previous requests" and asked: "What are we going to do about it?" "We owe our allegiance," he said, "to those who have shown the courage and good judgment to turn down a few quick dollars, even at the expense of being charged with conspiracy for protecting the interests of their primary market."

"Also," he continued, "we must recognize and appreciate the decision by many of our outstanding stars to reserve their talents to the screen. These personalities deserve our loyal support, and by support I mean to do our utmost in merchandising the pictures in which they appear. They are working for us and us alone. Let us work for them."

The keynote Rhoden sounded in his speech was one of confidence in the future of the industry. With it, he said, there should and must be industry unity—to meet common problems and fight common battles. He lauded the campaign being waged by the Council of Motion Picture Organizations for repeal of the Federal admission tax and urged TOA members to "get behind COMPO, extend its presentation, enlarge its scope and authority, and let it become the voice of the industry, fortified by the wholehearted support of all phases of this business, so that it will be well prepared to cope with any problem which now exists or may arise to confront the industry."

Reasons for Confidence

Rhoden reviewed the current reasons for confidence in the future of the industry, the marked improvement in theatre attendance, better product coming from Hollywood studios, which he hailed enthusiastically and called upon the convention to go on record as recognizing, and "extending our thanks and appreciation to the producers "In checking releases from July 1 to Nov. 1," Rhoden told the convention, "we find not only better pictures than we were given last year, but more of them. To be specific, in the stated four months period in 1951 there were 29 pictures of outstanding quality, whereas in the same period of this year there will be 43. That is an increase of almost 50 per cent."

He called upon exhibitors to unite to do a better selling job for the better pictures being delivered, to "strive harder to get better box-office returns. We must create new selling approaches, build our grosses so that film returns to the studios will enable them to make even greater pictures.

"We have no right to demand more and better pictures" Rhoden reminded, "unless we as theatre owners are willing to reward them with better audiences."

The industry's public relations have been improved, he declared, with considerable credit for that also going to Hollywood, specifically to the Motion Picture Industry Council "and its executive secretary, Art Arthur" for spearheading the fight to rid Hollywood of Communist influences and sympathizers. The result, Rhoden said, has been better newspaper treatment for Hollywood and better relations with veterans and other civic organizations.

"I would like to see this convention adopt a resolution commending the splendid work of the MPIC in the Hollywood 'Red' battle."

All of the resolutions suggested by Rhoden will be acted upon by committees or the convention before its adjournment.

In reviewing reasons for industry optimism, Rhoden also cited the progress being made on the industry arbitration plan and its promise of improved industry relations within. He cited the progress being made in research, in the fields of tri-dimensional film, improved projection giving a sense of depth to the picture and of large screen theatre television in color, such as Eidophor and other systems promise.

He also cited as a reason for optimism the waning addiction to television by those who have owned sets for any extended periods. A further reason for welcoming the future, he said, is the increase in the birth-rate in America, citing its immediate benefit to drive-ins, many of whose patrons are there because their children are brought with them. He urged special attention by exhibitors to the "audience of tomorrow" and commended producers for making pictures suitable for the new, young audiences available at reasonable prices.

PARTIES, SUPPERS, LUNCHEONS CROWD TOA'S SOCIAL PROGRAM

WASHINGTON, Sept. 16.—The social side of the Theatre Owners of America convention here is being well taken care of. Cocktail parties, buffet suppers and luncheons crowd the program.

Last night a huge delegation saw a preview of 20th Century-Fox's "The Snows of Kilimanjaro" at the Uptown Theatre here, with Ava Gardner on hand to greet the exhibitor visitors and their wives. Tonight, Cola-Cola was host at a showboat party that took the delegates up the Potomac to Mt. Vernon, with dinner and refreshments aboard, and the weather was ideal.

Women visitors will be guests at the White House tomorrow and will be conducted on a tour of the renovated mansion by the President and Mrs. Truman. Numerous other special events for the ladies have been scheduled.

Tomorrow night, the Pepsi-Cola Co. will be host at a cocktail party and seafood dinner, and Thursday night the convention will close with the big social event of the TOA week, the president's banquet, at which the motion picture companies will be hosts. Eric Johnston, Motion Picture Association president, will be the principal speaker. Alfred Starr, new TOA president, will make his inaugural address. Entertainment will include Morton Downey, the Air Force band and others.

Mack Posts Prizes For Early Birds

Washington, Sept. 16.—Irving Mack of Filmack, Chicago, a visitor at the Theatre Owners of America convention here, is cooperating in endeavoring to solve a convention problem of late arrivals for the morning sessions. He has posted handsome clocks as prizes each day of the three-day convention, to be awarded to lucky ticket-holders among those arriving in the first 20 minutes of the opening of meeting room doors.

First winner this morning was Mrs. Dorothy Lang, a Clarksburg, W. Va., exhibitor.

Trade Show Hogs Play in D. C. Press

Washington, Sept. 16.—Theatre Owners of America officials are not too happy about the kind of publicity their annual convention in session here is drawing in Washington newspapers. Every feature and syndicated writer who has had a convention story published thus far has written exclusively about the trade show, mostly refreshment displays, being held in conjunction with the convention. Plenty of popcorn, candy and soft drinks, the writers' refrain goes, but it's a film trade show, where are the films?

Rodgers Sees

(Continued from page 1)

told TOA members that "very little remains to be straightened out" at tomorrow's scheduled session here of distribution representatives and TOA and Allied States officials, at which questions raised concerning the arbitration proposals by company presidents at their meeting in New York on Monday will be taken up.

Largely Mechanical

"The remaining difficulty," Rodgers said, "is largely mechanical, a matter of language, which I believe will be ironed out tomorrow."

Rodgers' address was made before the TOA convention session, held immediately afterward, which was to listen to a report on the arbitration draft and to act on it.

Rodgers told the luncheon gathering of approximately 250 exhibitors that the presidents of all distribution companies and the heads of all of the participating organizations are recommending acceptance of the arbitration draft to their boards of directors.

Recalling that other attempts to establish codes for the improvement of trade relations in which he had participated had failed, Rodgers stated: "This will not fall through as the others did."

Rodgers was careful to remind his listeners nevertheless that much still remains to be done before an industry arbitration plan can become a reality. It must have the approval of the New York Federal Statutory Court, the approval of the Department of Justice and the approvals of the boards of directors of all the participating organizations including those of the individual distribution companies.

Those ratifying actions cannot be taken, Rodgers said, until after the Court and Justice Department have given the plan their approvals. All prior approvals, he indicated, will be conditional only. Rodgers also took pains to remind his TOA listeners that credit for any final achievement must be shared equally by all of the participating organizations. While paying tribute to TOA's contributions, particularly those of its general counsel, Herman Levy, its president, Mitchell Wolfson, and its former executive committee chairman, S. H. Fabian, Rodgers accorded equal credit for the progress made thus far to the other participating organizations — Allied States, the distributors, the Independent Theatre Owners Association of New York, Metropolitan Motion Picture Theatres Association and Western Theatre Owners.

"The combined efforts all," Rodgers said, "are responsible for bringing about this understanding between us which should result in less of our time being spent in fighting and more in tending to our business."

The arbitration of disputes he said, will be only a part of the benefits to be derived from the plan. A more valuable reseult, Rodgerse said, will be the bringing together "of all of us whose common objective is the betterment of the industry."

Berger Urges Tax Repeal

MINNEAPOLIS, Sept. 16.—Benjamin Berger, president of North Central Allied urged repeal of the 20 per cent Federal admission tax at a meeting of the Southern Minnesota Exhibitors Association held here today at the Nicollet Hotel. Stanley D. Kane, executive counsel for North Central Allied, also spoke at the meeting, urging the exhibitors to work for repeal of the tax.

TOA Session

(Continued from page 1)

will be continued at the third business session of the convention, starting tomorrow morning. Which also will be closed to the press.

Levy stated following today's meeting that some suggestions for changes in language of the arbitration draft had developed and that, conceivably, more could develop tomorrow. The suggestions for changes will be taken into the meeting with distribution and Allied States' representatives to be held here tomorrow for the purpose of clarifying and, perhaps, altering other draft language in consequence of distributor questions which arose at the meeting of company presidents in New York on Monday.

Attending the latter meeting tomorrow will be W. F. Rodgers, distributors' arbitration chairman; Austin Keough, Robert Perkins and Adolph Schimel, distribution attorneys; Mitchell Wolfson, S. H. Fabian and, possibly, Levy, for TOA; Abram F. Myers for Allied States and Emanuel Frisch for the Metropolitan Motion Picture Theatres Association. Levy holds a power of attorney for Western Theatre Owners, and the other conference member, the Independent Theatre Owners Asociation of New York, will be contacted by telephone during the meeting if a vote is necesary. All suggested changes in the draft, both by distributors and TOA, were described here tonight as "minor" and unlikely to create problems of any kind.

Acceptance Predicted

When the arbitration draft has been fully described to and discussed by the TOA convention, which is expected to be by noon tomorrow, the TOA membership will vote on its acceptance or rejection, with acceptance freely predicted on all sides. If agreements are reached tomorrow on changes in language proposed by those present at the exhibitor-distributor meeting, Rodgers said the arbitration draft would be released for publication, providing the exhibitor organizations had no objections, as soon as the changes in language agreed upon could be entered in the draft. TOA tonight said it had no objections to release of the draft.

Following the TOA convention examination of the arbitration draft, the convention is scheduled to continue in closed session for discussion of the government's 16mm. anti-trust suit, on the conclusion of which TOA will decide whether it will seek to intervene to have itself made a defendant in the action, or merely to continue in the status of an accused co-conspirator, which it now has. Indications also point to a vote in favor of seeking the status of a defendant.

TOA officers gave as the reason for maintaining secrecy on that session their apprehension that some member might be quoted in a manner that would jeopardize TOA's legal status as a party named in the suit. Nevertheless, with Thursday morning's business session, devoted to exhibitor grievances and trade practice complaints, also closed to the press, it now appears that in all of the three days of the convention, only two or three general busines sessions will have been open to trade reporters and others. All of the board, executive committee and other committee meetings also were locked-door sessions.

At the TOA New York convention last year, efforts to close a number of the sessions, particularly the trade practice complaints session, to the press were thwarted by the membership when put to a vote. This year, the membership was not given an opportunity to express itself on the question.

The convention, scheduled to open officially at 9:30 this morning, actually did not get under way until 10:30. About half the 25 seats in the convention hall were filled at that time, but more came in later. The meeting room was decorated with plugs for arbitration—large colorful valances being hung at eye-arresting angles proclaiming that "Industry Salvation Is Industry Arbitration"; or warning: "Arbitrate or Strangulate," or asking: "R. U. the 'U' in Unity?"

A. Julian Brylawski, convention chairman, called the meeting to order. On the dais were: Levy, Fabian, Wolfson, Elmer Rhoden, R. J. O'Donnell and Myron Blank.

An address of welcome was made by F. Joseph Donahue, president of the District of Columbia Commissioners, in which theatre owners of the district were commended for their response to many appeals for civic and charitable causes and patriotic endeavors. Brylawski was personally complimented for his leadership in many such activities which, Donahue said, have done so much to improve community spirit and good relations in the district.

Press Won't Be There

Levy told the convention he believed arbitration and the 16mm. suit would be the most important subjects to be placed before the convention. When they are, the industry press will not be permitted to be present.

Discussing the ASCAP tax on non-film music, Levy told the convention it was a legally justified impost and that there were no satisfactory ways of avoiding it, other than to dispense with ASCAP music entirely.

Brylawski, substituting for Pat McGee, a co-chairman of the Council of Motion Picture Organizations' campaign for repeal of the Federal admission tax, who was not present, lauded COMPO's work and told the convention he "hopes to see COMPO given the complete support of all exhibitor organizations." Listeners recalled that in other years COMPO had something less than the complete support of TOA.

Wolfson, retiring TOA president, called upon the membership to help achieve the goals of better liaison between individual TOA units and between them and the TOA New York office; better trade press relations; better general press relations, better public relations; increased TOA membership and development of industry and exhibition research. Every TOA unit should conduct at least a one-month membership drive annually, Wolfson advised.

Convention registrations were closed tonight with a total slightly in excess of 500.

Smiles and Spending at TOA Meet Show Theatre Business Is Better

Washington, Sept. 16.—If observers need any assurance that theatre business is better now than it was a year ago they need only contrast the atmosphere at the Theatre Owners of America convention in session here this week with that which prevailed last year at the New York convention.

Smiles and jocularity are abundant now where they were rare then; spending by visitors is more noticeable because there's more money; complaints are fewer, even about film terms, and there is less tension, worry and puzzlement than a year ago. The exhibitors are relaxed and enjoying themselves.

Business Optimism

(Continued from page 1)

industry with the campaign not yet completely under way; publications across the country are siding with the industry against the government's 16mm. anti-trust suit; industry arbitration machinery is in process of being developed; progress is being made in theatre television and in the utilization of home television for exploiting pictures and selling theatre tickets.

Finally, Wolfson said, "more and more patrons are returning to the movies and indications are that business will continue to improve."

Wolfson said in his travels around the country as president of the TOA in the past 12 months he found "many exhibitors guilty of a self-induced sleeping sickness—even among many who kept their theatres in good shape and worked hard to sell their product." He said he referred to exhibitors who go it alone failing to support their exhibitor organizations and doing nothing to aid in solving industry problems of equal importance to all.

"Show me an exhibitor who says all his problems are local ones and I'll show you a badly deluded person. Lets work on our common problems united in mind and spirit," Wolfson concluded.

Westwood to Make Morris Features

HOLLYWOOD, Sept. 16. — Producer Vincent Fennelly has announced formation of Westwood Productions to make Wayne Morris vehicles released by Monogram. "Marksman" will be the first under the new trademark.

Award to 'Fatima' Star

HOLLYWOOD, Sept. 16.—Susan Whitney, Warner Brothers' 12-year-old star of "The Miracle of Our Lady of Fatima," was awarded a special youth achievement trophy and scroll by the Los Angeles Downtown Business Men's Association.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of SOL LESSER'S

"Under the Red Sea"

ALBANY	Fox Scr. Rm. 1052 B'way	Thurs. 9/25	3:30 P.M.
ATLANTA	RKO Scr. Rm. 195 Luckie St.,N.W.	Thurs. 9/25	10:30 A.M.
BOSTON	RKO Scr. Rm. 122-28 Arlington St.	Thurs. 9/25	2:30 P.M.
BUFFALO	Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Thurs. 9/25	3:30 P.M.
CHARLOTTE	Fox Scr. Rm. 308 S. Church St.	Thurs. 9/25	3:30 P.M.
CHICAGO	RKO Scr. Rm. 1300 S. Wabash Ave.	Thurs. 9/25	11:00 A.M.
CINCINNATI	Palace Scr. Rm. 12 E. 6th St.	Thurs. 9/25	9:30 P.M.
CLEVELAND	Fox Scr. Rm. 2219 Payne Ave.	Thurs. 9/25	10:00 A.M.
DALLAS	Rep. Scr. Rm. 412 S. Harwood St.	Thurs. 9/25	10:30 A.M.
DENVER	Para. Scr. Rm. 2100 Stout St.	Thurs. 9/25	3:30 P.M.
DES MOINES	Fox Scr. Rm. 1300 High St.	Thurs. 9/25	10:30 A.M.
DETROIT	Blumenthals Scr. Rm. 2310 Cass Ave.	Thurs. 9/25	10:30 A.M.
INDIANAPOLIS	Univ. Scr. Rm. 517 N. Illinois St.	Thurs. 9/25	2:30 P.M.
KANSAS CITY	Para. Scr. Rm. 1800 Wyandotte St.	Wed. 9/24	2:30 P.M.
LOS ANGELES	RKO Scr. Rm. 1980 S. Vermont Ave.	Thurs. 9/25	10:30 A.M.
MEMPHIS	Fox Scr. Rm. 151 Vance Ave.	Thurs. 9/25	2:30 P.M.
MILWAUKEE	Warner Screen Room 212 W. Wisconsin Ave.	Wed. 9/24	10:30 A.M.
MINNEAPOLIS	Fox Scr. Rm. 1015 Currie Ave.	Thurs. 9/25	10:30 A.M.
NEW HAVEN	Fox Scr. Rm. 40 Whiting St.	Thurs. 9/25	3:30 P.M.
NEW ORLEANS	Fox Scr. Rm. 200 Liberty St.	Thurs. 9/25	2:30 P.M.
NEW YORK	RKO Scr. Rm. 630 Ninth Ave.	Thurs. 9/25	11:00 A.M.
OKLAHOMA	Fox Scr. Rm. 10 N. Lee St.	Thurs. 9/25	10:30 A.M.
OMAHA	Fox Scr. Rm. 1502 Davenport St.	Thurs. 9/25	10:30 A.M.
PHILADELPHIA	RKO Scr. Rm. 250 N. 13th St.	Thurs. 9/25	10:30 A.M.
PITTSBURGH	RKO Scr. Rm. 1809-13 Blvd. of Allies	Thurs. 9/25	3:00 P.M.
PORTLAND	Star. Scr. Rm. 925 N.W. 19th Ave.	Thurs. 9/25	10:00 A.M.
ST. LOUIS	RKO Scr. Rm. 3143 Olive St.	Thurs. 9/25	11:30 A.M.
SALT LAKE CITY	Fox Scr. Rm. 216 E. 1st St. South	Thurs. 9/25	2:30 P.M.
SAN FRANCISCO	Fox Scr. Rm. 245 Hyde St.	Thurs. 9/25	10:30 A.M.
SEATTLE	Jewel Box Scr. Rm. 2318 2nd Ave.	Thurs. 9/25	2:30 P.M.
SIOUX FALLS	Hollyw'd Thea. 212 N. Philips Ave.	Thurs. 9/25	9:00 A.M.
WASHINGTON	Film Center Scr. Rm. 932 New Jersey Ave.	Thurs. 9/25	10:30 A.M.

Mexico, Too, Has Controls Troubles

Mexico City, Sept. 16.—The trade is disturbed by talk in government circles that the new administration of President-elect Adolfo Ruiz Cortines, who begins a six-year term on Dec. 1, will establish a ministry to supervise the motion picture industry along with official information and tourism. The trade objects to being included in such a ministry, considering it as too much government control.

'Kilimanjaro' Opens

(*Continued from page* 1)

story, stars Gregory Peck, Ava Gardner and Susan Hayward.

From Hollywood, Europe and India stars have been arriving during the past week to help celebrate the debut of the production, which marks the 25th anniversary of Darryl F. Zanuck as a motion picture producer.

Zanuck will join 20th Century-Fox president Spyros P. Skouras as hosts of the evening, while Miss Gardner tops the roster of screen personalities who will be present, among them Bette Davis, Anne Bancroft, Ava Norring, Gloria De Haven, Marlene Dietrich, Gary Merrill, Lisa Ferraday and Ezio Pinza.

Headed by New York Mayor Vincent Impellitteri, noted figures invited include: Sailing Baruch, Jr., Joseph Bernard, Yolande Betbeze, Sid Caesar, John Carradine, Count and Countess Cassini, Bennett Cerf, Ilka Chase, Harry Conover, Nancy Craig, Vicki Cummings, John Daly, Martha Deane, Laraine Day and Leo Durocher, James A. Farley, Pegeen Fitzgerald, Nina Foch, Arlene Francis, Betty Furness, Eva Gabor, Dave Garroway, Billy Gaxton, Bernard F. Gimbel, Ben Grauer, Nancy Guild, John Gunther, Rudolph Halley, Johnny Johnston, Mr. and Mrs. Bert Lahr, Bill Leonard, Robert Q. Lewis, Mr. and Mrs. John Loder, Henry R. Luce, Mr. and Mrs. Jeffrey Lynn, Tex McCrary, Eloise McElhone, Irene Manning, Garry Moore, Elliott Nugent, Lew Parker, Roberta Peters, Georgie Price, Gregory Ratoff, Irene Rich, Billy Rose, Lanny Ross, Mr. and Mrs. Robert Sherwood, Commissioner Walter Shirley, Herb Shriner, Michael Todd, Mel Torme, Gene Tunney, Cornelius Vanderbilt, Jr., Fred Waring, Paul Winchel and Jane Wyatt.

The premiere will have extended radio and TV coverage with three networks concentrating on the event. In advance of the opening, CBS-TV put a special camera crew to work filming events leading up to the culmination of the premiere. They will be on hand filming final footage this evening of the celebrities and crowds at the theatre. This feature news report will be broadcast over CBS tomorrow night.

Zanuck Is Here for 'Snows' Premiere

Darryl Zanuck, vice-president of 20th Century-Fox, who returned from Europe yesterday to attend the world premiere of "The Snows of Kilimanjaro" at the Rivoli Theatre tonight, reported that while in Europe he purchased the rights to the novel, "The Egyptian," by Mika Waltari. He will star Marlon Brando.

Casey Robinson, who did the script for "Kilimanjaro", was with Zanuck and has returned to do the screenplay for "The Egyptian," which will be Zanuck's only personal production for 1953. Zanuck will return to California immediately after the "Kilimanjaro" premiere.

India's Code Based On U.S. Industry's

Ninety per cent of the production code of India is based on the U. S. industry's Production Code, and the other 10 per cent is based on the codes of industries in other countries, Chandulal Shah, president of the Indian Motion Picture Producers Association, reported at a press interview here yesterday.

Shah, an Indian producer-director and a member of the official film censor board of that country, heads a delegation of 14 top-ranking personalities of the Indian industry which arrived here Monday for a four-week, eight-city tour of the U. S., including a visit to Hollywood. The group came here at the joint invitation of the U. S. State Department and Eric A. Johnston, president of the Motion Picture Association of America.

For the first time in the history of the Indian film industry, Shah reported, pictures in both English and color by Technicolor are being made there. One such picture has been completed and another is now being edited, he said. Producer Gabriel Pascal next year will make a film in India, a country which has 3,000 theatres and 100 16mm. mobile units, he added.

Accompanying the visitors on their tour will be Harry Stone of the MPAA's international division.

Members of the Indian delegation include film actresses Nargis, Suryakumari, Arundhati Mukherji and Bina Rai; actors Raj Kapoor, Prem Nath and David Abraham; producer-director Chandulal Shah, who is also president of the Indian Motion Picture Producers Association; producer-director-exhibitor B. N. Sircar; producer-director K. Subramanian; Nitin Bose, producer-director; Keki Modi, director and exhibitor; M. R. Acharekar, art director; D. P. Divecha, cinematographer.

The visitors will be in Washington, Sept. 19-22; Knoxville, Sept. 23-24; Chicago, Sept. 24-27; Denver, Sept. 28-29; Salt Lake City, Sept. 30-Oct. 2, and Hollywood, Oct. 3-12. Main social event of the visit to the film capital will be a gala dinner attended by American screen stars and other Hollywood notables.

The group will return to India by way of Hawaii and Japan.

Services Tomorrow For Adam Adams, 66

Services will be held tomorrow at his home at Orange, N. J., for Adam A. Adams, 66 years old, who died on Monday at St. Michael's Hospital in North Bergen from a heart attack which he suffered on July 13.

Adams, a veteran in exhibition in North New Jersey, was the owner of the Park and Adam theatres in Newark, the Park Lane at Palisades Park, and the Astor at North Bergen. Surviving are his widow, Marie, three sons, Thomas, Emanuel and Peter, and a daughter, Mrs. Dorothy Pantages.

Art Directors Hit Gov't 16mm. Suit

Hollywood, Sept. 16.—In a complaint to U. S. Attorney-General McGranery, the Society of Motion Picture Art Directors has protested the 16mm. government suit.

The complaint stated, in part: "Our pictures which are made for big screen viewing are bound to suffer if final exhibition is confined to small screen viewing. Improper showing of our top product could irreparably damage the prestige which this industry has built in the past 40 years."

Quigley Awards

(*Continued from page* 1)

be so recognized.

Additionally, the Quigley Overseas Grand Award was given to the owner and manager of the Argora Theatre, Brussels, Belgium.

In addition to Wolfson, E. E. Whittaker, operations manager of Georgia Theatres, and Harry Mandel, director of advertising-publicity and assistant to the vice-president of RKO Theatres, participated in the presentation. A large number of the nation's top showmen and visiting industry executives witnessed the presentation of the Awards, among them J. Meyer Schine, M. A. Lightman, Sr., Leon Bamberger, Arthur Silverstone, E. W. Aaron, H. M. Richey, Pierce McCoy of Georgia Theatres, (the 1948 Grand Award winner), Robert Wilby, J. C. Shanklin, Herman Levy, Morris Loewenstein, Irving Mack, Joseph Stein, Myron Blank, Jack Levin, and others.

Judges for the awards are the advertising, publicity and exploitation executives of distribution home offices and major circuits. The presentations are made for the best showmanship displayed in a large situation where managers may have the help of home office publicity departments, and the other for small situations where the manager generally is limited to his own initiative and effort.

To File Grievance vs. WB on Solicitation

HOLLYWOOD, Sept. 16.—AFL Film Council voted today at its regular weekly meeting to file a labor grievance with NLRB against Warner Brothers studio demanding return of "all monies exacted from employees by representatives of management" for the Eisenhower-Nixon campaign.

In a statement issued after the meeting, council chairman Roy Brewer declared the organization considers political solicitation as allegedly conducted at Warner studio in "violation of our contractual relations."

HOLLYWOOD, Sept. 16.—In reply to the action of the AFL Film Council this afternoon Harry M. and Jack L. Warner issued the following statement.

"We Warner Brothers have always exercised our American rights to campaign for the person and party of our choice. We Warner Brothers intend to continue to exercise this American right. We shall campaign as volunteers for Dwight D. Eisenhower in the current campaign and we shall ask friends and employees who feel as we do to join us in helping to elect this great American to the presidency of the U. S. Those who do not agree are perfectly free to vote and campaign as they see fit."

Okay Pact

(*Continued from page* 1)

fer rights under the Eady Plan in respect of the current year ending Sept. 30, 1952, and in respect of the year ending Sept. 30, 1953. However, the distributors are entitled to invest their share of the Eady reserve in 27 different ways, including co-production in England.

It was estimated that the amount by which the dollar transfers of American companies will be abated will be $5,900,000. MPEA took only 20 minutes to approve the agreement at its meeting here Monday.

U.K. Industry Groups Disturbed Over Eady Plan 'Non-Cooperators'

LONDON, Sept. 16.—All four British trade associations are disturbed at the growing number of Eady Plan "non-cooperators" or defaulters. Latest returns show that 266 exhibitors now are refusing to pay the levy representing an estimated loss to the pool of £80,500 a year.

Some theatremen are depositing the amounts due from them in separate banking accounts and say they will hand over the cash as soon as their complaints over the pool's administration are dealt with. Others frankly admit they will never pay until the so-called voluntary levy is made statutory.

At a recent private dinner in his honor, Sir Wilfrid Eady told trade representatives very plainly that if the voluntary levy broke down the government would not hestitate to make the plan statutory. Sir Wilfrid is no longer in the government service but it may be taken that his speech represents the Treasury view.

The suggestion has been made that the government may do away with the present Eady plan and substitute therefore a scheme of handing over to producers a percentage of the aggregate yield of entertainment tax from theatres. The best-informed political circles, however, maintain that that is unlikely in the extreme. In the present economic position no UK government would dare hand over a production subsidy from the Exchequer, it was said.

One main objection among theatremen is to the plan's fixed-price levy. Objectors claim that the levy should be on a percentage basis. But the overall grievance relates to the manner in which the pool is distributed. It is pointed out that a mediocre picture which is booked only because it carries a quota ticket gets a share of the pool with no guarantee that its producer won't go on turning out low-grade product. That, say the complainants, is the direct opposite of the purpose for which the fund was established.

Lyons Services Today

MINNEAPOLIS, Sept. 16. — Charles Lyons, veteran exhibitor and owner of the Rialto Theatre at Aitkin, Minn., passed away at his home Sunday. He is survived by the widow and a son, Kenneth, manager of the Rialto. Funeral services will be held in Aitkin tomorrow.

"We never use it when COMPANION—approved movies are in town!"



Currently advertised
in the COMPANION

The Merry Widow.....**MGM**

Because You're Mine.....**MGM**

Plymouth Adventure.....**MGM**

COMPANION readers form the most *loyal* movie audience in America today. That's why Hollywood has invested more money in the COMPANION during the past six years than in any other monthly magazine.*

**Except of course the fan magazines.*

Woman's Home COMPANION
CURRENT CIRCULATION OVER 4,250,000

THE CROWELL-COLLIER PUBLISHING COMPANY—PUBLISHERS OF COLLIER'S, THE AMERICAN MAGAZINE, WOMAN'S HOME COMPANION

THEY BUILT THE GREATEST FRONTIER EMPIRE THE WEST HAS EVER KNOWN!

...and with his rabble army at his side— he defied the world to destroy it!

The laws he needed — he made!

The land he wanted — he stole!

The woman he loved — he took!



COLOR BY Technicolor

HORIZONS WEST



Starring

ROBERT RYAN
JULIA ADAMS
ROCK HUDSON

Universal International

with JOHN McINTIRE · JUDITH BRAUN · RAYMOND BURR · Directed by BUDD BOETTICHER · Story and Screenplay by LOUIS STEVENS · Produced by ALBERT J. COHEN · A Universal-International Picture

U-I. MAKES THE MONEY-MAKERS!

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 56 NEW YORK, U.S.A., THURSDAY, SEPTEMBER 18, 1952 TEN CENTS

No Arbitration System for Months: Myers

Possibly No Plan at All, Says Allied Counsel

WASHINGTON, Sept. 17.—Abram F. Myers, general counsel of Allied States Association of America, said today he did not feel there would be an industry arbitration system for many months, if at all.



Abram Myers

Myers made this statement following a meeting here today with other representatives of distribution and ex-

(Continued on page 8)

NEWS FLASHES

COMPO's governing triumvirate will discuss with the trade press at a luncheon here today suggested approaches to the publicizing of developments in the industry's drive to kill the 20 per cent admission tax.

•

HOLLYWOOD, Sept. 17.--A letter labelling the Government's 16mm. suit "ill-advised" and declaring that forcing the film industry to give its product to TV would make it impossible for the industry to continue independent operation, was sent to the Justice Department tonight by the Screen Writers Guild.

16mm. Suit, Arbitration Plan Stymie TOA Meet

Press Shut Out Of Most TOA Meeting Sessions

WASHINGTON, Sept. 17.—Theatre Owners of America's convention, which was half-open to the press yesterday, was in complete star-chamber session today except for a 20-minute period in the morning when theatre television was being discussed. The final convention day tomorrow

(Continued on page 9)

'Snows' Opening Is Viewed by Thousands

(Photo on Page 6)

Darryl F. Zanuck's "The Snows of Kilimanjaro" had its world premiere last evening at the Rivoli Theatre here, climaxing five years of pre-

(Continued on page 6)

No Action Taken on the Two Major Subjects Before Convention; Little Possibility of Effective Action on Arbitration Plan Today

By SHERWIN KANE

WASHINGTON, Sept. 17.—Theatre Owners of America's convention here was stymied today by inability to take action on either of the two major subjects before it—the proposed industry arbitration plan and the government's 16mm. anti-trust suit to force the sale of films to television and other non-theatrical users.

The arbitration plan was left incomplete following the meeting with distribution representatives and Allied States here today with little prospect remaining that the convention can take any effective or conclusive action on it in the final day, tomorrow. The most that could be done would be to approve the incompleted draft subject to changes sought by distribution and others, after those changes are explained to the convention. That course appears to be doubtful in view of the seriously uncertain status of the arbitration draft, following today's meeting.

The convention today passed a motion directing the new TOA president, Alfred Starr, and the new executive committee to conduct an immediate survey of TOA's regional units to determine what action they wish

(Continued on page 8)

Proposes Passes as 'Samples' to Public

WASHINGTON, Sept. 17.—An experienced advertising man proposed to the Theatre Owners of America today that they give away free passes to film theatres in the same fashion in which grocery manufacturers give away samples. D. Manchester, vice-

(Continued on page 8)

Calls Off-Hours Theatre TV Most Promising Now

WASHINGTON, Sept. 17.—Off-hours use of large-screen theatre television appears currently to be the most promising and profitable purpose to which the costly equipment can be put and may remain so until regular programming sources are developed, Robert O'Brien of United Paramount Theatres, New York, told the Theatre Owners of America convention session on theatre television here today.



Robert O'Brien

O'Brien described the successful off-hours utilization of the large screen TV equipment in UPT and other theatres which have carried Civil Defense and other programs on a multi-theatre simultaneous hook-up. The method can be used, he pointed out, for sales meetings, conventions and numerous other off-hours events at considerable profit to the theatres.

Mitchell Wolfson, former TOA president and operator of a Miami television station, told the meeting he believed that when 20th Century-Fox has readied its Eidophor large-screen TV equipment for the market, perhaps within the next year, its introduction will be accompanied by regular programming arrangements.

The discussion from the floor subsequently questioned the

(Continued on page 6)

Five RKO Theatres Join TNT Network For Walcott Bout

RKO Theatres yesterday contracted with Theatre Network Television to carry Tuesday's telecast of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout in all five of its theatre-TV equipped houses.

The RKO Theatres commitment came with only six days, as of yesterday, remaining before the fight date. It left only two major theatre-TV equipped circuits, Loew's and Warner

(Continued on page 6)

JOHN WAYNE
MAUREEN O'HARA
BARRY FITZGERALD

HERBERT J. YATES presents JOHN FORD'S TECHNICOLOR SMASH!
"THE QUIET MAN"
A REPUBLIC PICTURE

Strong candidate for every "Oscar"
JACK GAVER
UNITED PRESS

Personal Mention

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreels sales, will arrive in Omaha today from Minneapolis. He is slated to visit Des Moines, Kansas City and St. Louis before returning to New York on Sept. 26.

•

TOM O'BRIEN, secretary of Britain's National Association of Theatrical and Kine Employes and newly-elected president of the Trades Union Congress in London, is scheduled to make an official visit to the U. S. in the near future.

•

HAROLD MIRISCH, Monogram-Allied Artists vice-president, and MOREY GOLDSTEIN, general sales manager, will leave here today for the Theatre Owners of America convention banquet in Washington.

•

CLAIRE MANHEIMER of M-G-M's home office, will marry MICHAEL SPERGEL next month in Miami. Friends and associates will tender her a luncheon at Longchamps on Sept. 27.

•

CHARLES CARPENTER, manager of Technicolor Corp.'s office here, and MRS. CARPENTER, announce the birth of a daughter, JANE, at Lawrence Hospital, Bronxville, N. Y.

•

HERBERT YATES, Republic president, his wife, and his executive assistant, WILLIAM SAAL, have returned here from Europe.

•

TERRY TURNER, RKO Radio exploitation head, will be in Chicago today and will then go to New Orleans and Dallas.

•

JAMES JOHNSON, Walt Disney studio executive and FRANK REILLY, head of the company's syndicate division are here from the Coast.

•

M. L. SIMONS, home office assistant to H. M. RICHEY at M-G-M, is due back here today from Denver.

•

PHIL REISMAN, RKO Radio foreign head, will leave here for Europe over the weekend.

•

DICK COOK, film department executive of *Pictorial Review*, is recovering from a broken foot.

•

SAMUEL GOLDWYN, now en route here from Europe by boat with MRS. GOLDWYN, will arrive on Monday.

•

PETER ROSIAN, Universal district manager, was in Albany yesterday.

Tiomkin Addresses Unit

SAN FERNANDO, CAL., Sept. 17. — Composed-conductor Dimitri Tiomkin was guest of honor and speaker before the local Business Men's Club at their weekly luncheon here this week. Tiomkin wrote and conducted scores for such films as "High Noon," "The Big Sky" and "Bugles in the Afternoon."

Denies Motion Pictures And Video Spur Crime

WASHINGTON, Sept. 17.—A spokesman for a television network told a House sub-committee investigating television program content today that people who blame crime on motion pictures, television, radio and comic books are only seeking a "scapegoat for the ills of our society."

Appearing before the Harris subcommittee of the House Interstate Commerce Committee, Mrs. Geraldine Zorbaugh, general counsel for the American Broadcasting Co., declared there was no evidence at all that television crime shows have produced a crime increase. She gave the committee FBI figures for 10 cities with television and 10 without it during the period from 1946 to 1951, which showed that there was no change in the crime trend after television was introduced.

Mrs. Zorbaugh said that the ABC radio and television networks screen all their mtacrial very carefully, in order to climinate possibly offensive matter.

Chris Witting, who testified as manager of the Dumont Television Network, told the committee he thought the recently adopted television code would assure reasonably high standards of good taste for television programs.

The committee recessed today and will continue its hearings Tueseday and Wednesday in New York, with spokesmen from National Broadcasting, the National Television Film Council, Columbia Broadcasting System and the Mutual Network.

Edward N. Rugoff Dies Here at 62

Edward N. Rugoff of Rugoff and Becker, 62, died last night after a brief illness in Mt. Sinai Hospital. He was president of Metropolitan Motion Picture Theatres Association. He has been a circuit operator in the New York area for more than 30 years.

Services will be held tomorrow from Riverside Memorial Chapel.

Survivors are the widow, Rose, a son, Donald, a brother and three sisters.

B & K Dividend Up

CHICAGO, Sept. 17.—Balaban and Katz Theatres Corp. has announced a quarterly dividend of $1.50, compared with the $.50 dividend paid last quarter.

A Simple Statement of Fact

There is only **ONE** Airmail Edition in the motion picture trade paper field.

It is rushed by Air Mail not merely to a few people at the Hollywood studios—but to ALL the exhibition pacemakers in ALL areas of the United States (except those in the New York or nearby zones who get it by hand-delivery or first class mail).

Also, the Airmail Edition goes to the motion picture editors and critics of the leading newspapers, and other public opinion makers, throughout the nation—as well as to the film distribution executives of the industry.

Bringing the very latest news reports in concise factual form, by the fastest possible means—delivering it two to four days sooner to distant states—the Airmail Edition of Motion Picture Daily naturally is accorded preferred attention and keenest actual readership.

AIR MAIL EDITION

MOTION PICTURE DAILY

NEWS WHILE IT IS NEWS

Subscription rate $12 per annum

'U' 13-Week World Sales $15-Million

Washington, Sept. 17. — A consolidated world sales gross of $15,454,260 for the 13 weeks ended last Aug. 2, was reported to the Securities & Exchange Commission by Universal Pictures and its subsidiaries. The gross for the corresponding period of the previous year was $15,533,133.

Figure for the 39 weeks of 1952 ended last Aug. 2 was $45,831,682, against $44,033,789 for the corresponding period of 1951.

Top Vocalists Cut Songs from 'Hans'

Twenty recordings of the eight Frank Loesser songs in Samuel Goldwyn's "Hans Christian Andersen" have been cut by some of America's leading vocalists, it was disclosed here yesterday. At least 15 more will be issued by Oct. 1, it was added.

Apart from the Decca records featuring Danny Kaye, songs are appearing with almost all leading labels. "Anyhere I Wander" has been made by Tony Bennett for Columbia, Jan Pierce for Victor, and Fran Warren for M-G-M. "No Two People," is out with Kaye and Jane Wyman for Decca, Doris Day and Donald O'Connor for Columbia, and Barbara Ruick and Carlton Carpenter for M-G-M.

"Wonderful Copenhagen" has been made by Guy Lombardo for Decca, Paul Weston for Columbia and Mary Small for King. "Thumbelina" was also sung by Lombardo, and Jimmy Boyd for Columbia, Hugo Winterhalter for Victor and Les Baxter for Capitol.

Elect Krim to Board Of Odeon Theatres

LONDON, Sept 17.—Arthur B. Krim, president of United Artists, has been elected to the board of Odeon Theatres, J. Arthur Rank Organization subsidiary. Here on the final lap of a European business tour, Krim is scheduled to fly back to New York at the weekend.

Krim's election was described as manifesting the close business relationship of the British theatre company and the American distributing firm. The UA president was said to be one of very few Americans ever to be elected to the Odeon board, and at present is the only American member of it. J. Arthur Rank is among the several Britons on the board.

Joseph Noriega Is Dead

Joseph Noriega, 52, died of a heart attack in Mexico City, it was reported here by RKO Radio, the funeral will be held in Hollywood. Noriega started his career in 1930 as a film editor wiht RKO. He left in 1945 to go to Mexico City to produce films for Ramex Productions. The widow survives

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

TWENTIETH CENTURY-FOX presents

Gregory PECK · Susan HAYWARD · Ava GARDNER

in ERNEST HEMINGWAY'S

THE SNOWS of KILIMANJARO

(Pronounced KILL-A-MON-JARRO)

COLOR BY TECHNICOLOR



The western summit of the African mountain of Kilimanjaro is called "Ngaje Ngai," the House of God. And he dared not enter it . . . for his life as his love . . . had been a sin!





Out of one masterpiece another has been created! Paris, Madrid, Africa . . . the world its canvas! . . . Ernest Hemingway's greatest love story is now a motion picture!

Produced by Darryl F. Zanuck

Directed by Henry King

Screen Play by Casey Robinson

with HILDEGARDE NEFF and LEO G. CARROLL · TORIN THATCHER · AVA NORRING · HELENE STANLEY · MARCEL DALIO · VICENTE GOMEZ · RICHARD ALLAN

NE OF THE *MULTI-COLORED* ADS THAT WILL *PRE-SELL* THIS GREAT MOTION PICTURE TO 100,000,000 READERS

to match the **POWER** of

ERNEST HEMINGWAY'S

Greatest love story

THE SNOWS of KILIMANJARO

(Pronounced KILL-A-MON-JARRO)

TECHNICOLOR

a **POWER-PACKED** campaign

in these great

HEARST PUBLICATIONS



PRE-SELLING 100,000,000 MOVIE-GOERS!

TWENTIETH CENTURY-FOX is spearheading the most extensive, most penetrating advertising campaign in its history, with colorful pages and spreads in these great Hearst publications . . . *and box offices throughout the nation must feel the impact.*

'Movietime, U. S. A.' Group Is Touring Colorado, Wyoming

DENVER, Sept. 17. — "Movietime U.S.A.'s" Colorado group of eight persons have arrived here from Hollywood for a week's tour of 35 cities and towns in Colorado and Wyoming.

Assembled under the supervision of Hollywood "Movietime" chairman Marvin Schenck and Stanley Richardson of the Hollywood Coordinating Committee, the group comprises John Agar, John Derek, director Mervyn LeRoy, Una Merkel, Debra Paget and her mother, Margaret Gibson, Barbara Ruick and writer Val Scott.

The group was met by a civic committee headed by Congressmen Byron Rodgers and Edgar Chemoweth and State's Attorney-General Duke Dunbar.

They first attended a mass essembly in the Denver Coliseum sponsored by the Denver *Post* for the benefit of the Cerebral Palsy Fund, which was attended by more than 30,000 persons.

They were feted at the state capitol by Governor Dan Thornton of Colorado and then divided up into two groups and moved out into the state for the tour.

First Indian Film In Color Arrives

Negotiations for the distribution in the United States of "Aan," the first all-Indian color in Technicolor production, will get underway shortly following the arrival here yesterday of Mehboob Kahn, the producer

A spokesman for the producer said that the film will be shown in Washington on Friday by the Motion Picture Association of America for State Department officials, Indian industry representatives and others. Kahn plans to leave for Hollywood Wednesday with Mike Frankovich, sales manager of Film Locations, Inc., which has secured U. S. distribution rights for the film.

Coast Newsmen to Conduct Forums

HOLLYWOOD, Sept. 17.—A monthly series of international motion picture round table discussions and forums, sponsored by the Hollywood Foreign Correspondents' Association, will be inaugurated tomorow evening at the Paramount Studio. Billy Wilder, producer-director; William Holden, and fashion designer Edith Head will be the principal speakers at the initial session, to be devoted to the subejct, "The Fate of the Hollywood Motion Picture Abroad."

WB Completes Work On Coast Radio Unit

HOLLYWOOD, Sept. 17. — Warner Brothers has completed final assembly work on a new 110-foot radio mast mounted on the sound building, and the studio's short wave communication system with location companies is now in use again.

A highly directional antenna coupled with a bearing indicator gives the 49-mg transmitter unobstructed range with any location site in Southern California. Location sound trucks are equipped to receive studio signals and transmit in return, thus eliminating the necessity of telephonic communication with the Burbank lot.

Reviews

"The Turning Point"

(Paramount)

THERE IS A MARK OF AUTHENTICITY which distinguishes this film dealing with big-time, organized crime in a large city. This Irving Asher production, ably directed by William Dieterle, also boasts a polish in acting and characterization. While it is melodramatic in spots, the plot not only is credible, but represents a certain maturity in its point of view. With crime impinging on the lives of people throughout the country, through headlines in the daily newspapers, through denunciations from the pulpit and political rostrum, "The Turning Point" should find a receptive audience. Intelligently, dramatically, it grapples with the problem.

The story finds law professor Edmond O'Brien appointed head of a state crime investigating committee. Although everyone in the know recognizes Ed Begley as head of a crime syndicate, it's O'Brien's job to nail him. He is aided by newspaperman William Holden and chief researcher Alexis Smith, who provides the romantic angle.

One sequence is a perfect take-off on the television performance of the Kefauver Crime Committee, complete with nervous witnesses, the probing examiner's questions, and the comic relief.

O'Brien's father, a cop, is being payed off by the crime syndicate and suffers the pangs of guilt before he is killed. There are additional flashes in the lives of other characters which illuminate the story. The syndicate is broken and its top leaders jailed before the film ends, but the price of courage as shown in the film is high.

Warren Duff wrote the screenplay, from a story by Horace McCoy. Others in the cast include Tom Tully, Dan Dayton, Adele Longmire and Ray Teal.

Running time, 85 minutes. General audience classification. For November release.

MURRAY HOROWITZ

"The Savage"

(Paramount)

THE HEARTS OF CHILDREN WILL be captured by this Mel Epstein production, which features the divided loyalty of a white boy brought up to manhood by Indians. The film, done in color by Technicolor, should also find a receptive audience among adults whose tastes run along Western action film lines.

As a boy, Warbonnet, played by Charlton Heston, is adopted by the chief of a Sioux tribe. The adoption comes when the white boy's entire family is wiped out during an attack by unfriendly Crow Indians. Heston becomes a brave warrior of a Sioux tribe and is accepted as one of its own.

The harmony of his life is broken, however, when Sioux tribes meet to discuss war against the white men. Heston is sent to the U. S. Cavalry Fort in the Black Mountains to spy on the whites. There he is attracted to Susan Morrow, a sister of a cavalry lieutenant and his conscience begins to upset him. The threat of Indians killing women and children of the fort finally pulls his loyalty over to the opposite side.

This brief run-down of the story line, however, does not give credit to the excitement of the scenes on the screen. The action is highlighted by the rescue of an Indian maid, an Indian attack on a wagon train, and the colorful meeting of the Sioux tribes.

George Marshall directed, from a screenply by Sydney Boehm, based on a novel by L. L. Foreman. Others in the cast include Peter Hanson, Joan Taylor, Richard Rober and Donald Porter.

Running time, 95 minutes. General audience classification. For November release.

M. HOROWITZ

Films to Further Improve Training

WASHINGTON, Sept. 17. — A joint Army-Navy research study pointing the way to better training through motion pictures is now available at the Office of Technical Services, the Department of Commerce, announced here.

The report, the result of a five-year study by Pennsylvania State College specialists, offers help in predicting the results of film instruction more accurately, improving the planning and production of instructional films and increasing the effectiveness of film utilization procedures.

E. Leigh in New Post

TORONTO, Sept. 17.—Following the departure of Keith Wilson to California, where he has become advertising-publicity manager for a drive-in circuit, Edward Leigh, formerly manager of the Century Theatre, Ottawa, has been appointed manager of the Roxy at Brampton, Ont., by National Theatre Services Ltd., an affiliate of Canadian Odeon.

Lieber Heads Coast Studio Publicists

HOLLYWOOD, Sept. 17.—Perry Lieber, RKO Radio studio publicity director, has been elected chairman of the Studio Publicity Directors Committee. He will serve for the next six months, succeeding Alex Evelove, Warner Brothers publicity head here, who has completed a six months' chairmanship of the Association of Motion Picture Producers' committee.

Another Gardner Drive-in

ALBANY, N.Y., Sept. 17.—The Turnpike Drive-in has been opened in the town of Guilderland, between Albany and Schenectady, by John Gardner, operator of the Colony, Schenectady. He built the 400-car theatre in two months.

Yugoslavia Film toEllis

Jack Ellis, president of Ellis Films, has acquired the distribution rights to what is described as the first important film to come from Yugoslavia, "The Magic Sword." The film will open in New York early in October.

Sizeable Increase In Film Dividends

Washington, Sept. 17.—Publicly-reported cash dividend payments by film companies in August were $594,000, compared with $505,000 in August 1951, the Commerce Department reports. It said the reason for the increase was the fact that Universal paid this year in August a dividend paid last year in December.

75 on Committee To Honor Equity

An amusement industry cooperating committee of 75 show business executives, actors, writers, union leaders and newspaper columnists has been formed to sponsor and aid the dinner honoring Actors Equity Association, to be given by the National Labor Council of the National Conference of Christians and Jews.

The event, commemorating Equity's victory against segregation at the National Theatre in Washington, will be held on Tuesday evening, Dec. 2, in New York's Waldorf-Astoria. George Meany, secretary-treasurer of the American Federation of Labor, is chairman.

Presentation Highlight

A highlight of the dinner will be the presentation of a "National Brotherhood Award" to Equity.

Included among members of the Committee are: George Brandt, Brandt Enterprises; Evelyn Burkey, Authors League of America; Newman Burnett, Radio and TV Directors Guild; Chester B. Bahn, *The Film Daily;* Robert Christenberry, Hotel Astor; Robert W. Dowling, American National Theatre; Simon H. Fabian, Fabian Theatres; Hy Faine, American Guild of Musical Artists; Frank Farrell, New York *World Telegram & Sun;* Oscar Hammerstein II; George Heller, Television Authority; Harry Hershfield; Jack Irving, American Guild of Variety Artists; David T. Katz, Roxy Theatre; Lawrence W. Lowman, Columbia Broadcasting; Bert Lytell, Lambs Club; Florence Marston, Screen Actors Guild; Harry Novik, radio station WLIB; E. K. O'Shea, Paramount Pictures; Georgie Price, American Guild of Variety Artists; Frank Reel, American Federation of Radio Artists; Victor Riesel, Post-Hall Syndicate; James Sauter; Arthur Schwartz, League of New York Theatres; Nobel Sissle, Negro Actors Guild; George P. Skouras, Skouras Theatres; Spyros P. Skouras, 20th Century-Fox; Rex Stout, Authors League of America; Ed Sullivan, New York *Daily News;* Lawrence Tibbett, American Guild of Musical Artists; Richard F. Walsh, IATSE; Chris J. Witting, Dumont Television Network.

Altec Board to Meet

HOLLYWOOD, Sept. 17.—The board of directors of the Altec companies held its annual meeting at the Beverly Hills plant of the Altec Lansing Corp. today. Inspection tours of the Beverly Hills plant and the McKinley Avenue plant of the Peerless Electrical Products Division followed the meetings.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of

"CAPTIVE WOMEN"

ALBANY Fox Scr. Rm. 1052 B'way	Tues.	9/30	2:00 P.M.
ATLANTA RKO Scr. Rm. 195 Luckie St., N.W.	Tues.	9/30	10:30 A.M.
BOSTON RKO Scr. Rm. 122-28 Arlington St.	Tues.	9/30	10:30 A.M.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Tues.	9/30	2:30 P.M.
CHARLOTTE Fox Scr. Rm. 308 S. Church St.	Tues.	9/30	2:00 P.M.
CHICAGO RKO Scr. Rm. 1300 S. Wabash Ave.	Tues.	9/30	2:00 P.M.
CINCINNATI Palace Scr. Rm. 12 E. 6th St.	Tues.	9/30	8:00 P.M.
CLEVELAND Fox Scr. Rm. 2219 Payne Ave.	Tues.	9/30	2:30 P.M.
DALLAS Rep. Scr. Rm. 412 S. Harwood St.	Tues.	9/30	2:30 P.M.
DENVER Para. Scr. Rm. 2100 Stout St.	Tues.	9/30	2:00 P.M.
DES MOINES Fox Scr. Rm. 1300 High St.	Tues.	9/30	10:30 A.M.
DETROIT Blumenthals Scr. Rm. 2310 Cass Ave.	Tues.	9/30	2:30 P.M.
INDIANAPOLIS Univ. Scr. Rm. 517 N. Illinois St.	Tues.	9/30	1:00 P.M.
KANSAS CITY Para. Scr. Rm. 1800 Wyandotte St.	Wed.	10/1	2:30 P.M.
LOS ANGELES RKO Scr. Rm. 1980 S. Vermont Ave.	Tues.	9/30	2:00 P.M.
MEMPHIS Fox Scr. Rm. 151 Vance Ave.	Tues.	9/30	12:15 Noon
MILWAUKEE Warner Screen Room 212 W. Wisconsin Ave.	Tues.	9/30	2:00 P.M.
MINNEAPOLIS Fox Scr. Rm. 1015 Currie Ave.	Tues.	9/30	1:30 P.M.
NEW HAVEN Fox Scr. Rm. 40 Whiting St.	Tues.	9/30	2:00 P.M.
NEW ORLEANS Fox Scr. Rm. 200 S. Liberty St.	Tues.	9/30	10:30 A.M.
NEW YORK RKO Scr. Rm. 630 Ninth Ave.	Tues.	9/30	2:30 P.M.
OKLAHOMA Fox Scr. Rm. 10 N. Lee St.	Tues.	9/30	10:30 A.M.
OMAHA Fox Scr. Rm. 1502 Davenport St.	Tues.	9/30	1:30 P.M.
PHILADELPHIA RKO Scr. Rm. 250 N. 13th St.	Tues.	9/30	2:30 P.M.
PITTSBURGH RKO Scr. Rm. 1809-13 Blvd. of Allies	Tues.	9/30	2:00 P.M.
PORTLAND Star Scr. Rm. 925 N.W. 19th Ave.	Tues.	9/30	2:00 P.M.
ST. LOUIS RKO Scr. Rm. 3143 Olive St.	Tues.	9/30	11:30 A.M.
SALT LAKE CITY Fox Scr. Rm. 216 E. 1st St. South	Tues.	9/30	1:00 P.M.
SAN FRANCISCO Fox Scr. Rm. 245 Hyde St.	Tues.	9/30	2:00 P.M.
SEATTLE Jewel Box Scr. Rm. 2318 2nd Ave.	Tues.	9/30	1:00 P.M.
SIOUX FALLS Hollyw'd Thea. 212 N. Philips Ave.	Tues.	9/30	10:00 A.M.
WASHINGTON Film Center Scr. Rm. 932 New Jersey Ave.	Tues.	9/30	2:00 P.M.

At 'Snows of Kilimanjaro' Opening



Darryl F. Zanuck and family attend the world premiere of his personal production, "Snows of Kilimanjaro," at the Rivoli Theatre here last night before a crowd of 15,000. Left to right: Susan Zanuck, Zanuck and Mrs. Zanuck.

'Kilimanjaro'

(*Continued from page* 1)

release script and production preparation by 20th Century-Fox.

Witnessed by crowds estimated at 15,000 jamming the Broadway area, and by thousands more watching and listening to the proceedings at home on television and radio, the event formally ushered in the fall film season here.

With crowds gathering at the theatre late in the afternoon to view the arrival of celebrities, special police details had to be assigned to the entire vicinity.

The roster of luminaries, topped by Ava Gardner, who stars in the production with Gregory Peck and Susan Hayward, included 20th Century-Fox president Spyros P. Skouras, Darryl F. Zanuck, vice-president in charge of production for the studio, who flew in from Europe, and an official party of city leaders led by Mayor Vincent R. Impellitteri.

ABC-TV, in a special on-the-spot "live" show, trained its cameras on the theatre for 45 minutes while Jinx Falkenberg McCrary taped interviews with the luminaries for rebroadcasting on her NBC radio show.

Commentator Martin Starr announced to station WINS radio and ABC-TV audiences the top arrivals, and CBS-TV had a special crew filming highlights of a feature devoted to the planning and execution of the premiere to be shown over the network's outlets this evening. Additionally, Movietone News and newspaper and photo service lensmen were on the scene in droves.

Fourteen leading industry representatives from India added international flavor to the proceedings, which will pattern similar openings of the Ernest Hemingway screen adaptation in key cities in the United States and Canada, plus capital cities of Europe, South America, Australia, and Asia.

Escorting the guests to their seats were ten high-fashion models, attired in white gowns inspired by "The Snows of Kilimanjaro." They also participated in lobby ceremonies.

Northwest Fears Football Telecasts

MINNEAPOLIS, Sept. 17.—Box-office grosses at Minneapolis and St. Paul Loop theatres will be seriously affected next year if a campaign underway to have home football games of the University of Minnesota televised is successful. The campaign to have the games on television is being sponsored by the electrical appliance, radio and television dealers of the Twin Cities and is expected to spread throughout the state as more television stations go into operation. Even without additional stations it is estimated that persons owning television sets within a 150-mile area could watch the game. The two Twin Cities television stations now serve an estimated 325,000 sets in their telecasting range.

Dealers have been asked to write or contact the Regents of the University upon whom the campaign is being centered urging the telecasting of the games and to free the University of Minnesota from the dictates of the National Collegiate Athletic Association on the matter of televising football games and other athletic events.

The dealers claim that televising of the football games would aid disabled veterans and shut-ins unable to attend the games and also enable persons unable to buy tickets because of the constant sellouts to see the games.

Dealers are even willing to attempt to raise a substantial amount of money as a guarantee if that is what the University Regents will insist on. Every year thousands of people from all over Minnesota and adjoining states come to Minneapolis and St. Paul to see the home games which are played at the University located in Minneapolis.

Schroeder with Radiant

CHICAGO, Sept. 17. — Eugene L. Schroeder has been appointed Midwest district manager for Radiant Screen Co. His territory includes Michigan, Indiana, Ohio, and Kentucky. Schroeder had been with Montgomery Ward.

TNT Network

(*Continued from page* 1)

Brothers, uncommitted for the event. There still remains the possibility that Loew's and Warner will sign for the bout, but the chances of their doing so appear to be diminishing.

The addition of RKO Theatres to the TNT line-up virtually assures that the Walcott-Marciano trans-continental hook-up will be the largest theatre TV net in the history of the medium. Before the addition of the five RKO Theatres, TNT claimed to have signed up 36 theatres. The previous high was 39 for the June Robinson-Maxim bout.

The following RKO Theatres will carry the bout, originating from Philadelphia's Municipal Staduim: RKO Fordham, Bronx, New York; Keith's, Washington; RKO Palace, Cleveland; Keith's, Dayton, and Albee, Cincinnati.

RKO will charge $3.60, including admission tax, for the event in Washington and Cleveland and $3.00, including tax, in New York, Cincinnati and Dayton. The addition of the RKO Fordham makes it the fifth theatre in New York to line-up for the bout.

Meanwhile, published reports by sports writers posing the possibility that Walcott may refuse to fight unless he gets a contract for a return match in Pennsylvania were discounted here by the International Boxing Club, co-promoters of the event. An IBC spokesman said both fighters have an iron-bound contract.

Press-sheets on the Fight One Available from NSS

A press-sheet containing copies of the ads, the two-color 40-by-60 and the one-sheet which have been prepared for the Jersey Joe Walcott-Rocky Marciano world heavyweight championship bout film are now available through National Screen Service, Sidney Kramer, RKO Radio short subjects sales manager, disclosed yesterday.

The fight picture will not be sold until after the fight is over and company executives have decided that the material available is "really box-office," he said.

Off-Hour TV

(*Continued from page* 1)

suitability of some Broadway stage productions for family audiences. Stage shows televised directly to theatres had been mentioned as one of the programming possibilities for large-screen theatre TV of the future. The consensus appeared to be that the advanced admissions of as much as $3 or $4 would automatically exclude the younger elements of audiences at such performances.

S. H. Fabian, head of National Exhibitors Theatre Television Committee told the meeting he believed the industry will be successful in its bid for its own TV channels before the Federal Communications Commission this fall and next winter. He urged exhibitors to give financial support to NETTC in its work.

Marcus Cohen, attorney for NETTC, described plans for the Oct. 20 FCC hearing on industry TV channels, stating that the first will be limited entirely to engineering and technical considerations. The January hearing, he said, will require united exhibitor support.


Arthur C. Bramberg


Howard Stubbins

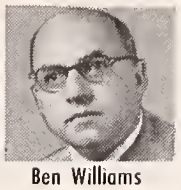

Mel Hulling


Herman Rifkin


Nate Schultz


Ray Trampe


Oliver Trampe


Ben Williams


Harry Berksan


William Carmichael


Nat Nathanson


Irving Marks

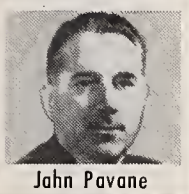

Dailey Prichard


Ben Abrams


Miltan Gurian


Henry Glaver

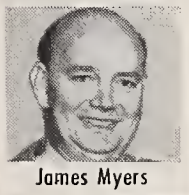

William Johnson


John Pavane


Charles Boer

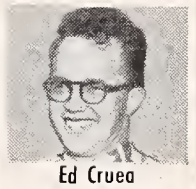

Miltan Lipsner


Abe Weiner


James Myers


F. E. Dyer


M. J. E. McCarthy


Ed Cruea


Max Gillis


W. E. Finch


Jack Felix


Ray Capeland


Sal Francis


Don Tibbs


Nat Furst


M. Schweitzer


J. E. Habbs


Nate Dickman

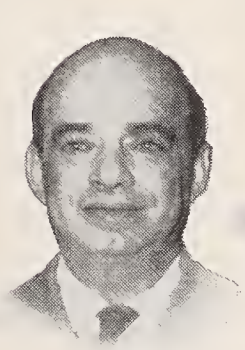

Harlan Starr



MOREY "RAZZ" GOLDSTEIN MONTH

TO OUR EXHIBITOR FRIENDS

We, the franchise holders, district and branch managers of *Monogram-Allied Artists*, cordially invite you to join with us in paying a well-deserved tribute to one of the grandest guys in show business—*Morey 'Razz' Goldstein,* our general sales manager. We have selected November as the special month to show our appreciation of his fine leadership. With your generous cooperation, we can fulfill our goal for that month—a *Monogram-Allied Artists* picture on every theatre screen.


L. E. Galdhammer


James Prichard


Harold Wirthwein

Say it with DATES in NOVEMBER!

Suit, Arbitration Stymie TOA Meet

Myers

(Continued from page 1)

hibition who have worked on the proposed arbitration system. The group had met to clarify and alter a few points in the draft of the system.

Myers' statement came as a surprise to the entire industry, which had been led to believe from statements made by the arbitration planning and drafting committees that an acceptable arbitration system was imminent. At a meeting in New York on Monday, sales executives and attorneys of the Motion Picture Association of America member companies and United Artists had approved the draft of the proposed system. It was expected that the approved draft would be presented to the TOA convention now meeting here and to the Allied convention when it meets in November for exhibitor approval.

Myers said that there was no final draft ready for the exhibitor organizations to consider and added that the group was not as far advanced in the formulation of an arbitration system as it thought it had been at the end of August.

He said that no progress had been made at today's meeting and that he did not know what the next step would be in the attempt to shape up a system which would be acceptable to both distributors and exhibitors.

Myers declared that the film company attorneys and representatives of the Theatre Owners of America, with whom he met today, had presented "numerous changes" which the arbitration planning and drafting committees had not acted upon "largely because the time was consumed with the same discussions and arguments that had taken place at the first session in April."

He said he would not present to the allied convention in November "anything except a final draft that has been approved by the distributors."

Representatives of distribution present at the meeting today were William F. Rodgers, chairman of the distributors' arbitration negotiating committee; Austin C. Keough, Paramount; Adolph Schimel, Universal; Robert W. Perkins, Warner Brothers; and Henderson M. Richey, M-G-M.

Exhibitors were represented by Alfred Starr, New TOA president; Robert Wilby; Herman Levy, TOA general counsel; Emanuel Frisch of the Metropolitan Motion Picture Theatres Association and Myers.

Here is the text of Myers' statement:

"On August 19 I submitted to a small committee of lawyers a draft of an arbitration plan based on discussions which had proceeded for many weeks, together with a suggested method for presenting the plan to the courts. Late at night on August 20 this committee had a draft which we felt was the best that could be evolved in view of the divergent interests represented in the conference.

"Today the film company lawyers and TOA representatives orally presented numerous changes which we did not consider or act upon largely because the time was consumed with the same discussions and arguments that had taken place at the first session in April.

"No progress was made at today's meeting. There is no final draft for the exhibitor organizations to consider. We are not as far advanced as we thought we were on August 20. I do not know exactly what the next step will be. I am not encouraged to believe that there will be an arbitration system for many months, if ever."

Arbitration Plan Draft Due for Further Surgery

WASHINGTON, Sept. 17.—Another unexpected delay in moving the proposed industry arbitration plan toward completion occurred today at a meeting of exhibitor-distributor representatives at the Mayflower Hotel here, a distributor spokesman said.

The conferees were unable to complete their work on clarification and possible revisions and additions to the plan and were obliged to adjourn until a later date, according to the spokesman.

The exhibitor-distributor representatives met for about three hours in the hotel suite of William F. Rodgers, distribution chairman for arbitration, and the distributor spokesman said that a date and place for the next meeting would be set as soon as it could be determined when all of the conferees would be available again.

No official information was made available to the press on happenings at the meeting but it was subsequently reported that in addition to the changes or clarifications in the draft sought by distribution company presidents following their meeting in New York last Monday, Theatre Owners of America representatives, also went into the meeting with proposals for changes in the draft. The cumulative effect, it was said, turned what was regarded in advance as a sample operation on the plan into a complicated bit of near-major surgery.

In consequence, the TOA representatives, Herman Levy, Mitchell Wolfson and S. H. Fabian, were obliged to return to the TOA convention in session here and report the inconclusive results. Whether the situation would prevent the TOA convention from acting on acceptance or rejection of the draft was not clear at a late hour today but with the convention scheduled to adjourn tomorrow that appeared to be the likely consequence. It had been TOA's original plan to submit the draft to the convention today, with approval expected almost as a matter of course.

In preparation for that procedure, Levy spent all of yesterday afternoon and most of this morning summarizing the arbitration proposals for the convention and opening each phase for discussion from the floor. It was the result of that discussion that TOA went into the meeting with distributors with changes and clarifications of its own to suggest.

Nevertheless, it was apparent that the area of non-agreement if only on the language of the draft, was extensive enough to make it impossible to finish the discussions today and required the later meeting.

If TOA does not act, either in convention or at its final board of directors meeting here tomorrow, it will be necessary for it to pursue the same route that Allied is taking —that is, either to call a special meeting of the board to act on the plan when it is completed, or to poll directors by phone and mail.

In any event, it was apparent that the inability to complete the draft changes today has indefinitely delayed release of the arbitration draft for publication.

(Continued from page 1)

TOA to take with respect to the 16mm. suit, including that of seeking the status of a co-defendant. Thereafter, the president and the executive committee, the motion directed, should arrange for the holding of a special board meeting to carry out speedily the wishes of the member units. The canvass of regionals could be completed within a few weeks, TOA officials predicted.

The step taken by the convention, however, was clear indication that despite the fact that the 16mm. suit was declared in advance to be one of the most important issues to come before the convention, regional units failed to authorize their delegates to take action on it. Accordingly, the poll of regionals was made necessary. The motion stated that it was the consensus of the convention that the membership "is incensed and shocked" at the institution of the Government action.

The convention spent the entire afternoon today in discussion, at a closed meeting, of the 16mm. suit. There were clear indications following the meeting between the exhibitor-distributor representatives today that the changes of clarifications in the arbitration draft are of a serious rather than the "minor" nature, as they have been described heretofore. That, at least, is the impression some of the exhibitors at today's meeting carried away with them.

One problem, for example, involves suits for damages over clearance claims. The Aug. 20 draft does not specify that exhibitors seeking such damages had to prove in advance that they had previously petitioned a reduction of clearance. The distribution clarification, it is reported, would make that a condition in order that suing exhibitors would need to show loss suffered during the period the clearance reduction applied for had been denied. Some of the exhibitors here regard that issue as vital, rather than minor.

In any case, it is apparent that the turn of events has robbed the TOA convention of its opportunity to take conclusive action on the major issues before it. The convention, in its closing hours tomorrow, is scheduled to turn its attention to drive-in theatres, concessions and admission taxes, with perhaps some further weighing of the present and new arbitration status. The press was assured late tonight those meetings would be open to it.

The convention closes tomorrow night with the president's banquet. Eric Johnston, Motion Picture Association president; Nathan Golden, the Commerce Department's film division chief, and Starr, new TOA president, are the principal speakers.

Proposes Samples

(Continued from page 1)

president of Dancer, Fitzgerald and Sample, an agency that handles much of General Mills' promotions, told a TOA convention luncheon today that he would be glad to sit down with a Representative TOA group and discuss concrete plans for a nation-wide distribution of theatre passes along with the General Mills samples distribution.

He suggested that the operation could be worked with the "Movietime" campaign which will tee off in the fall of 1953 and added that it might be tied into a contest with prizes, to select a name for the plan.

Manchester said it would have to be "an absolutely maximum, gigantic operation to end all operations" and that the public should be offered a sample of only "the very best, best product" in the industry.

Although General Mills was not the only company that could provide the "tools" for such an operation, he said, he would like to suggest that theatre owners "send out the passes through General Mills." The company would be willing to expand its promotion budget considerably, he declared, to a point where it would spend close to $3,000,000 in six to eight weeks, if it were to distribute theatre passes along with its merchandise samples. The operation would not cost exhibitors anything, he added.

Betty Hutton Cited For USO Tour

Betty Hutton, who last March went to Korea to perform before combat troops under the auspices of USO-Camp Shows, Inc., was awarded yesterday, a citation for her "tireless effort and unceasing devotion to the men and women of the Armed Forces of the United States." The award was presented at a luncheon of the New York USO Defense Fund before 100 leading New Yorkers at the Wadorf-Astoria Hotel. Admiral Oscar C. Badger, Fund chairman, presided, and James E. Sauter, president of USO-Camp Shows, delivered the citation.

Coming Events

Sept. 22—Independent exhibitors of Michigan's Upper Peninsula tax repeal meeting, Mather Inn, Ishpeming, Mich.

Sept. 24-26—Monogram-Allied Artists national sales convention, Blackstone Hotel, Chicago.

Sept. 26—Joint Defense Appeal, amusement division, luncheon-meeting, Hotel Astor, New York.

Sept. 30-Oct. 1—Kansas-Missouri Theatre Association annual convention, Hotel President, Kansas City.

Oct. 6-7—Motion Picture Theatre Owners of Eastern Missouri, St. Louis and Southern Illinois annual meeting, Chase Hotel, St. Louis.

Oct. 6-10—Society of Motion Picture and Television Engineers 72nd semi-annual convention, Hotel Statler, Washington.

Oct. 20-22—Allied Theatres of Michigan annual convention, Tuller Hotel, Detroit.

Oct. 27-29—Motion Picture Theatre Owners of Tennessee, Arkansas, and Mississippi annual convention, Hotel Gayoso, Memphis.

Oct. 27-29—Motion Picture Industry Council of Canada and national committee of the Motion Picture Exhibitors' Association of Canada joint annual conventions, Chateau Laurier, Ottawa.

200 More Theatres To Aid Rogers Fund

Close to two hundred theatres were added to the new Will Rogers Memorial Hospital collection-can project when the Harry Brandt theatres and other members of the New York Independent Theatre Owners Association "signed up" with chairman Joseph R. Vogel to place the coin-boxes on their candy stands.

The group includes Trans-Lux Theatres, the Globe, Mayfair, New Amsterdam and other Cinema Circuit houses, the New York Theatre, Selwyn, Victoria, Astor, Beacon, Times Square, and many others in Metropolitan New York City, as well as many in up-state cities and in New Jersey. With the entire membership of the MMPTA also enrolled, exhibitors of the New York area are now in the campaign nearly 100 per cent, numbering 1,300.

Chaplin Plans Film With NY Locale

Charles Chaplin, before sailing yesterday for Europe on the *S. S. Queen Elizabeth* with his wife and their four children, disclosed plans for his next film which, he said, will have a New York City background and will be filmed partly on location here and partly at his Coast studio.

Chaplin says he expects the trip abroad—his first in 20 years—to last for six months.

Press And TOA Sessions

(*Continued from page* 1)

also promises to be largely a closed-door affair.

Press representatives, both trade and general, were more than a little bit exercised over the difficulties put in the way of their covering the convention.

Organization officials to whom complaints were made disclaimed responsibility for the star-chamber sessions. The principal explanation given was that the subjects of arbitration and the government's 16mm. anti-trust suit comprised the main topics of discussion and TOA felt it could not open the discussions to the press in view of the fact that distribution has not authorized publication of the proposals. Most of the latter, however, have been aired from time to time in the trade press for the past several months.

TOA also takes the position that since the government has named it a co-conspirator in the 16mm. suit its deliberations of the role it will take in that action has legal implications not ordinarily present in exhibitor organization discussion of such subjects and, therefore, it is obliged to bar the press.

However, advance invitations to the press to attend the convention issued when it was certain those topics would be uppermost promised that "only one" convention session would be closed. To date, it has been just the reverse. Only one session has been "open."

Many of the trade press representatives who came long distances at considerable expense feel they would have been just as close to the sessions had they remained at home bases. The extent of most of their information has been limited to briefings at the end of the day by Herman Levy, TOA general counsel, and to bits of information they are able to glean from delegates.

The press dissatisfaction is not limited to the closed-door sessions, either. There is complete confusion over arrangements for press conferences, time and place of meetings and changes in the printed program of convention activities. To date, very little has gone according to schedule and the impatience of numerous delegates is evidenced by the many seen wandering about the hotel while the business sessions are in progress. It is a case of closing the meeting to the willing and opening it to the unwilling.

The fault does not lie with the convention press contacts, Jack Foxe of Loew's Washington Theatres; Dick Pitts and Howard Bryant of the TOA New York office. They are left as much in the dark about what is going on as is the press itself.

Has New Tack for Promotional Ads

Louis Higdon of Mid-Central Theatres, Inc. has hit upon a unique advertising campaign to promote patronage and industry goodwill, based on "the established fact that advertising which appeals to the public's vanity has almost always met with tremendous success," reports the Theatre Owners of America.

The appeal to vanity, says Higdon, should be premised on the notion that "people who stay young attend movies." Supporting this thesis, the Kansas exhibitor notes that "Everyone wants to stay young and they are willing to pay in order to try! Cosmetics, foundation garments and other lines of merchandise have proven this."

TOA's current *Progress Report* reproduces some of the ads which Mid-Central circuit has worked up so far. The copy of one reads: "People who stay young . . . go to the movies! Regardless of your age, it's a youthful habit! See a movie today!"

Todd, Small in Deal

Michael Todd and Edward Small have finalized an agreement to jointly produce one film a year, to be filmed in color in Europe. The films will be released through United Artists. Their agreement is for three years.

Mrs. Fitch Injured

MINNEAPOLIS, Sept. 17.—Mrs. Sherman Fitch, wife of Sherman Fitch RKO Radio Sioux Falls, S. D. branch manager, is in a hospital in that city after being seriously injured in a car accident while returning to her home from Huron, S. D.

$500,000 for Film Imports to Greece

WASHINGTON, Sept. 17.—Greece has allotted $500,000 to cover the importation of United States motion pictures during the coming fiscal year, the Department of Commerce said today.

The currency committee of the Bank of Greece has made a similar allocation for the past several years.

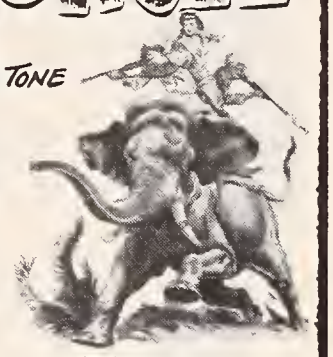
The Department said the allocation will be made quarterly in installments of $125,000, and will come from free dollar holdings in the Bank of Greece.

Commerce said that the money will cover the value of imported films, the value of advertising material and transportation charges. Any balance left over after these payments are made will be used to pay film royalties to producers, the Department added.

Upholds Chesapeake Fund Attachment

Justice Irving A. Saypol has denied the motion in New York Supreme Court by United Artists for dismissal of the attachment for claims aggregating in excess of $200,000 obtained by Chesapeake Industries (formerly Pathe Industries). The attachment grew out of claims and counter-claims involving proceeds from distribution by United Artists of certain former Eagle-Lion films acquired from Pathe Industries more than a year ago and other disputed phases of the purchase contract.

Total claims by Chesapeake are in excess of $400,000. The attachment applies to a separate U. A. fund held in escrow.

FLASH!
TOP GROSSER
at Metropolitan Theatre, Washington, D. C.
SOCKO BOXOFFICE
at the Century Theatre, Buffalo, N. Y.
THE JUNGLE
IN SEPIA TONE

Filmed entirely in mystic INDIA
starring
Rod CAMERON
Cesar ROMERO
Marie WINDSOR
Produced and Directed by WILLIAM BERKE
Profit with LIPPERT
READY NOW
Making Money Everywhere!
"OUTLAW WOMEN"
Color by CINECOLOR
starring MARIE WINDSOR • RICHARD ROBER
CARLA BALENDA • JACKIE COOGAN
ALLAN NIXON • introducing JACQUELINE FONTAINE
A RON ORMOND Production
READY NOW
A Sinister Story of Suspense!
SECRET PEOPLE
starring
Audrey HEPBURN • Valentina CORTESA • Serge REGGIANI
READY NOW
"PIRATE SUBMARINE"
TRUE! DARING! Filmed in the heart of the Mediterranean!
LIPPERT PICTURES, INC.
145 N. Robertson Blvd., Beverly Hills, Calif.
Foreign Sales Dept., 723 7th Ave., New York
Cable Address: Gildfilms—Lippfilms

"'CAIRO ROAD' HOT $11,000 PHILLY!"

—Variety

...BOXOFFICE ALL THE WAY AT WARNER'S STANTON THEATRE, PHILADELPHIA! THANKS, WARNER SHOWMAN TED SCHLANGER— YOU HIT THE 'CAIRO ROAD' WITH A FINE CAMPAIGN!

Distributed Nationally Thru

REALART PICTURES, INC.



CAIRO ROAD

the double-crossroad of the world!

Superbly filmed in actual locales... CAIRO... SUEZ... KANTARA... AND THE SAHARA DESERT!



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 56 NEW YORK, U.S.A., THURSDAY, SEPTEMBER 18, 1952 TEN CENTS

16mm. Suit, Arbitration Plan Stymie TOA Meet

No Arbitration System for Months: Myers

Possibly No Plan at All, Says Allied Counsel

WASHINGTON, Sept. 17.—Abram F. Myers, general counsel of Allied States Association of America, said today he did not feel there would be an industry arbitration system for many months, if at all.



Abram Myers

Myers made this statement following a meeting here today with other representatives of distribution and ex-

(Continued on page 8)

Compo Heads Will Confer on 20% Tax

Preparatory to holding a full-scale parley of Council of Motion Picture Organizations leaders to plan further steps in connection with the national tax repeal campaign and other projects, COMPO's governing triumvirate today will be hosts at a luncheon for the trade press.

The COMPO chieftains will discuss suggested approaches to the publicizing of the industry's campaign to kill the 20 per cent tax.

SWG Calls US 16mm. Suit 'Ill-advised'

HOLLYWOOD, Sept. 17. — Screen Writers Guild tonight dispatched a letter to the Department of Justice labelling the Government's 16mm. conspiracy suit "ill advised" and declaring that forcing the film industry to deliver its product to television would soon make it impossible for the industry to continue independent operation in a competitive economy.

Press Shut Out Of Most TOA Meeting Sessions

WASHINGTON, Sept. 17.—Theatre Owners of America's convention, which was half-open to the press yesterday, was in complete star-chamber session today except for a 20-minute period in the morning when theatre television was being discussed. The final convention day tomorrow

(Continued on page 9)

'Snows' Opening Is Viewed by Thousands

(Photo on Page 6)

Darryl F. Zanuck's "The Snows of Kilimanjaro" had its world premiere last evening at the Rivoli Theatre here, climaxing five years of pre-

(Continued on page 6)

No Action Taken on the Two Major Subjects Before Convention; Little Possibility of Effective Action on Arbitration Plan Today

By SHERWIN KANE

WASHINGTON, Sept. 17.—Theatre Owners of America's convention here was stymied today by inability to take action on either of the two major subjects before it—the proposed industry arbitration plan and the government's 16mm. anti-trust suit to force the sale of films to television and other non-theatrical users.

The arbitration plan was left incomplete following the meeting with distribution representatives and Allied States here today with little prospect remaining that the convention can take any effective or conclusive action on it in the final day, tomorrow. The most that could be done would be to approve the incompleted draft subject to changes sought by distribution and others, after those changes are explained to the convention. That course appears to be doubtful in view of the seriously uncertain status of the arbitration draft, following today's meeting.

The convention today passed a motion directing the new TOA president, Alfred Starr, and the new executive committee to conduct an immediate survey of TOA's regional units to determine what action they wish

(Continued on page 8)

Proposes Passes as 'Samples' to Public

WASHINGTON, Sept. 17.—An experienced advertising man proposed to the Theatre Owners of America today that they give away free passes to film theatres in the same fashion in which grocery manufacturers give away samples. D. Manchester, vice-

(Continued on page 8)

Calls Off-Hours Theatre TV Most Promising Now

WASHINGTON, Sept. 17.—Off-hours use of large-screen theatre television appears currently to be the most promising and profitable purpose to which the costly equipment can be put and may remain so until regular programming sources are developed, Robert O'Brien of United Paramount Theatres, New York, told the Theatre Owners of America convention session on theatre television here today.



Robert O'Brien

O'Brien described the successful off-hours utilization of the large screen TV equipment in UPT and other theatres which have carried Civil Defense and other programs on a multi-theatre simultaneous hook-up. The method can be used, he pointed out, for sales meetings, conventions and numerous other off-hours events at considerable profit to the theatres.

Mitchell Wolfson, former TOA president and operator of a Miami television station, told the meeting he believed that when 20th Century-Fox has readied its Eidophor large-screen TV equipment for the market, perhaps within the next year, its introduction will be accompanied by regular programming arrangements.

The discussion from the floor subsequently questioned the

(Continued on page 6)

Five RKO Theatres Join TNT Network For Walcott Bout

RKO Theatres yesterday contracted with Theatre Network Television to carry Tuesday's telecast of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout in all five of its theatre-TV equipped houses.

The RKO Theatres commitment came with only six days, as of yesterday, remaining before the fight date. It left only two major theatre-TV equipped circuits, Loew's and Warner

(Continued on page 6)

JOHN WAYNE
MAUREEN O'HARA
BARRY FITZGERALD

HERBERT J. YATES presents JOHN FORD'S TECHNICOLOR SMASH!
"THE QUIET MAN"
A REPUBLIC PICTURE

Strong candidate for every "Oscar"
JACK GAVER
UNITED PRESS

Personal Mention

WILLIAM B. ZOELLNER, head of M-G-M's short subject and newsreels sales, will arrive in Omaha today from Minneapolis. He is slated to visit Des Moines, Kansas City and St. Louis before returning to New York on Sept. 26.

•

TOM O'BRIEN, secretary of Britain's National Association of Theatrical and Kine Employes and newly-elected president of the Trades Union Congress in London, is scheduled to make an official visit to the U. S. in the near future.

•

HAROLD MIRISCH, Monogram-Allied Artists vice-president, and MOREY GOLDSTEIN, general sales manager, will leave here today for the Theatre Owners of America convention banquet in Washington.

•

CLAIRE MANHEIMER of M-G-M's home office, will marry MICHAEL SPERGEL next month in Miami. Friends and associates will tender her a luncheon at Longchamps on Sept. 27.

•

CHARLES CARPENTER, manager of Technicolor Corp.'s office here, and MRS. CARPENTER, announce the birth of a daughter, JANE, at Lawrence Hospital, Bronxville, N. Y.

•

HERBERT YATES, Republic president, his wife, and his executive assistant, WILLIAM SAAL, have returned here from Europe.

•

TERRY TURNER, RKO Radio exploitation head, will be in Chicago today and will then go to New Orleans and Dallas.

•

JAMES JOHNSON, Walt Disney studio executive and FRANK REILLY, head of the company's syndicate division are here from the Coast.

•

M. L. SIMONS, home office assistant to H. M. RICHEY at M-G-M, is due back here today from Denver.

•

PHIL REISMAN, RKO Radio foreign head, will leave here for Europe over the weekend.

•

DICK COOK, film department executive of *Pictorial Review*, is recovering from a broken foot.

•

SAMUEL GOLDWYN, now en route here from Europe by boat with MRS. GOLDWYN, will arrive on Monday.

•

PETER ROSIAN, Universal district manager, was in Albany yesterday.

Tiomkin Addresses Unit

SAN FERNANDO, CAL., Sept. 17. — Composed-conductor Dimitri Tiomkin was guest of honor and speaker before the local Business Men's Club at their weekly luncheon here this week. Tiomkin wrote and conducted scores for such films as "High Noon," "The Big Sky" and "Bugles in the Afternoon."

Denies Motion Pictures And Video Spur Crime

WASHINGTON, Sept. 17.—A spokesman for a television network told a House sub-committee investigating television program content today that people who blame crime on motion pictures, television, radio and comic books are only seeking a "scapegoat for the ills of our society."

Appearing before the Harris subcommittee of the House Interstate Commerce Committee, Mrs. Geraldine Zorbaugh, general counsel for the American Broadcasting Co., declared there was no evidence at all that television crime shows have produced a crime increase. She gave the committee FBI figures for 10 cities with television and 10 without it during the period from 1946 to 1951, which showed that there was no change in the crime trend after television was introduced.

Mrs. Zorbaugh said that the ABC radio and television networks screen all their mtaerial very carefully, in order to eliminate possibly offensive matter.

Chris Witting, who testified as manager of the Dumont Television Network, told the committee he thought the recently adopted television code would assure reasonably high standards of good taste for television programs.

The committee recessed today and will continue its hearings Tueseday and Wednesday in New York, with spokesmen from National Broadcasting, the National Television Film Council, Columbia Broadcasting System and the Mutual Network.

Edward N. Rugoff Dies Here at 62

Edward N. Rugoff of Rugoff and Becker, 62, died last night after a brief illness in Mt. Sinai Hospital. He was president of Metropolitan Motion Picture Theatres Association. He has been a circuit operator in the New York area for more than 30 years.

Services will be held tomorrow from Riverside Memorial Chapel.

Survivors are the widow, Rose, a son, Donald, a brother and three sisters.

B & K Dividend Up

CHICAGO, Sept. 17.—Balaban and Katz Theatres Corp. has announced a quarterly dividend of $1.50, compared with the $.50 dividend paid last quarter.

A Simple Statement of Fact

There is only **ONE** Airmail Edition in the motion picture trade paper field.

It is rushed by Air Mail not merely to a few people at the Hollywood studios—but to ALL the exhibition pacemakers in ALL areas of the United States (except those in the New York or nearby zones who get it by hand-delivery or first class mail).

Also, the Airmail Edition goes to the motion picture editors and critics of the leading newspapers, and other public opinion makers, throughout the nation—as well as to the film distribution executives of the industry.

Bringing the very latest news reports in concise factual form, by the fastest possible means—delivering it two to four days sooner to distant states—the Airmail Edition of Motion Picture Daily naturally is accorded preferred attention and keenest actual readership.

AIR MAIL EDITION

MOTION PICTURE DAILY

NEWS WHILE IT IS NEWS

Subscription rate $12 per annum

'U' 13-Week World Sales $15-Million

Washington, Sept. 17. — A consolidated world sales gross of $15,454,260 for the 13 weeks ended last Aug. 2, was reported to the Securities & Exchange Commission by Universal Pictures and its subsidiaries. The gross for the corresponding period of the previous year was $15,533,133.

Figure for the 39 weeks of 1952 ended last Aug. 2 was $45,831,682, against $44,033,789 for the corresponding period of 1951.

Top Vocalists Cut Songs from 'Hans'

Twenty recordings of the eight Frank Loesser songs in Samuel Goldwyn's "Hans Christian Andersen" have been cut by some of America's leading vocalists, it was disclosed here yesterday. At least 15 more will be issued by Oct. 1, it was added.

Apart from the Decca records featuring Danny Kaye, songs are appearing with almost all leading labels. "Anyhere I Wander" has been made by Tony Bennett for Columbia, Jan Pierce for Victor, and Fran Warren for M-G-M. "No Two People," is out with Kaye and Jane Wyman for Decca, Doris Day and Donald O'Connor for Columbia, and Barbara Ruick and Carlton Carpenter for M-G-M.

"Wonderful Copenhagen" has been made by Guy Lombardo for Decca, Paul Weston for Columbia and Mary Small for King. "Thumbelina" was also sung by Lombardo, and Jimmy Boyd for Columbia, Hugo Winterhalter for Victor and Les Baxter for Capitol.

Elect Krim to Board Of Odeon Theatres

LONDON, Sept 17.—Arthur B. Krim, president of United Artists, has been elected to the board of Odeon Theatres, J. Arthur Rank Organization subsidiary. Here on the final lap of a European business tour, Krim is scheduled to fly back to New York at the weekend.

Krim's election was described as manifesting the close business relationship of the British theatre company and the American distributing firm. The UA president was said to be one of very few Americans ever to be elected to the Odeon board, and at present is the only American member of it. J. Arthur Rank is among the several Britons on the board.

Joseph Noriega Is Dead

Joseph Noriega, 52, died of a heart attack in Mexico City, it was reported here by RKO Radio, the funeral will be held in Hollywood. Noriega started his career in 1930 as a film editor wiht RKO. He left in 1945 to go to Mexico City to produce films for Ramex Productions. The widow survives

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

TWENTIETH CENTURY-FOX presents

Gregory PECK · Susan HAYWARD · Ava GARDNER

in ERNEST HEMINGWAY'S

THE SNOWS of KILIMANJARO

(Pronounced KILL-A-MON-JARRO)

COLOR BY TECHNICOLOR



The western summit of the African mountain of Kilimanjaro is called "Ngaje Ngai," the House of God. And he dared not enter it . . . for his life as his love . . . had been a sin!





Out of one masterpiece another has been created! Paris, Madrid, Africa . . . the world its canvas! . . . Ernest Hemingway's greatest love story is now a motion picture!

Produced by Darryl F. Zanuck

Directed by Henry King

Screen Play by Casey Robinson

with HILDEGARDE NEFF and LEO G. CARROLL · TORIN THATCHER · AVA NORRING · HELENE STANLEY · MARCEL DALIO · VICENTE GOMEZ · RICHARD ALLAN

ONE OF THE *MULTI-COLORED* ADS THAT WILL *PRE-SELL* THIS GREAT MOTION PICTURE TO 100,000,000 READERS

to match the **POWER** of

ERNEST HEMINGWAY'S

Greatest love story

THE SNOWS of KILIMANJARO

(Pronounced KILL-A-MON-JARRO)

TECHNICOLOR



a **POWER-PACKED** campaign

in these great

HEARST PUBLICATIONS



PRE-SELLING 100,000,000 MOVIE-GOERS!

TWENTIETH CENTURY-FOX is spearheading the most extensive, most penetrating advertising campaign in its history, with colorful pages and spreads in these great Hearst publications . . . *and box offices throughout the nation must feel the impact*

'Movietime, U. S. A.' Group Is Touring Colorado, Wyoming

DENVER, Sept. 17. — "Movietime U.S.A.'s" Colorado group of eight persons have arrived here from Hollywood for a week's tour of 35 cities and towns in Colorado and Wyoming.

Assembled under the supervision of Hollywood "Movietime" chairman Marvin Schenck and Stanley Richardson of the Hollywood Coordinating Committee, the group comprises John Agar, John Derek, director Mervyn LeRoy, Una Merkel, Debra Paget and her mother, Margaret Gibson, Barbara Ruick and writer Val Scott.

The group was met by a civic committee headed by Congressmen Byron Rodgers and Edgar Chemoweth and State's Attorney-General Duke Dunbar.

They first attended a mass essembly in the Denver Coliseum sponsored by the Denver *Post* for the benefit of the Cerebral Palsy Fund, which was attended by more than 30,000 persons.

They were feted at the state capitol by Governor Dan Thornton of Colorado and then divided up into two groups and moved out into the state for the tour.

First Indian Film In Color Arrives

Negotiations for the distribution in the United States of "Aan," the first all-Indian color in Technicolor production, will get underway shortly following the arrival here yesterday of Mehboob Kahn, the producer

A spokesman for the producer said that the film will be shown in Washington on Friday by the Motion Picture Association of America for State Department officials, Indian industry representatives and others. Kahn plans to leave for Hollywood Wednesday with Mike Frankovich, sales manager of Film Locations, Inc., which has secured U. S. distribution rights for the film.

Coast Newsmen to Conduct Forums

HOLLYWOOD, Sept. 17.—A monthly series of international motion picture round table discussions and forums, sponsored by the Hollywood Foreign Correspondents' Association, will be inaugurated tomorow evening at the Paramount Studio. Billy Wilder, producer-director; William Holden, and fashion designer Edith Head will be the principal speakers at the initial session, to be devoted to the subejct, "The Fate of the Hollywood Motion Picture Abroad."

WB Completes Work On Coast Radio Unit

HOLLYWOOD, Sept. 17. — Warner Brothers has completed final assembly work on a new 110-foot radio mast mounted on the sound building, and the studio's short wave communication system with location companies is now in use again.

A highly directional antenna coupled with a bearing indicator gives the 49-mg transmitter unobstructed range with any location site in Southern California. Location sound trucks are equipped to receive studio signals and transmit in return, thus eliminating the necessity of telephonic communication with the Burbank lot.

Reviews

"The Turning Point"

(Paramount)

THERE IS A MARK OF AUTHENTICITY which distinguishes this film dealing with big-time, organized crime in a large city. This Irving Asher production, ably directed by William Dieterle, also boasts a polish in acting and characterization. While it is melodramatic in spots, the plot not only is credible, but represents a certain maturity in its point of view. With crime impinging on the lives of people throughout the country, through headlines in the daily newspapers, through denunciations from the pulpit and political rostrum, "The Turning Point" should find a receptive audience. Intelligently, dramatically, it grapples with the problem.

The story finds law professor Edmond O'Brien appointed head of a state crime investigating committee. Although everyone in the know recognizes Ed Begley as head of a crime syndicate, it's O'Brien's job to nail him. He is aided by newspaperman William Holden and chief researcher Alexis Smith, who provides the romantic angle.

One sequence is a perfect take-off on the television performance of the Kefauver Crime Committee, complete with nervous witnesses, the probing examiner's questions, and the comic relief.

O'Brien's father, a cop, is being payed off by the crime syndicate and suffers the pangs of guilt before he is killed. There are additional flashes in the lives of other characters which illuminate the story. The syndicate is broken and its top leaders jailed before the film ends, but the price of courage as shown in the film is high.

Warren Duff wrote the screenplay, from a story by Horace McCoy. Others in the cast include Tom Tully, Dan Dayton, Adele Longmire and Ray Teal.

Running time, 85 minutes. General audience classification. For November release.

MURRAY HOROWITZ

"The Savage"

(Paramount)

THE HEARTS OF CHILDREN WILL be captured by this Mel Epstein production, which features the divided loyalty of a white boy brought up to manhood by Indians. The film, done in color by Technicolor, should also find a receptive audience among adults whose tastes run along Western action film lines.

As a boy, Warbonnet, played by Charlton Heston, is adopted by the chief of a Sioux tribe. The adoption comes when the white boy's entire family is wiped out during an attack by unfriendly Crow Indians. Heston becomes a brave warrior of a Sioux tribe and is accepted as one of its own.

The harmony of his life is broken, however, when Sioux tribes meet to discuss war against the white men. Heston is sent to the U. S. Cavalry Fort in the Black Mountains to spy on the whites. There he is attracted to Susan Morrow, a sister of a cavalry lieutenant and his conscience begins to upset him. The threat of Indians killing women and children of the fort finally pulls his loyalty over to the opposite side.

This brief run-down of the story line, however, does not give credit to the excitement of the scenes on the screen. The action is highlighted by the rescue of an Indian maid, an Indian attack on a wagon train, and the colorful meeting of the Sioux tribes.

George Marshall directed, from a screenply by Sydney Boehm, based on a novel by L. L. Foreman. Others in the cast include Peter Hanson, Joan Taylor, Richard Rober and Donald Porter.

Running time, 95 minutes. General audience classification. For November release.

M. HOROWITZ

Films to Further Improve Training

WASHINGTON, Sept. 17. — A joint Army-Navy research study pointing the way to better training through motion pictures is now available at the Office of Technical Services, the Department of Commerce, announced here.

The report, the result of a five-year study by Pennsylvania State College specialists, offers help in predicting the results of film instruction more accurately, improving the planning and production of instructional films and increasing the effectiveness of film utilization procedures.

E. Leigh in New Post

TORONTO, Sept. 17.—Following the departure of Keith Wilson to California, where he has become advertising-publicity manager for a drive-in circuit, Edward Leigh, formerly manager of the Century Theatre, Ottawa, has been appointed manager of the Roxy at Brampton, Ont., by National Theatre Services Ltd., an affiliate of Canadian Odeon.

Lieber Heads Coast Studio Publicists

HOLLYWOOD, Sept. 17.—Perry Lieber, RKO Radio studio publicity director, has been elected chairman of the Studio Publicity Dirccors Committee. He will serve for the next six months, succeeding Alex Evelove, Warner Brothers publicity head here, who has completed a six months' chairmanship of the Association of Motion Picture Producers' committee.

Another Gardner Drive-in

ALBANY, N.Y., Sept. 17.—The Turnpike Drive-in has been opened in the town of Guilderland, between Albany and Schenectady, by John Gardner, operator of the Colony, Schenectady. He built the 400-car theatre in two months.

Yugoslavia Film toEllis

Jack Ellis, president of Ellis Films, has acquired the distribution rights to what is described as the first important film to come from Yugoslavia, "The Magic Sword." The film will open in New York early in October.

Sizeable Increase In Film Dividends

Washington, Sept. 17.—Publicly-reported cash dividend payments by film companies in August were $594,000, compared with $505,000 in August 1951, the Commerce Department reports. It said the reason for the increase was the fact that Universal paid this year in August a dividend paid last year in December.

75 on Committee To Honor Equity

An amusement industry cooperating committee of 75 show business executives, actors, writers, union leaders and newspaper columnists has been formed to sponsor and aid the dinner honoring Actors Equity Association, to be given by the National Labor Council of the National Conference of Christians and Jews.

The event, commemorating Equity's victory against segregation at the National Theatre in Washington, will be held on Tuesday evening, Dec. 2, in New York's Waldorf-Astoria. George Meany, secretary-treasurer of the American Federation of Labor, is chairman.

Presentation Highlight

A highlight of the dinner will be the presentation of a "National Brotherhood Award" to Equity.

Included among members of the Committee are: George Brandt, Brandt Enterprises; Evelyn Burkey, Authors League of America; Newman Burnett, Radio and TV Directors Guild; Chester B. Bahn, *The Film Daily;* Robert Christenberry, Hotel Astor; Robert W. Dowling, American National Theatre; Simon H. Fabian, Fabian Theatres; Hy Faine, American Guild of Musical Artists; Frank Farrell, New York *World Telegram & Sun;* Oscar Hammerstein II; George Heller, Television Authority; Harry Hershfield; Jack Irving, American Guild of Variety Artists; David T. Katz, Roxy Theatre; Lawrence W. Lowman, Columbia Broadcasting; Bert Lytell, Lambs Club; Florence Marston, Screen Actors Guild; Harry Novik, radio station WLIB; E. K. O'Shea, Paramount Pictures; Georgie Price, American Guild of Variety Artists; Frank Reel, American Federation of Radio Artists; Victor Riesel, Post-Hall Syndicate; James Sauter; Arthur Schwartz, League of New York Theatres; Nobel Sissle, Negro Actors Guild; George P. Skouras, Skouras Theatres; Spyros P. Skouras, 20th Century-Fox; Rex Stout, Authors League of America; Ed Sullivan, New York *Daily News;* Lawrence Tibbett, American Guild of Musical Artists; Richard F. Walsh, IATSE; Chris J. Witting, Dumont Television Network.

Altec Board to Meet

HOLLYWOOD, Sept. 17.—The board of directors of the Altec companies held its annual meeting at the Beverly Hills plant of the Altec Lansing Corp. today. Inspection tours of the Beverly Hills plant and the McKinley Avenue plant of the Peerless Electrical Products Division followed the meetings.

RKO RADIO PICTURES, Inc.

TRADE SHOWINGS of

"CAPTIVE WOMEN"

ALBANY Fox Scr. Rm. 1052 B'way	Tues.	9/30	2:00 P.M.
ATLANTA RKO Scr. Rm. 195 Luckie St., N.W.	Tues.	9/30	10:30 A.M.
BOSTON RKO Scr. Rm. 122-28 Arlington St.	Tues.	9/30	10:30 A.M.
BUFFALO Mo. Pic. Oper. Scr. Rm. 498 Pearl St.	Tues.	9/30	2:30 P.M.
CHARLOTTE Fox Scr. Rm. 308 S. Church St.	Tues.	9/30	2:00 P.M.
CHICAGO RKO Scr. Rm. 1300 S. Wabash Ave.	Tues.	9/30	2:00 P.M.
CINCINNATI Palace Scr. Rm. 12 E. 6th St.	Tues.	9/30	8:00 P.M.
CLEVELAND Fox Scr. Rm. 2219 Payne Ave.	Tues.	9/30	2:30 P.M.
DALLAS Rep. Scr. Rm. 412 S. Harwood St.	Tues.	9/30	2:30 P.M.
DENVER Para. Scr. Rm. 2100 Stout St.	Tues.	9/30	2:00 P.M.
DES MOINES Fox Scr. Rm. 1300 High St.	Tues.	9/30	10:30 A.M.
DETROIT Blumenthals Scr. Rm. 2310 Cass Ave.	Tues.	9/30	2:30 P.M.
INDIANAPOLIS Univ. Scr. Rm. 517 N. Illinois St.	Tues.	9/30	1:00 P.M.
KANSAS CITY Para. Scr. Rm. 1800 Wyandotte St.	Wed.	10/1	2:30 P.M.
LOS ANGELES RKO Scr. Rm. 1980 S. Vermont Ave.	Tues.	9/30	2:00 P.M.
MEMPHIS Fox Scr. Rm. 151 Vance Ave.	Tues.	9/30	12:15 Noon
MILWAUKEE Warner Screen Room 212 W. Wisconsin Ave.	Tues.	9/30	2:00 P.M.
MINNEAPOLIS Fox Scr. Rm. 1015 Currie Ave.	Tues.	9/30	1:30 P.M.
NEW HAVEN Fox Scr. Rm. 40 Whiting St.	Tues.	9/30	2:00 P.M.
NEW ORLEANS Fox Scr. Rm. 200 S. Liberty St.	Tues.	9/30	10:30 A.M.
NEW YORK RKO Scr. Rm. 630 Ninth Ave.	Tues.	9/30	2:30 P.M.
OKLAHOMA Fox Scr. Rm. 10 N. Lee St.	Tues.	9/30	10:30 A.M.
OMAHA Fox Scr. Rm. 1502 Davenport St.	Tues.	9/30	1:30 P.M.
PHILADELPHIA RKO Scr. Rm. 250 N. 13th St.	Tues.	9/30	2:30 P.M.
PITTSBURGH RKO Scr. Rm. 1809-13 Blvd. of Allies	Tues.	9/30	2:00 P.M.
PORTLAND Star Scr. Rm. 925 N.W. 19th Ave.	Tues.	9/30	2:00 P.M.
ST. LOUIS RKO Scr. Rm. 3143 Olive St.	Tues.	9/30	11:30 A.M.
SALT LAKE CITY Fox Scr. Rm. 216 E. 1st St. South	Tues.	9/30	1:00 P.M.
SAN FRANCISCO Fox Scr. Rm. 245 Hyde St.	Tues.	9/30	2:00 P.M.
SEATTLE Jewel Box Scr. Rm. 2318 2nd Ave.	Tues.	9/30	1:00 P.M.
SIOUX FALLS Hollyw'd Thea. 212 N. Philips Ave.	Tues.	9/30	10:00 A.M.
WASHINGTON Film Center Scr. Rm. 932 New Jersey Ave.	Tues.	9/30	2:00 P.M.

At 'Snows of Kilimanjaro' Opening



Darryl F. Zanuck and family attend the world premiere of his personal production, "Snows of Kilimanjaro," at the Rivoli Theatre here last night before a crowd of 15,000. Left to right: Susan Zanuck, Zanuck and Mrs. Zanuck.

'Kilimanjaro'

(*Continued from page* 1)

release script and production preparation by 20th Century-Fox.

Witnessed by crowds estimated at 15,000 jamming the Broadway area, and by thousands more watching and listening to the proceedings at home on television and radio, the event formally ushered in the fall film season here.

With crowds gathering at the theatre late in the afternoon to view the arrival of celebrities, special police details had to be assigned to the entire vicinity.

The roster of luminaries, topped by Ava Gardner, who stars in the production with Gregory Peck and Susan Hayward, included 20th Century-Fox president Spyros P. Skouras, Darryl F. Zanuck, vice-president in charge of production for the studio, who flew in from Europe, and an official party of city leaders led by Mayor Vincent R. Impellitteri.

ABC-TV, in a special on-the-spot "live" show, trained its cameras on the theatre for 45 minutes while Jinx Falkenberg McCrary taped interviews with the luminaries for rebroadcasting on her NBC radio show.

Commentator Martin Starr announced to station WINS radio and ABC-TV audiences the top arrivals, and CBS-TV had a special crew filming highlights of a feature devoted to the planning and execution of the premiere to be shown over the network's outlets this evening. Additionally, Movietone News and newspaper and photo service lensmen were on the scene in droves.

Fourteen leading industry representatives from India added international flavor to the proceedings, which will pattern similar openings of the Ernest Hemingway screen adaptation in key cities in the United States and Canada, plus capital cities of Europe, South America, Australia, and Asia.

Escorting the guests to their seats were ten high-fashion models, attired in white gowns inspired by "The Snows of Kilimanjaro." They also participated in lobby ceremonies.

Northwest Fears Football Telecasts

MINNEAPOLIS, Sept. 17.—Box-office grosses at Minneapolis and St. Paul Loop theatres will be seriously affected next year if a campaign underway to have home football games of the University of Minnesota televised is successful. The campaign to have the games on television is being sponsored by the electrical appliance, radio and television dealers of the Twin Cities and is expected to spread throughout the state as more television stations go into operation. Even without additional stations it is estimated that persons owning television sets within a 150-mile area could watch the game. The two Twin Cities television stations now serve an estimated 325,000 sets in their telecasting range.

Dealers have been asked to write or contact the Regents of the University upon whom the campaign is being centered urging the telecasting of the games and to free the University of Minnesota from the dictates of the National Collegiate Athletic Association on the matter of televising football games and other athletic events.

The dealers claim that televising of the football games would aid disabled veterans and shut-ins unable to attend the games and also enable persons unable to buy tickets because of the constant sellouts to see the games.

Dealers are even willing to attempt to raise a substantial amount of money as a guarantee if that is what the University Regents will insist on. Every year thousands of people from all over Minnesota and adjoining states come to Minneapolis and St. Paul to see the home games which are played at the University located in Minneapolis.

Schroeder with Radiant

CHICAGO, Sept. 17. — Eugene L. Schroeder has been appointed Midwest district manager for Radiant Screen Co. His territory includes Michigan, Indiana, Ohio, and Kentucky. Schroeder had been with Montgomery Ward.

TNT Network

(*Continued from page* 1)

Brothers, uncommitted for the event. There still remains the possibility that Loew's and Warner will sign for the bout, but the chances of their doing so appear to be diminishing.

The addition of RKO Theatres to the TNT line-up virtually assures that the Walcott-Marciano trans-continental hook-up will be the largest theatre TV net in the history of the medium. Before the addition of the five RKO Theatres, TNT claimed to have signed up 36 theatres. The previous high was 39 for the June Robinson-Maxim bout.

The following RKO Theatres will carry the bout, originating from Philadelphia's Municipal Staduim: RKO Fordham, Bronx, New York; Keith's, Washington; RKO Palace, Cleveland; Keith's, Dayton, and Albee, Cincinnati.

RKO will charge $3.60, including admission tax, for the event in Washington and Cleveland and $3.00, including tax, in New York, Cincinnati and Dayton. The addition of the RKO Fordham makes it the fifth theatre in New York to line-up for the bout.

Meanwhile, published reports by sports writers posing the possibility that Walcott may refuse to fight unless he gets a contract for a return match in Pennsylvania were discounted here by the International Boxing Club, co-promoters of the event. An IBC spokesman said both fighters have an iron-bound contract.

Press-sheets on the Fight One Available from NSS

A press-sheet containing copies of the ads, the two-color 40-by-60 and the one-sheet which have been prepared for the Jersey Joe Walcott-Rocky Marciano world heavyweight championship bout film are now available through National Screen Service, Sidney Kramer, RKO Radio short subjects sales manager, disclosed yesterday.

The fight picture will not be sold until after the fight is over and company executives have decided that the material available is "really box-office," he said.

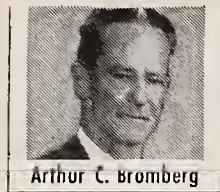
Off-Hour TV

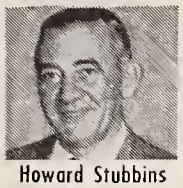
(*Continued from page* 1)

suitability of some Broadway stage productions for family audiences. Stage shows televised directly to theatres had been mentioned as one of the programming possibilities for large-screen theatre TV of the future. The consensus appeared to be that the advanced admissions of as much as $3 or $4 would automatically exclude the younger elements of audiences at such performances.

S. H. Fabian, head of National Exhibitors Theatre Television Committee told the meeting he believed the industry will be successful in its bid for its own TV channels before the Federal Communications Commission this fall and next winter. He urged exhibitors to give financial support to NETTC in its work.

Marcus Cohen, attorney for NETTC, described plans for the Oct. 20 FCC hearing on industry TV channels, stating that the first will be limited entirely to engineering and technical considerations. The January hearing, he said, will require united exhibitor support.


Arthur C. Bromberg


Howard Stubbins

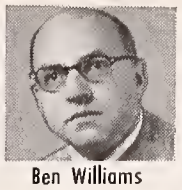

Mel Hulling


Herman Rifkin


Nate Schultz


Ray Trompe


Oliver Trompe


Ben Williams


Harry Berkson


William Carmichael


Nat Nathanson


Irving Marks


Bailey Prichard


Ben Abrams


Miltan Gurion


Henry Glover

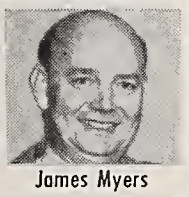

William Johnson


John Pavane


Charles Doer

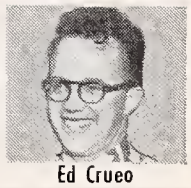

Milton Lipsner


Abe Weiner


James Myers


F. E. Dyer


M. J. E. McCarthy


Ed Crueo


Max Gillis


W. E. Finch


Jack Felix


Ray Copelond



MOREY "RAZZ" GOLDSTEIN MONTH

TO OUR EXHIBITOR FRIENDS

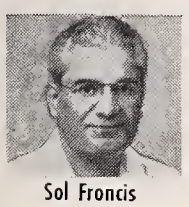
We, the franchise holders, district and branch managers of *Monogram-Allied Artists*, cordially invite you to join with us in paying a well-deserved tribute to one of the grandest guys in show business—*Morey 'Razz' Goldstein,* our general sales manager. We have selected November as the special month to show our appreciation of his fine leadership. With your generous cooperation, we can fulfill our goal for that month—a *Monogram-Allied Artists* picture on every theatre screen.

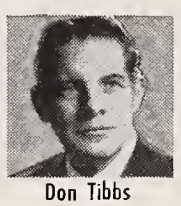

L. E. Goldhommer


Jomes Prichard


Horald Wirthwein

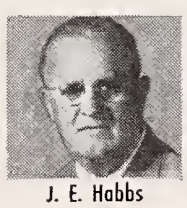
Say it with DATES in NOVEMBER!


Sol Froncis


Don Tibbs


Not Furst


M. Schweitzer


J. E. Habbs


Nate Dickman


Horlan Storr

Suit, Arbitration Stymie TOA Meet

Myers

(Continued from page 1)

hibition who have worked on the proposed arbitration system. The group had met to clarify and alter a few points in the draft of the system.

Myers' statement came as a surprise to the entire industry, which had been led to believe from statements made by the arbitration planning and drafting committees that an acceptable arbitration system was imminent. At a meeting in New York on Monday, sales executives and attorneys of the Motion Picture Association of America member companies and United Artists had approved the draft of the proposed system. It was expected that the approved draft would be presented to the TOA convention now meeting here and to the Allied convention when it meets in November for exhibitor approval.

Myers said that there was no final draft ready for the exhibitor organizations to consider and added that the group was not as far advanced in the formulation of an arbitration system as it thought it had been at the end of August.

He said that no progress had been made at today's meeting and that he did not know what the next step would be in the attempt to shape up a system which would be acceptable to both distributors and exhibitors.

Myers declared that the film company attorneys and representatives of the Theatre Owners of America, with whom he met today, had presented "numerous changes" which the arbitration planning and drafting committees had not acted upon "largely because the time was consumed with the same discussions and arguments that had taken place at the first session in April."

He said he would not present to the allied convention in November "anything except a final draft that has been approved by the distributors."

Representatives of distribution present at the meeting today were William F. Rodgers, chairman of the distributors' arbitration negotiating committee; Austin C. Keough, Paramount; Adolph Schimel, Universal; Robert W. Perkins, Warner Brothers; and Henderson M. Richey, M-G-M.

Exhibitors were represented by Alfred Starr, New TOA president; Robert Wilby; Herman Levy, TOA general counsel; Emanuel Frisch of the Metropolitan Motion Picture Theatres Association and Myers.

Here is the text of Myers' statement:

"On August 19 I submitted to a small committee of lawyers a draft of an arbitration plan based on discussions which had proceeded for many weeks, together with a suggested method for presenting the plan to the courts. Late at night on August 20 this committee had a draft which we felt was the best that could be evolved in view of the divergent interests represented in the conference.

"Today the film company lawyers and TOA representatives orally presented numerous changes which we did not consider or act upon largely because the time was consumed with the same discussions and arguments that had taken place at the first session in April.

"No progress was made at today's meeting. There is no final draft for the exhibitor organizations to consider. We are not as far advanced as we thought we were on August 20. I do not know exactly what the next step will be. I am not encouraged to believe that there will be an arbitration system for many months, if ever."

Arbitration Plan Draft Due for Further Surgery

WASHINGTON, Sept. 17.—Another unexpected delay in moving the proposed industry arbitration plan toward completion occurred today at a meeting of exhibitor-distributor representatives at the Mayflower Hotel here, a distributor spokesman said.

The conferees were unable to complete their work on clarification and possible revisions and additions to the plan and were obliged to adjourn until a later date, according to the spokesman.

The exhibitor-distributor representatives met for about three hours in the hotel suite of William F. Rodgers, distribution chairman for arbitration, and the distributor spokesman said that a date and place for the next meeting would be set as soon as it could be determined when all of the conferees would be available again.

No official information was made available to the press on happenings at the meeting but it was subsequently reported that in addition to the changes or clarifications in the draft sought by distribution company presidents following their meeting in New York last Monday, Theatre Owners of America representatives, also went into the meeting with proposals for changes in the draft. The cumulative effect, it was said, turned what was regarded in advance as a sample operation on the plan into a complicated bit of near-major surgery.

In consequence, the TOA representatives, Herman Levy, Mitchell Wolfson and S. H. Fabian, were obliged to return to the TOA convention in session here and report the inconclusive results. Whether the situation would prevent the TOA convention from acting on acceptance or rejection of the draft was not clear at a late hour today but with the convention scheduled to adjourn tomorrow that appeared to be the likely consequence. It had been TOA's original plan to submit the draft to the convention today, with approval expected almost as a matter of course.

In preparation for that procedure, Levy spent all of yesterday afternoon and most of this morning summarizing the arbitration proposals for the convention and opening each phase for discussion from the floor. It was the result of that discussion that TOA went into the meeting with distributors with changes and clarifications of its own to suggest.

Nevertheless, it was apparent that the area of non-agreement if only on the language of the draft, was extensive enough to make it impossible to finish the discussions today and required the later meeting.

If TOA does not act, either in convention or at its final board of directors meeting here tomorrow, it will be necessary for it to pursue the same route that Allied is taking —that is, either to call a special meeting of the board to act on the plan when it is completed, or to poll directors by phone and mail.

In any event, it was apparent that the inability to complete the draft changes today has indefinitely delayed release of the arbitration draft for publication.

(Continued from page 1)

TOA to take with respect to the 16mm. suit, including that of seeking the status of a co-defendant. Thereafter, the president and the executive committee, the motion directed, should arrange for the holding of a special board meeting to carry out speedily the wishes of the member units. The canvass of regionals could be completed within a few weeks, TOA officials predicted.

The step taken by the convention, however, was clear indication that despite the fact that the 16mm. suit was declared in advance to be one of the most important issues to come before the convention, regional units failed to authorize their delegates to take action on it. Accordingly, the poll of regionals was made necessary. The motion stated that it was the consensus of the convention that the membership "is incensed and shocked" at the institution of the Government action.

The convention spent the entire afternoon today in discussion, at a closed meeting, of the 16mm. suit. There were clear indications following the meeting between the exhibitor-distributor representatives today that the changes of clarifications in the arbitration draft are of a serious rather than the "minor" nature, as they have been described heretofore. That, at least, is the impression some of the exhibitors at today's meeting carried away with them.

One problem, for example, involves suits for damages over clearance claims. The Aug. 20 draft does not specify that exhibitors seeking such damages had to prove in advance that they had previously petitioned a reduction of clearance. The distribution clarification, it is reported, would make that a condition in order that suing exhibitors would need to show loss suffered during the period the clearance reduction applied for had been denied. Some of the exhibitors here regard that issue as vital, rather than minor.

In any case, it is apparent that the turn of events has robbed the TOA convention of its opportunity to take conclusive action on the major issues before it. The convention, in its closing hours tomorrow, is scheduled to turn its attention to drive-in theatres, concessions and admission taxes, with perhaps some further weighing of the present and new arbitration status. The press was assured late tonight those meetings would be open to it.

The convention closes tomorrow night with the president's banquet. Eric Johnston, Motion Picture Association president; Nathan Golden, the Commerce Department's film division chief, and Starr, new TOA president, are the principal speakers.

Proposes Samples

(Continued from page 1)

president of Dancer, Fitzgerald and Sample, an agency that handles much of General Mills' promotions, told a TOA convention luncheon today that he would be glad to sit down with a Representative TOA group and discuss concrete plans for a nation-wide distribution of theatre passes along with the General Mills samples distribution.

He suggested that the operation could be worked with the "Movietime" campaign which will tee off in the fall of 1953 and added that it might be tied into a contest with prizes, to select a name for the plan.

Manchester said it would have to be "an absolutely maximum, gigantic operation to end all operations" and that the public should be offered a sample of only "the very best, best product" in the industry.

Although General Mills was not the only company that could provide the "tools" for such an operation, he said, he would like to suggest that theatre owners "send out the passes through General Mills." The company would be willing to expand its promotion budget considerably, he declared, to a point where it would spend close to $3,000,000 in six to eight weeks, if it were to distribute theatre passes along with its merchandise samples. The operation would not cost exhibitors anything, he added.

Betty Hutton Cited For USO Tour

Betty Hutton, who last March went to Korea to perform before combat troops under the auspices of USO-Camp Shows, Inc., was awarded yesterday, a citation for her "tireless effort and unceasing devotion to the men and women of the Armed Forces of the United States." The award was presented at a luncheon of the New York USO Defense Fund before 100 leading New Yorkers at the Wadorf-Astoria Hotel. Admiral Oscar C. Badger, Fund chairman, presided, and James E. Sauter, president of USO-Camp Shows, delivered the citation.

Coming Events

Sept. 22—Independent exhibitors of Michigan's Upper Peninsula tax repeal meeting, Mather Inn, Ishpeming, Mich.

Sept. 24-26—Monogram-Allied Artists national sales convention, Blackstone Hotel, Chicago.

Sept. 26—Joint Defense Appeal, amusement division, luncheon-meeting, Hotel Astor, New York.

Sept. 30-Oct. 1—Kansas-Missouri Theatre Association annual convention, Hotel President, Kansas City.

Oct. 6-7—Motion Picture Theatre Owners of Eastern Missouri, St. Louis and Southern Illinois annual meeting, Chase Hotel, St. Louis.

Oct. 6-10—Society of Motion Picture and Television Engineers 72nd semi-annual convention, Hotel Statler, Washington.

Oct. 20-22—Allied Theatres of Michigan annual convention, Tuller Hotel, Detroit.

Oct. 27-29—Motion Picture Theatre Owners of Tennessee, Arkansas, and Mississippi annual convention, Hotel Gayoso, Memphis.

Oct. 27-29—Motion Picture Industry Council of Canada and national committee of the Motion Picture Exhibitors' Association of Canada joint annual conventions, Chateau Laurier, Ottawa.

200 More Theatres To Aid Rogers Fund

Close to two hundred theatres were added to the new Will Rogers Memorial Hospital collection-can project when the Harry Brandt theatres and other members of the New York Independent Theatre Owners Association "signed up" with chairman Joseph R. Vogel to place the coin-boxes on their candy stands.

The group includes Trans-Lux Theatres, the Globe, Mayfair, New Amsterdam and other Cinema Circuit houses, the New York Theatre, Selwyn, Victoria, Astor, Beacon, Times Square, and many others in Metropolitan New York City, as well as many in up-state cities and in New Jersey. With the entire membership of the MMPTA also enrolled, exhibitors of the New York area are now in the campaign nearly 100 per cent, numbering 1,300.

Chaplin Plans Film With NY Locale

Charles Chaplin, before sailing yesterday for Europe on the *S. S. Queen Elizabeth* with his wife and their four children, disclosed plans for his next film which, he said, will have a New York City background and will be filmed partly on location here and partly at his Coast studio.

Chaplin says he expects the trip abroad—his first in 20 years—to last for six months.

Press And TOA Sessions

(*Continued from page* 1)

also promises to be largely a closed-door affair.

Press representatives, both trade and general, were more than a little bit exercised over the difficulties put in the way of their covering the convention.

Organization officials to whom complaints were made disclaimed responsibility for the star-chamber sessions. The principal explanation given was that the subjects of arbitration and the government's 16mm. anti-trust suit comprised the main topics of discussion and TOA felt it could not open the discussions to the press in view of the fact that distribution has not authorized publication of the proposals. Most of the latter, however, have been aired from time to time in the trade press for the past several months.

TOA also takes the position that since the government has named it a co-conspirator in the 16mm. suit its deliberations of the role it will take in that action has legal implications not ordinarily present in exhibitor organization discussion of such subjects and, therefore, it is obliged to bar the press.

However, advance invitations to the press to attend the convention issued when it was certain those topics would be uppermost promised that "only one" convention session would be closed. To date, it has been just the reverse. Only one session has been "open."

Many of the trade press representatives who came long distances at considerable expense feel they would have been just as close to the sessions had they remained at home bases. The extent of most of their information has been limited to briefings at the end of the day by Herman Levy, TOA general counsel, and to bits of information they are able to glean from delegates.

The press dissatisfaction is not limited to the closed-door sessions, either. There is complete confusion over arrangements for press conferences, time and place of meetings and changes in the printed program of convention activities. To date, very little has gone according to schedule and the impatience of numerous delegates is evidenced by the many seen wandering about the hotel while the business sessions are in progress. It is a case of closing the meeting to the willing and opening it to the unwilling.

The fault does not lie with the convention press contacts, Jack Foxe of Loew's Washington Theatres; Dick Pitts and Howard Bryant of the TOA New York office. They are left as much in the dark about what is going on as is the press itself.

Has New Tack for Promotional Ads

Louis Higdon of Mid-Central Theatres, Inc. has hit upon a unique advertising campaign to promote patronage and industry goodwill, based on "the established fact that advertising which appeals to the public's vanity has almost always met with tremendous success," reports the Theatre Owners of America.

The appeal to vanity, says Higdon, should be premised on the notion that "people who stay young attend movies." Supporting this thesis, the Kansas exhibitor notes that "Everyone wants to stay young and they are willing to pay in order to try! Cosmetics, foundation garments and other lines of merchandise have proven this."

TOA's current *Progress Report* reproduces some of the ads which Mid-Central circuit has worked up so far. The copy of one reads: "People who stay young . . . go to the movies! Regardless of your age, it's a youthful habit! See a movie today!"

Todd, Small in Deal

Michael Todd and Edward Small have finalized an agreement to jointly produce one film a year, to be filmed in color in Europe. The films will be released through United Artists. Their agreement is for three years.

Mrs. Fitch Injured

MINNEAPOLIS, Sept. 17.—Mrs. Sherman Fitch, wife of Sherman Fitch RKO Radio Sioux Falls, S. D. branch manager, is in a hospital in that city after being seriously injured in a car accident while returning to her home from Huron, S. D.

$500,000 for Film Imports to Greece

WASHINGTON, Sept. 17.—Greece has allotted $500,000 to cover the importation of United States motion pictures during the coming fiscal year, the Department of Commerce said today.

The currency committee of the Bank of Greece has made a similar allocation for the past several years.

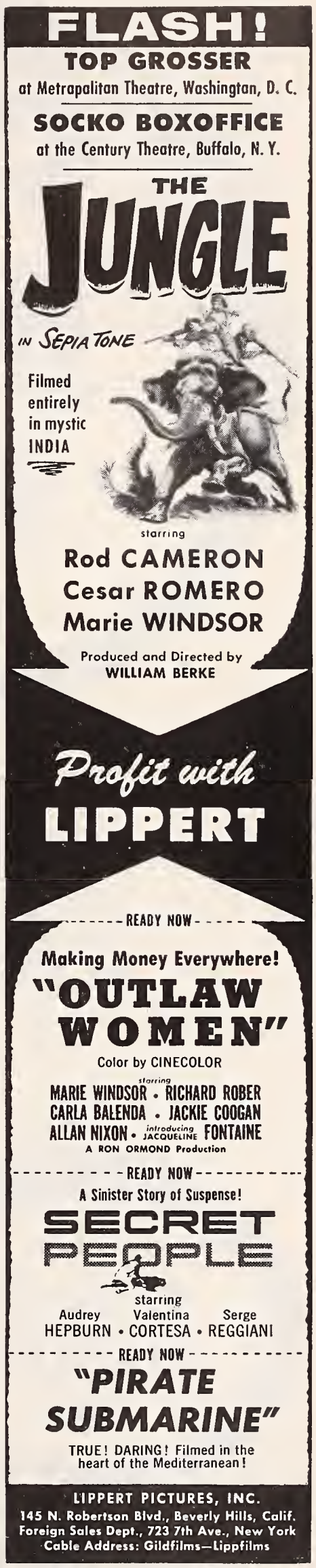
The Department said the allocation will be made quarterly in installments of $125,000, and will come from free dollar holdings in the Bank of Greece.

Commerce said that the money will cover the value of imported films, the value of advertising material and transportation charges. Any balance left over after these payments are made will be used to pay film royalties to producers, the Department added.

Upholds Chesapeake Fund Attachment

Justice Irving A. Saypol has denied the motion in New York Supreme Court by United Artists for dismissal of the attachment for claims aggregating in excess of $200,000 obtained by Chesapeake Industries (formerly Pathe Industries). The attachment grew out of claims and counter-claims involving proceeds from distribution by United Artists of certain former Eagle-Lion films acquired from Pathe Industries more than a year ago and other disputed phases of the purchase contract.

Total claims by Chesapeake are in excess of $400,000. The attachment applies to a separate U. A. fund held in escrow.



"'CAIRO ROAD' HOT $11,000 PHILLY!"

–Variety

...BOXOFFICE ALL THE WAY AT WARNER'S STANTON THEATRE, PHILADELPHIA! THANKS, WARNER SHOWMAN TED SCHLANGER— YOU HIT THE 'CAIRO ROAD' WITH A FINE CAMPAIGN!

Distributed Nationally Thru

REALART PICTURES, INC.



CAIRO ROAD

the double-crossroad of the world!

Superbly filmed in actual locales... CAIRO... SUEZ... KANTARA... AND THE SAHARA DESERT!



FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 57 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 19, 1952 TEN CENTS

'Arbitration Is Here Now,' Starr Tells TOA Meet

3-Point TOA Program Is Set by Starr

Aims at 16mm. Suit, Tax And Arbitration System

WASHINGTON, Sept. 18. — A three-fold, year-round program for the Theatre Owners of America, encompassing the government's 16mm. suit, the campaign to repeal the 20 per cent Federal admission tax, and the projected arbitration system, was outlined here tonight by Alfred Starr, new TOA president.

In his acceptance speech, titled "Men of Good Will," made at the president's banquet, Starr hit at the Department of Justice's 16mm. suit seeking to force the sale of feature films to television and other non-theatrical media. He pointed to the "indignant chorus of protests" aroused by the suit, not only from the motion picture industry, "but also from the independent and impartial daily

(*Continued on page 7*)

Box-office Roaring, Advises Paramount

"Let's keep up the box-office momentum" is a message being circulated widely to exhibitors by Paramount Pictures.

"Power-charged momentum has roared into our industry during recent months," continues the message. "Exhibitors, from the largest circuit groups to the smallest situations are feeling it, matching their energies to it. 'The crowds are coming back' is the happy word from theatremen everywhere!

"Paramount, in its more than 40 years of existence, has lived through

(*Continued on page 3*)

WTO Will Continue, Harvey Indicates

H. V. (Rotus) Harvey, past president of the Western Theatre Owners, has disclosed that contrary to a recent published report, the exhibitor organization is not in danger of dissolution. The report, carried by MOTION PICTURE DAILY under a Los Angeles dateline, was that the leaderless WTO was regarded in California exhibitor circles

(*Continued on page 3*)

Johnston Tells TOA Arbitration Is The Key to Unity

WASHINGTON, Sept. 18.—Eric A. Johnston, Motion Picture Association of America president, this evening told the delegates to the Theatre Owners of America convention that it was about time the industry got out of the law business and back into show business.



Eric Johnston

Achieving this, he added, the industry will go forward to a "great measure of unity and cooperation among all of its branches." He said he believed such unity "will be wrapped around a sound and workable arbitration system."

Johnston spoke at the final event

(*Continued on page 6*)

New TOA President Takes Sharp Issue With Myers' Statement That There May Be No Arbitration System For Months

By SHERWIN KANE

WASHINGTON, Sept. 18.—Taking sharp issue with the statement of Abram F. Myers, Allied States chairman and general counsel, that there may be no industry arbitration plan for "months," Alfred Starr, newly elected president of Theatre Owners of America, told the latter's closing convention session here today that he believes "arbitration is here" now.

"I am disturbed by Myers' statement in today's MOTION PICTURE DAILY," Starr said. "I attended the same meeting yesterday with distribution representatives that Myers attended. I do not believe, as he says he does, that arbitration is months away. All the groundwork has been completed. All segments of the indus-



Alfred Starr

(*Continued on page 6*)

Code Will Endure, Johnston Tells TOA

Washington, Sept. 18.—In his address this evening to the Theatre Owners of America convention here, Eric A. Johnston, Motion Picture Association of America president, said that if political censorship "should be stricken down in its entirety tomorrow, I can assure you, and assure the public, that there will be no weakening of the Production Code or of our whole system of self-regulation."

'The Snows of Kilimanjaro'

(*20th Century-Fox*)

WIDELY VARIED INGREDIENTS ranging from tense African hunting scenes, battlefield action and the amorous adventures of a young American writer in the playgrounds of the idle—Paris, the Riviera, Madrid and Africa—combine with superior talents and costly production investitures to make of Ernest Hemingway's short story, "The Snows of Kilimanjaro," a superior attraction for audience tastes as varied as are the picture's attractions.

With Gregory Peck as the successful but unrooted writer, searching for meaning and purpose in life; with Susan Hayward, Ava Gardner and Hildegarde Neff as the female attractions who captivate and hold him at intervals, and with magnificent direction by Henry King, this Darryl F. Zanuck production in color by Technicolor ranks as one of the major attractions of the current season. It should do important business everywhere. A quick glance at the production investment just mentioned is enough to give real showmen a good idea of the selling opportunities it affords them and its intriguing gross potentials in their situations. Undeniably a big picture in its own right, its wealth of exploitable

(*Continued on page 3*)

לשנה טובה תכתבו

1952 5713

Spells Out Plan to Bring in Customers

WASHINGTON, Sept. 18. — What will undoubtedly rank as one of the most practical, down-to-earth, dollars-and-cents addresses of the three-day Theatre Owners of America convention here—at least, that part of it that

(*Continued on page 7*)

Strausberg Is New MMPTA President

Solomon M. Strausberg, first vice-president of the Metropolitan Motion Picture Theatres Association, automatically succeeds to the presidency with the death of Edward N. Rugoff, whose term as chief executive of the exhibitor organization had 12 days more to run when he died Wednesday.

Personal Mention

HAL WALLIS, Paramount producer, arrived here from the Coast yesterday for an indefinite stay.

•

CARLA ALIDA DEMBOW, daughter of SAM DEMBOW and MRS. DEMBOW, will be married today to G. PETER JENNEWEIN at St. Augustine's Church in Larchmont. The bride and groom to-be are both students at the University of Pennsylvania.

•

WILLIAM J. CLARK, president of Clark Film Distributors, will leave Philadelphia today on a tour of his firm's depots in Chicago, Salt Lake City and Butte.

•

JERRY WALD and MILTON PICKMAN, vice-presidents of Wald-Krasna Productions, will leave Hollywood Sunday for Dallas.

•

HENRY GLOVER, Monogram Southern Exchanges branch manager in New Orleans, and MRS. GLOVER announce the birth of a son.

•

TRUEMAN T. REMBUSCH, president of Indiana Allied, was here yesterday from Indiana.

•

JAMES V. FREW, Universal Southern district manager, is in Memphis from Atlanta.

•

JOHN P. BYRNE, Eastern M-G-M sales manager, will return here today from Boston.

•

SILAS F. SEADLER, M-G-M advertising manager, will leave here tomorrow by plane for Europe.

AMPA Will Honor Critics on Oct. 1

Motion picture editors of New York daily newspapers will be honor guests at the first fall luncheon-meeting of the Associated Motion Picture Advertisers, scheduled for Oct. 1 at the Hotel Picadilly here. Ernest Emerling Loew's Theatres executive, will be the principal speaker. Harry K. McWilliams, AMPA president, will preside.

Compo, Press Confer On Tax at Luncheon

An off-the-record discussion of the Council of Motion Picture Organizations' admission tax repeal campaign took place here yesterday between trade press representatives and COMPO officials Al Lichtman, H. A. Cole and Robert W. Coyne. The occasion was a COMPO-sponsored luncheon at the Hotel Astor.

Also present from COMPO was Charles E. McCarthy, information director. It was suggested at the luncheon that another similar meeting be held in the near future. There is no prospect of an immediate conference here among COMPO leaders.

AFL to Act on Tax Repeal, Filming Abroad, 16mm. Suit

Resolutions protesting the government's 16mm. anti-trust suit, supporting repeal of the Federal 20 per cent admission tax and assailing production of motion pictures abroad by American companies have been introduced at the American Federation of Labor convention currently in session here.

The resolutions, all of which were referred to the convention committee on resolutions, were introduced by delegate C. J. Haggerty of the California State Federation of Labor. Action on them is expected toward the end of the convention, which is due to continue into next week.

The Screen Actors Guild and the IATSE, both AFL affiliates, were credited with having secured the California Federation's sponsorship of the resolutions.

Haggerty called upon the convention in the resolution against the government's suit to "protest with the proper official of the Department of Justice with respect to the proposed action requiring the producers of motion pictures to re-release their pictures on 16mm. film to television stations and advertising agencies."

On the tax issue, the resolution requested that the convention go on record to ask Congress to repeal the amusement tax. It was resolved also that individual Congressmen be requested to introduce and vote favorably on a bill to bring about "this relief so desperately needed to save this industry from possible destruction."

The practice of overseas production by American producers was described as "growing at an alarming rate and depriving many U. S. citizens of employment who would otherwise be used in the production of these motion pictures, as well as depriving the U. S. government of taxes which would accrue from their salaries and wages." It was urged that the resolution attacking the practice "be given the widest circulation possible throughout the U. S. to all labor organizaitons and other American groups."

'Fatima' Tops for WB in Pitts., Cleve.

In its first two out-of New York special pre-release engagements, at the Allen Theatre, Cleveland and the Warner, Pittsburgh, "The Miracle of Our Lady of Fatima" completed its first week yesterday to business topping both "Distant Drums," (which played over New Year's holiday in both situations) and "A Streetcar Named Desire," Warner Brothers' previous top money-makers in these cities.

Film drew $20,300 at the Allen and $21,400 at the Warner.

"Fatima" Buffalo Premiere at Center Theatre Wednesday

BUFFALO, Sept. 19.—"The Miracle of Our Lady of Fatima" will open at the Center Theatre here on Wednesday night with festive front, floodlights and civic society educational and religious leaders in attendance.

WB, Loew's Plan to Carry Walcott Bout

Loew's and Warner Brothers plan to carry the Walcott-Marciano fight telecast in eight theatres, including the Warner Theatre on Broadway which will be reopened for the evening of the fight, it was learned here yesterday.

With only five days before the fight, both circuits were reported to have entered the Theatre Network Television line-up, bringing the total number of theatres which reportedly are booked for Tuesday telecast from Philadelphia's Municipal Stadium to about 50. This establishes a new landmark in the number of theatres in the TV network.

Loew's was said to be joining the trans-continental telecast with two theatres, Loew's Victoria, in Manhattan, and Loew's State, Cleveland.

Warner theatres in the following cities, besides New York, were reported to have joined the TNT net: Washington, Baltimore, Pittsburgh, Milwaukee, and Erie.

While a WB theatre spokesman here could not be reached for confirmation of the report of a deal with TNT, confirmation of Loew's plans was received.

It was also reported that Skouras's Academy Theatre, Manhattan, plans to carry the fight telecast. The television installation in Loew's Victoria was transferred from Loew's State,

The addition of the Victoria, Academy and Warner theatres would bring the number of theatres planning to carry the fight in New York up to eight.

TNT is expected to issue a list of theatres carrying the bout today.

Set Bout in Baltimore Theatre; Tickets at $2.50

BALTIMORE, Sept. 18.—The Metropolitan Theatre here, owned by Milton Schwaber, and playing to Negro audiences, has signed to carry the Walcott-Marciano bout Tuesday night. The house seats 1,200 and prices have been set at $2.50 for general admission, and no reserve seats.

Arnall to Coast for Annual SIMPP Meet

HOLLYWOOD, Sept. 18.—Society of Independent Motion Picture Producers will hold its annual meeting of executive committee and members Wednesday, with SIMPP president Ellis Arnall, who arrives Tuesday, presiding. Arnall will remain several days for meetings with other SIMPP officials and individual producers before leaving, next weekend, for Atlanta.

Estimate $11,000 For 'Snows' Opening

Darryl F. Zanuck's "The Snows of Killimanjaro" was heading for an all time record at the Rivoli theatre yesterday when at 3:00 P.M. a gross of $3,095 saw the 20th Century-Fox picture $400 ahead of "David and Bathsheba," as well as far out in front of such previous record holders as "Pinky," "The Song of Bernadette" and "The Snake Pit." On the strength of the afternoon showing a high of more than $11,000 was predicted for the day.

New Extension for Loew's, UATC Denied

WASHINGTON, Sept. 18.—With the Department of Justice today denying a further extension of time, Loew's was to have asked today for a court order terminating its 3 joint interests with United Artists Theatre Circuit.

Under Loew's consent decree, the company was to have filed a satisfactory plan for dissolution or else to have asked the court to order one. Loew's asked the Department for an extension of today's deadline, but since it had already been postponed a number of times, the Department denied an additional extension.

In New York, a spokesman for the Department of Justice said that no action had been filed yesterday by Loew's, seeking the dissolution of its joint theatre interests with United Artists Theatre Circuit. If no action is taken by Loew's today, observers believe that the Justice Department will ask the court to implement its consent decree, provisions of which call for such dissolution of joint interests.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

JOHN WAYNE AS BIG JIM McLAIN
in person THE MILLS BROS. RAY MALONE TOMMY REYNOLDS and his ORCHESTRA DANNY LEWIS JEAN CARROLL
PARAMOUNT TIMES SQUARE Midnight Feature Nightly

HOWARD HUGHES presents "ONE MINUTE TO ZERO"
Starring ROBERT MITCHUM - ANN BLYTH
CRITERION BROADWAY AND 45th ST.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel. Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Compo Tours Are Warmly Praised

Washington, Sept. 18. — The Council of Motion Picture Organizations "Movietime" tours were warmly praised at the TOA convention here today by Pat McGee of Fox Intermountain Theatres, Denver, and Martin Mullin of New England Theatre, Boston.

Both described their experiences with the tours, detailing how problems were licked and and the activities turned to the constructive benefit of theatres in their areas.

McCullough Offers New Film Method

WASHINGTON, Sept. 18. — A new method of photography and projection offering more depth to the image and less strain on film and equipment was described to the Theatre Owners of America today by Russell H. McCullough, head of research for National Theatres.

McCullough told a TOA convention luncheon-meeting that the new method would reduce the "drastic acceleration" of film and allow "much more time for the film to stabilize itself." He said it would produce a screen image twice as bright as that produced by existing equipment.

WTO Will Continue

(*Continued from page* 1)

as being in such danger.

Harvey said no one has been offered the WTO presidency "due to the fact that the board of trustees have not met since my resignation" a number of weeks ago.

"Until I am replaced I still represent the WTO on COMPO (Council of Motion Picture Organizations) and the Industry Arbitration Conference," Harvey explained.

EXPERIENCED THEATRE MANAGERS WANTED

OUTSIDE OF NEW YORK CITY

A real opportunity for men with ability to join a big circuit where promotion is from the ranks.

Please detail your experience in writing. . . . All replies confidential.

BOX 541
MOTION PICTURE DAILY
1270 Sixth Ave., New York 20



'The Snows of Kilimanjaro'

(*Continued from page* 1)

attractions promises rewards in keeping with the measure of showmanship ingenuity devoted to it. To those who do advantage themselves of the opportunities it affords, it is certain to be richly rewarding.

Casey Robinson's screen play preserves the sophisticated, man-of-the-world Hemingway flavor. Snatches of dialogue, dipped in *double entendre,* and some unconventional situations, aim the picture primarily for the adult market. But there is much in its nearly two hours running time for the strictly conventional, as well. Scenes in which principals and natives pursue a herd of hippopotami in an African river, or in which the hunters are charged by an enraged rhino, as well as the fluid skill of bullfighters in the arena, and night-time scenes of restless animals grazing and on the hunt, are beautifully photographed and memorable.

Peck gives another of his top performances as the rootless writer who has squandered his talent in the belief that his career depends upon movement, adventure and dalliance. Leo Carroll, as Peck's uncle, endeavoring to give the younger man direction, poses the riddle of Hemingway's story—the discovery of the frozen carcass of a leopard on the upper reaches of Mt. Kilimanjaro, highest peak in Africa, and what the vague promise might have been that led it to its doom on the bare and frigid shelf. Find the answer, Peck was told, and he, too, would be helped.

THE STORY opens with Peck, Miss Hayward, his wife, and Torin Thatcher, their safari leader, at the foot of Kilimanjaro. Peck, with an infected leg injury, is threatened with death unless Thatcher can bring medical help in time. In moments of consciousness, fever and delirium his past life is recalled. Leaving home as a youth after the end of an adolescent love affair, he becomes a newspaper correspondent and struggling novelist in Paris, where he meets and falls in love with Miss Gardner. He attains some success as a writer and, after their marriage, pursuing the will-o-the-wisp of his career, he takes her with him to Africa where, in hunting and the accompanying life, he finds happiness.

Miss Gardner, longing for normality, comes to believe she will know it only without Peck, who believes that wandering is the normal life for him. She loses her unborn child in an accident and eventually runs away. Peck takes up with the Riviera set and is "adopted" by Miss Neff, playing a wealthy countess. A brief pleasure interlude ends when Miss Neff destroys a letter to Peck from Miss Gardner, to whom Peck remains devoted. He seeks her in Spain where the Civil War is in progress, eventually finding her fatally injured in the wreck of an ambulance she had been driving.

Returning to Paris he meets and marries Miss Hayward because of her resemblance to his first wife. Returning with her to Africa in search of his lost happiness and the answer to the riddle of Kilimanjaro, he meets with disillusionment. Miss Hayward's love and devotion to him during the crisis brought on by the leg infection point to a solution as Thatcher returns to the camp with medical assistance.

All performances are excellent. The production has top-notch values in all departments.

Running time, 114 minutes. Adult audience classification. For pre-release in October.

SHERWIN KANE.

Concessions Data To Be Gathered

WASHINGTON, Sept. 18.—The appointment of a national committee to represent every geographical section of the country for the purpose of gathering information on theatre concession operations was recommended to the Theatre Owners of America convention here today by Harold J. Fitzgerald, head of Fox Wisconsin Theatres, Milwaukee, chairman of TOA's concessions committee.

The recommendation, which was approved by the convention, is designed to gather and funnel information to the committee chairman who, in turn, will release it to the trade press for the benefit of all exhibitors.

The need for the committee, Fitzgerald said, lies in the fact that no matter how experienced an exhibitor may be in theatre operation, he is, nevertheless, a novice in the operation of his concession business.

"This is a new business for exhibitors," he pointed out. "Whether big or little, they need the counsel and the information of those who best can give it to them."

Fitzgerald, reporting for the TOA committee which has held four sessions here, also recommended that an entire day be set aside at next year's convention in Chicago for the discussion of concessions. It was also recommended that the new National Concessions Committee should meet in Chicago within the next six months to begin planning for the 1953 convention concessions day and that all such sessions should be known as "buyers" meetings. In connection with such meetings, the committee also recommended that representatives of refreshment makers and dealers be invited to participate.

The committee further recommended that exhibitors be alert to the possibilities of introducing new retail sales articles suitable for merchandising in theatres.

Inspect Repellent Is Also Saleable

Washington, Sep. 18.—Drive-in operators seeking the answer to insect and other pest control problems at the TOA convention drive-in sesion today received inspiration from a Beaumont, Tex., exhibitor, plagued with a serious mosquito invasion of his drive-in.

"When fogging and other methods proved unsatisfactory," the exhibitor said, "I stocked my concession stands with bottles of insect repellent. Sold gallons of it and the customers seemed satisfied.

Tells of Plan to Ease Gov't Rules On Construction

WASHINGTON, Sept. 18.—"There is now under consideration a modification" of existing governmental regulations governing theatre construction, Nathan D. Golden, film chief for the National Production Authority, yesterday informed the Theatre Owners of America convention.


Nathan Golden

In his address, Golden said the easing of governmental regulations, planned for April 1, 1953, is contingent upon the material supply at the effective date. He urged theatre owners, especially those contemplating the construction of drive-in theatres in 1953, to lay their plans now in anticipation of the relaxation of materials on April 1.

Added Golden: "I urge everyone of you to buy your theatre equipment now from your dealers while such equipment is plentiful."

Under the contemplated modified regulations, Golden stated, a theatre owner will be allowed to self-certify for five tons of carbon steel, not to include more than two tons of all types of structural shapes, 500 pounds of copper and copper base alloys and 300 pounds of aluminum. No stainless steel or alloy steel is permitted. This amount of material, Golden added, will be permitted per project, per quarter.

Present regulations call for only two tons of steel, 200 pounds of copper and no aluminum or stainless steel to be used in theatre or drive-in construction without NPA permission. If additional material is needed, application must be made to the NPA.

Under the projected new regulations, Golden also stated that a theatre owner may use self-certification for building equipment and building materials which require a "DO" rating other than controlled materials up to $15,000, where a supplier requires a "DO" rating for certain building materials. If production equipment and production machinery is necessary, he added, a theatre owner may purchase such equipment and such machinery up to $5,000 and issue a self-certification "DO" for such equipment.

Paramount

(*Continued from page* 1)

many cycles and Paramount never lost faith and confidence that the tide would turn in our favor, as it now has."

Paramount calls on showmen to "continue to equal with their own enthusiasm and energies the confidence in the future."

The company lists 12 productions available from now through December, as follows: "The Greatest Show on Earth," "Son of Paleface," "Caribbean," "Hurricane Smith," "The Turning Point," "Road to Bali," "Jumping Jacks," "The Blazing Forest," "Somebody Loves Me," "The Savage," "Just for You" and "The Stooge." Also listed are 13 productions finished for 1953.

Let's keep up the Box

Our Faith, Optimism and Enthusiasm Got It Rolling . . .

Together, Showmen, We Can Keep It Going Forever!

POWER-CHARGED MOMENTUM has roared into our industry during recent months. Exhibitors, from the largest circuit groups to the smallest situations, are feeling it, matching their energies to it. "The crowds are coming back!" is the happy word from theatre men everywhere!

Paramount, in its more than 40 years of existence, has lived through many cycles and Paramount never lost faith and confidence that the tide would turn in our favor, as it now has. On February 23, we announced in the trade papers: "The general release of Cecil B. DeMille's 'THE GREATEST SHOW ON EARTH,' originally planned for the late fall of 1952, will be moved up to July, 1952, in response to demands from exhibitors . . . who have emphasized their need for big, big attractions during the summer months."

This great picture spearheaded the box-office momentum which all of us in the industry must now hold and extend. Evidence of that momentum is realistically reflected in the record-setting figures registered by "THE GREATEST SHOW ON EARTH," "QUO VADIS," "JUMPING JACKS," "IVANHOE," "WHERE'S CHARLEY?," "THE WORLD IN HIS ARMS," "AFFAIR IN TRINIDAD," "SUDDEN FEAR," "DREAMBOAT," "HIGH NOON," "THE QUIET MAN" and others.

This upbeat established by Paramount with "THE GREATEST SHOW ON EARTH" was not just a flash in the box-office pan. It spanned the whole summer as we went all the way with big ones like "JUMPING JACKS," "CARRIE," "JUST FOR YOU" and "SON OF PALEFACE."

And this upbeat by Paramount is continuing with great pictures for the balance of 1952 . . . through 1953 and beyond, many of which we have already seen; many are now in production; and many are ready to roll. These pictures—and the many millions of dollars they represent — reflect our faith, our optimism, our enthusiasm, our determination to KEEP THE CROWDS COMING BACK TO THE BOXOFFICE.

Paramount calls on showmen to continue to equal with their own enthusiasm and energies the confidence in the future expressed in its big business-producing product which is outlined here.

...ffice Momentum

FROM NOW THROUGH DECEMBER...

Cecil B. DeMille's
THE GREATEST SHOW ON EARTH
Color by Technicolor. Betty Hutton, Cornel Wilde, Charlton Heston, Dorothy Lamour, Gloria Grahame, James Stewart.

SON OF PALEFACE
Color by Technicolor. Bob Hope, Jane Russell, Roy Rogers and Trigger.

CARIBBEAN
Color by Technicolor. John Payne, Arlene Dahl, Sir Cedric Hardwicke.

HURRICANE SMITH
Color by Technicolor. Yvonne DeCarlo, John Ireland, James Craig, Forrest Tucker, Lyle Bettger, Richard Arlen.

THE TURNING POINT
William Holden, Edmond O'Brien, Alexis Smith.

ROAD TO BALI
Color by Technicolor. Bing Crosby, Bob Hope, Dorothy Lamour.

JUMPING JACKS
Hal Wallis Production. Dean Martin, Jerry Lewis, Mona Freeman.

THE BLAZING FOREST
Color by Technicolor. John Payne, William Demarest, Agnes Moorehead, Richard Arlen, Susan Morrow.

SOMEBODY LOVES ME
Color by Technicolor. Betty Hutton, Ralph Meeker. Perlberg-Seaton Production.

THE SAVAGE
Color by Technicolor. Charlton Heston, Susan Morrow, Peter Hanson, Joan Taylor.

JUST FOR YOU
Color by Technicolor. Bing Crosby, Jane Wyman, Ethel Barrymore.

THE STOOGE
Hal Wallis Production. Dean Martin, Jerry Lewis, Marion Marshall, Eddie Mayehoff, Polly Bergen.

FINISHED FOR 1953 AND BEYOND...

THUNDER IN THE EAST
Alan Ladd, Deborah Kerr, Charles Boyer, Corinne Calvet.

COME BACK, LITTLE SHEBA
Hal Wallis Production. Burt Lancaster, Shirley Booth, Terry Moore. From the great stage play.

STALAG 17
William Holden, Don Taylor, Otto Preminger. From the famous stage play. Billy Wilder Production.

PLEASURE ISLAND
Color by Technicolor. Leo Genn, Don Taylor, and Dorothy Bromiley, Joan Elan, Audrey Dalton.

THE STARS ARE SINGING
Color by Technicolor. Anna Maria Alberghetti, Lauritz Melchior, Rosemary Clooney.

ROCK GRAYSON'S WOMEN
Color by Technicolor. John Payne, Jan Sterling, Coleen Gray, Lyle Bettger.

THE WAR OF THE WORLDS
Color by Technicolor.

TROPIC ZONE
Color by Technicolor. Ronald Reagan, Rhonda Fleming, Estelita.

SHANE
Color by Technicolor. Alan Ladd, Jean Arthur, Van Heflin. George Stevens Production.

OFF LIMITS
Bob Hope, Mickey Rooney, Marilyn Maxwell, Eddie Mayehoff.

SCARED STIFF
Hal Wallis Production. Dean Martin, Jerry Lewis, Lizabeth Scott, Carmen Miranda.

PONY EXPRESS
Color by Technicolor. Charlton Heston, Rhonda Fleming, Jan Sterling, Forrest Tucker.

BOTANY BAY
Color by Technicolor. Alan Ladd, James Mason, Patricia Medina, Sir Cedric Hardwicke.

NOW SHOOTING AND IN PREPARATION...

ROMAN HOLIDAY
Gregory Peck, Audrey Hepburn, and a cast of thousands. William Wyler Production.

ADOBE WALLS (Arrowhead)
Color by Technicolor.

LITTLE BOY LOST
Bing Crosby, Claude Dauphin. Perlberg-Seaton Production.

JAMAICA SEAS
Color by Technicolor. Ray Milland, Arlene Dahl, Wendell Corey.

HOUDINI
Color by Technicolor. Tony Curtis, Janet Leigh.

GIRLS ARE HERE TO STAY
Color by Technicolor. Bob Hope.

REACHING FOR THE STARS
GingerRogers, WilliamHolden, Paul Douglas.

Cecil B. DeMille's
THE TEN COMMANDMENTS
Color by Technicolor.

'Arbitration Is Here Now:' Starr

(Continued from page 1)

try are agreed on it. I believe we will have it very soon."

Starr reviewed the recent developments in connection with the arbitration plan. He stated flatly that the Aug. 20 draft represented an agreement unqualified even by "in principle." His reference was interpreted as another thrust at Myers, who took exception last August to the draft being described as an "agreement in principle."

Starr said that with the completion of the Aug. 20 draft it was agreed jointly by the conferees on arbitration that the only changes which could be made in the document subsequently were those which involved verbiage or those which might be brought about by legal considerations. Starr said the spirit of that understanding was respected in yesterday's meeting at which distribution's and TOA's suggestions for changes or clarifications in the draft were made. The changes suggested, Starr said, were "inconsequential."

Myers characterized the suggested changes as "sweeping."

Following Starr's statement, Herman Levy, TOA general counsel, proposed a resolution, which was adopted, endorsing the principle of industry arbitration and recommending for approval to the TOA member units the arbitration proposals as presented to the convention on Tuesday and yesterday, "with due regard to the changes proposed by the convention to the arbitration (TOA's) committee."

The resolution amounted to a convention vote of confidence in the principle of industry arbitration.

That is as far as the convention could go on the subject of arbitration. It had fondly hoped, and no one here made any secret of it, to be the first exhibitor organization to approve the proposed plan. The changes sought prevented that but TOA still might get first crack at a completed draft, if and when, by means of a special board meeting called in advance of Allied's November convention in Chicago.

The convention also was frustrated in its wish to take action on the government's 16mm. anti-trust suit, inasmuch as delegates came here without the necessary authority to commit their regional organizations to authorize TOA to move to have itself made a defendant in the action. Now the organization must poll its regional units on the other issues associated with the 16mm. suit.

The final session of the convention was thrown open to the press, making exactly half of the three days' meetings "on the record." In an open discussion, Mitchell Wolfson, retiring TOA president, proposed that the convention advise Charles Skouras that it will encourage and cooperate with the development of third-dimension films and other technical and research activities but that it believes the advancement of such improvements should be sponsored by persons or agencies other than the exhibitor organization. Skouras had not asked TOA's sponsorship of the tri-dimensional process but had invited reactions and suggestions on further research and development. The tri-dimensional plan had been outlined earlier to the delegates by R. H. McCullough of Skouras' West Coast circuit research staff.

Another proposal, from the floor, was for the establishment of a TOA office in Washington "in the modern manner." Had there been such an office, it was contended, the industry might have learned in time to intervene or disassociate TOA from the 16mm. suit.

Wolfson replied that it "takes money" to do things like that and that it is a job to get in the minimum amount of money just to run the organization."

Wolfson was obliged to make the same reply to suggestions for action with respect to the admission tax repeal campaign, to participation in research activities and other projects.

Starr also bemoaned the dearth of TOA funds, stating that the organization needs a national secretary and "can't afford one."

This was taken to be a reference to the resignation last Sunday of Gael Sullivan as executive director. The resignation was attributed around the convention primarily to the fact that TOA could not meet Sullivan's salary expectancy.

"It is shameful," Starr said, "that the organization does not have the funds to do the things it should do. We were told today of a million-dollar campaign to sell an item like popcorn. What can we spend to sell this industry and its product?"

Another suggestion from the floor was that next year's convention, to be held in Chicago, obtain a top Hollywood name to help take lay press attention from the refreshment trade show.

TOA Resolution Sends Producers 'Grateful Thanks'

WASHINGTON, Sept. 18. — Resolutions adopted by the TOA convention at the closing session here today:

That TOA extend its "grateful thanks" to Hollywood producers for better, more popular pictures delivered to the nation's theatres, and that the producers be urged to continue such output and that "TOA members give concrete expression of their appreciation by merchandising this better quality product with the utmost in showmanship."

That TOA "acknowledge its debt and express its profound appreciation to the Motion Picture Industry Council of Hollyowood for its successful battle to rid Hollywood of Communist filtration and for the courageous support of the anti-Communist campaign by all the member organizations of the MPIC and their representatives."

That TOA express its gratitude to its convention committee, headed by A. Julian Brylawski, Mrs. Sidney Lust and Mrs. Frank Boucher.

That TOA express its appreciation to the trade and lay press "for the magnificent manner in which they have rallied in defense of the industry and particularly exhibitors, against the Government's 16mm. anti-trust suit.

Johnston

(Continued from page 1)

of the three-day convention, a banquet at the Shoreham Hotel in honor of the presidents of the distribution companies which followed adjournment of a series of business sessions.

Touching on trade practices, the MPAA chief cautioned against multiple runs. He said they narrow the choice film-goers can make and in consequence cut down on the size of audiences.

"When you rush a picture through the community at this speed," he observed, "aren't you losing advantage of the advertising, the word of mouth, the building power of a film? Aren't you, in effect, telling the people in your town that they have to see this particular picture at this particular time, or stay home, or go somewhere else, any place except where we want them to go—to the local theatre?"

Citing "the progress that has been made on arbitration," Johnston said the contribution of Herman M. Levy, TOA general counsel, in this connection amounted to "more keen thought and more real devotion" than the MPAA president thought anyone could give.

He also praised Mitchell Wolfson, fomrer TOA president, S. H. Fabian, former executive committee chairman, and William F. Rodgers, Loew's vice-president and chairman of the distributors' arbitration negotiating committee.

Johnston described Rodgers as "one of the truly great statesmen of our industry."

The company presidents, Johnston continued, "genuinely want to see an arbitration system set up and operating—and the sooner the better."

Reviewing the exhibitor-distributor work on arbitration "during the long, hot summer months," Johnston reminded that the companies have agreed to the main principles in the arbitration package. He added: "But I'm sure it will come as no surprise to you when I say there are a few loose ends yet to be worked out." This was viewed by many of his listeners as an euphemistic way of describing the failure of the conference here Wednesday of exhibitor and distributor lawyers to reach agreement on an arbitration system draft.

Johnston urged both distributors and exhibitors to "take some good hard inward looks" to determine if they are doing their utmost to improve business.

Pointing to the recent business upswing in New York, he called upon the industry to discard the pessimistic outlook for optimism. Johnston reminded that TV could be turned to the industry's advantage and he hit the government's 16mm. anti-trust suit to force the sale of films to TV.

Questioning the value of double bills, Johnston asked the showmen if they didn't believe their customers would prefer a more balanced program of one feature, shorts and newsreels. Asserting that Hollywood now is providing better product, Johnston said that Hollywood now asks that more exhibitors "merchandise pictures to the hilt."

TOA to Begin Poll Of Units on 16mm. Suit Next Week

WASHINGTON, Sept. 18. — The Theatre Owners of America will begin polling its membership next week to find out what members wish to do about fighting the government's 16mm. anti-trust suit, TOA general counsel Herman Levy said today.

Levy told the TOA convention that members should let him know whether they favored "the intervention procedure, using your screens, Congressional investigation or other avenues of relief, or combinations of them." He asked members to consult with their boards of directors and their legal advisors and send in a speedy reply.

Although the TOA legal counsel had expected to get a directive at the convention as to what TOA wished to do about the suit, it was found that regional units had not instructed their delegates to the convention to act on the matter. It is therefore necessary to poll the units and for the TOA board of directors to determine what course TOA will take in regard to the suit after it has heard the results of the poll.

Levy warned members not to fear a consent decree among the parties to the suit before TOA has had an opportunity to present its case. He told them that consent decrees are not "overnight matters" and added that the Department of Justice had assured TOA it would have an opportunity to present its views on appropriate relief in the case before the entry of a consent decree, should an acceptable decree be proposed to the government.

New Conciliation System Set Up

WASHINGTON, Sept. 18. — The Theatre Owners of America board of directors today authorized its new president Alfred Starr, to appoint a TOA member in each exchange area to act as exhibitor-distributor conciliator.

The new conciliaton panel, to be known as the trade practice committee, will replace the approximately half-dozen regional grievance boards that TOA set up around the country during the past year. Many exhibitors, it was explained, found the distances too great to travel to put their complaints before the regional boards and consequently, many complaints never were aired. The new exchange center conciliators are expected to remedy that situation. The trade practice committee will remain in existence TOA said, until an industry arbitration-conciliation plan has been put into effect.

The board also voted to extend the organization's membership in the Council of Motion Picture Organizations.

Set $1,000,000 Ad Popcorn Campaign

Washington, Sept. 18. — The Popcorn Institute will engage in a $1,000,000 advertising promotion campaign mostly in national magazines, during the next year to enlarge the legion of popcorn eaters, the TOA convention here was advised today.

Theatres will have an opportunity to share in a less generalized campaign of their own. The institute will offer a plan for taxing their purchases of corn five cents per hundredweight, which will be matched by the Institute, and the proceeds used for specific promotion of sales of popcorn in theatres.

3-Point Program

(*Continued from page* 1)

press, and from national magazines."

The new TOA president called the Federal admission tax "monstrous" and the tax of local governments on admissions "illogical and unfair" in light of the U. S. Supreme Court's "Miracle" decision, which held that motion pictures are a medium of communications entitled to the protection of the Constitution in regard to freedom of speech and expression. Starr asked rhetorically, "why not an excise tax on radio, on the free press?"

Pledged Starr: "We will in the coming months devote our full energies . . . toward removing this paralyzing and unjustifiable tax on admissions."

Starr predicted that when a system of arbitration is "put to work," it will relieve the industry, and exhibition in particular, of a staggering burden of expense. He said he intended to travel from Coast to Coast during the next 12 months to explain to the various state and regional units of TOA the details involved in the projected arbitration plan, still to be drafted completely. Starr paid tribute to TOA general counsel Herman M. Levy for his work on arbitration and to the "fair minded men in distribution," who, he said, "were willing to sacrifice present advantages in order to minimize discord and litigation in our industry."

The 16mm. suit, which will be the subject of a survey of TOA's regional units to determine what action should be pursued by the organization, including that of seeking the status of a co-defendant, was further explored by Starr in his speech. Why, Starr asked, this insistence on films for television that have been made for the express purpose of exhibition in theatres. He also questioned why does not the television industry make its own films especially for telecasting, shorter films and special films made for a special medium.

Black prophecies that television will spell the doom of motion pictures were dismissed by Starr. He called TV simply "one more device for mass communications" and predicted that the two industries in future years will not regard each other as "economic enemies."

Starr's opening remarks were in tribute to retiring president Mitchell Wolfson for his work over the past year in strengthening the industry. In closing, the new TOA president pledged that the daily problems of the exhibitor, "ever increasing film rentals," "pressures of competition," "unfair trade practices," and rising costs would also be in the domain of TOA, which would seek answers to such problems.

GRIPES DON'T COME EASY AT TOA MEET; BUSINESS TOO GOOD

WASHINGTON, Sept. 18. — Theatre business has improved so much it appeared at the closing session of the Theatre Owners of America annual convention here today that M. A. Lightman of Memphis, chairman of the open forum, had to touch off the fireworks himself to get the "gripes" into the open. Invitations to the delegates to get things off their chest fell on unresponsive ears until Lightman grabbed the "mike" and assailed competitive bidding and simultaneous runs as "stupid and vicious" trade practices that demanded immediate and persistent exhibitor attention.

Walter Reade, Jr., new head of the TOA executive committee. Then assailed high terms for special releases as "subterfuges" to circumvent the illegal practice of prescribing advanced and admissions. Both Lightman and Reade cited chapter and verse, naming names.

Lightman urged that exhibitors must do something about bidding and simultaneous runs. Both can be worked out. He said. His complaint against bidding centered on awards of pictures to other than top bidders, citing terms he himself had offered unsuccessfully for pictures. Exhibitors, he said, should accumulate evidence of top bids being rejected and take them to the Department of Justice as evidence of the misapplication of the system, and demand changes.

Reade cited the increasing number of pictures being sold at terms that require advanced admissions and urged exhibitors to protest vigorously to distribution companies.

Sidney Lust of Washington and Lightman urged TOA convention planners to allow more time for open forum discussions at future conventions, warning against relegating them to the final hours "when nothing can be done about trade practice complaints except to bury them" with unfinished business.

Mitchell Wolfson, retiring TOA president, urged exhibitors to "take a militant stand" with their local newspapers against higher advertising rates for amusements than for other advertising. "You should not tell the newspapers what they should charge for amusement advertising," Wolfson advised. "But you should protest strongly against being charged a higher rate than other merchants are charged. If the prevailing rate is too high, then don't advertise."

Spells Out Plan

(*Continued from page* 1)

the press was permitted to hear—was made by Jack Braunagel of Commonwealth Theatres, Kansas City, chairman of TOA's drive-in commitee.

Braunagel spent the better part of an hour detailing tried and proven showmanship stunts that have brought abundant extra business to Commonwealth's numerous drive-ins in a five-state area in the Midwest. As a prelude, he related that Commonwealth made a six to eight weeks average of attendance at its conventional theatres before and after the seasonal opening of its drive-ins. It learned that, on opening, for every $100 taken in by the drive-ins, there was a drop of only $5 in the gross of the conventional theatres. And on the seasonal closing of the drive-ins, the conventional houses recovered only $5 in gross.

The $95 difference, Braunagel pointed out, was new business—business the drive-ins were commanding and the conventional theatres were not getting. He posed the problem: How best to get that new drive-in business?

Part Carnival

Commonwealth's experience, he said, contributes to the answer to that question. His company regards drive-ins as part theatre business and part carnival business and operates the drive-in accordingly. Braunagel described the free attractions for children and adults alike, the stunts—from goat-milking contests to pie-throwing contests—that have been used to draw patrons, and that have drawn them.

Braunagel lauded the recent drive-in survey published by Jack Levin Associates of New York, stating that it had been of great value to Commonwealth.

He advised drive-in operators to talk to the customers, not to their country club friends, to find out what is wrong with business and what the customers want.

He advised them, too, to give thought to the problem of new manpower sources for their operations, asserting that the theatre business, in his opinion, is in the poorest shape of any business today in respect to new manpower. The top men in exhibition today, Braunagel said, are neither encouraging nor training new men. He recommended that TOA sponsor a training school for managers similar to that operated in the late 1920's by Publix Theatres under Sam Katz. Commonwealth, he said, is doing just that now and, in its training courses, has discovered managerial and showmanship talent, whose accomplishments he detailed to the convention.

The trainees, Braunagel said, are taught to sell pictures and to operate theatres, not merely to push popcorn.

"There is too much emphasis on the latter in our business today," he said.

Sam Pinanski, chairman of the convention session in the absence of Sam Kirby, expressed the reaction of the delegates to Braunagels talk when he said the resourcefulness in ideas and stunts devised by Commonwealth managers to get business made him "feel like a heel" and made him realize he has been "only a bookkeeper."

Col. Withdraws Pickford

HOLLYWOOD, Sept. 18. — Columbia announced the withdrawal of Mary Pickford from the cast of Stanley Kramer's "Circle of Fire."

Sees Eidophor in From 6 to 8 Months

Washington, Sep. 18.—Twentieth Century-Fox's Eidophor system for large-screen television will be ready for use with Columbia Broadcasting System color in from six to eight months, Russell McCullough, head of research for National Theatres, said today.

Urge Good Spot for 'Rogers' Coin Box

WASHINGTON, Sept. 18.—Appeals to exhibitors to place the coin containers for public contributions to the Variety Clubs Will Rogers Memorial Hospital funds in strategic locations in their lobbies were made to a large breakfast gathering here today by prominent industry men identified with the hospital. Abe Montague, president of the hospital and general sales manager of Columbia Pictures, presided.

Doob for Vogel

Oscar Doob, addressing the meeting in the absence of Joe Vogel of Loew's Theatres, New York, reported that in tests made with 110 containers placed in theatres during the past four months, collections averaged between $3.50 and $4.50 per week. Placed in at least 5,000 theatres, Doob pointed out, the source can be a vital adjunct of other means of financing the hospital, such as the "Christmas Salute" and the sponsoring of hospital rooms at $2,000 per year by industry individuals.

S. H. Fabian, hospital treasurer, emphasized the aim of the hospital in "taking care of our own, even though we are called upon and do help so many other worthy causes."

Montague reported that 94,000 people in the industry contributed $92,000 in the Christmas Salute last year, pointing out that the number of contributions was evidence that the industry's people do want the hospital maintained.

Robert J. O'Donnell, hospital board chairman, related that minimum annual expenses for maintaining the hospital are $200,000 and that there is $117,000 in the treasury now. It needs a fund of $350,000 to relieve the strain and provide for improvements, he said.

Bamberger Speaks

Other speakers included Leon Bamberger of RKO Radio, who reported that most of the circuits, large and small, throughout the country are placing the coin containers on display; Jack Beresin, chief barker of Variety Clubs International; William Ruffin, Sam Switow, Chick Lewis and Fred Schwartz.

Speakers emphasized the humanitarian work of the project ad its value in industry public relations, pointing out that one day tuberculosis will have been vanquished and the industry, through the Will Rogers Hospital, will have earned credit for some of the victory.

In this connection, Doob expressed the opinion that the industry made a mistake in ending its association with the March of Dimes annual campaign.

"One day, infantile paralysis will be licked," Doob said, "and the industry will not be identified with that great public victory."

SNOWS OF KILIMANJARO

TECHNICOLOR

20th CENTURY-FOX



SMASHING ALL-TIME RECORDS OF "DAVID AND BATHSHEBA" IN RIVOLI, N.Y., PREMIERE!

THERE'S NO BUSINESS LIKE "SNOWS" BUSINESS!

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 58 NEW YORK, U.S.A., MONDAY, SEPTEMBER 22, 1952 TEN CENTS

Tradewise...

By SHERWIN KANE

IT WAS A DISAPPOINTMENT to many delegates to the Theatre Owners of America convention in Washington last week that no conclusive action could be taken by the convention on the three topics heralded in advance as the most important to come before the meeting: The government's 16mm. suit, arbitration and the campaign for admission tax repeal.

TOA action with respect to its role in the 16mm. suit was referred back to the regional units for instructions to the national organization; arbitration, still incomplete, could only be approved in principle subject to proposed changes in the plan, and the uncertainties attendant upon those developments just about crowded discussion of the admission tax repeal off the convention schedule. If it was discussed at all, it was in one of the three out of six closed meetings from which the press was barred.

Despite those frustrations, there was much in the open convention sessions of great practical value to exhibitors.

Elmer Rhoden's keynote speech and retiring president Mitchell Wolfson's address, both pointing the roads to industry and, particularly, exhibition's economic recovery and future health, were solid items of inspiration and guidance. Jack Braunagel's specifics of operation of successful drive-ins were as good as money in the bank for any exhibitor alert enough to hear and mark the dollars-and-cents blueprint put before him. Harold Fitzgerald's analysis and recommendation of refreshment concessions operation, with the accompanying trade show, can be translated, now and in the future, into cash for many a theatre operation.

The suggestions for trade practice action advanced by M. A. Lightman and Walter Reade, Jr., opened the way to constructive exhibitor action on some fundamentals of theatre operation. And TOA's executive committee, working around the clock, took vital steps to strengthen, expand and vastly increase the organization and its service functions to members.

Finally, the new slate of officers headed by Alfred Starr of Nashville, represents enthusiasm, com-

(*Continued on page* 4)

Starr Urged Arbitration Of Clearances

WASHINGTON, Sept. 21.—A proposal that circuits and other exhibitors be given the right to initiate arbitration proceedings to increase clearance was put before last week's arbitration drafting committee meeting by Alfred Starr, new president of the Theatre Owners of America, it was learned here over the weekend.

A top TOA official, who asked that his name not be used, revealed this development. He made the disclosure when asked for his views as to what Allied States Association general counsel Abram F. Myers might have had in mind when he issued a statement declaring that one TOA proposal to the drafting committee was "revolutionary." Myers himself refused to give further details.

The TOA official denied this was a "revolutionary" idea, and said he felt it was really not too important. He said the proposal had originally

(*Continued on page* 5)

Wisc. Congressmen All Out for Repeal

MILWAUKEE, Sept. 21.—A record 100 attended the regional meeting of Allied of Wisconsin at Wausau where the highlight was the report given by president Sig Goldberg, on the progress being made in Wisconsin on the 20 per cent tax repeal campaign. He said the campaign itself was well organized and he congratulated the distributor chairmen for their earnestness in exercising their duties.

Goldberg stated that eight of the 10 districts have had meetings with their Congressmen and have received definite commitments that their Congressmen will go all out for repeal.

Another Coast Unit Protests 16mm. Suit

Hollywood, Sept. 21.—The Screen Story Analysts Guild reported that it had sent a communication to the Department of Justice protesting the 16mm. suit as capable of causing "unjustifiable injury" to the motion picture industry.

Sharp Improvement In Industry's 'PR'

Hollywood, Sept. 21.—Public Relations Committee chairman William Thomas, back from a national tour, reported a sharp improvement in the industry's public - relations standing due to increased interest on the part of exhibitors in emphasizing Hollywood achievements and dispelling misinformation.

Loew's Files Suit Against UATC Here

Loew's filed a suit here in Federal Court Friday against United Artists Theatre Circuit, seeking the appointment of a receiver for the purpose of liquidating its joint interests with UATC in eight theatres.

The divestiture of its joint interests in the eight is required under the

(*Continued on page* 4)

20th-Fox Divorce Planned for Sat.

The reorganization of 20th Century-Fox into two separate companies—production-distribution and exhibition—according to the terms of the consent decree is expected to be effected on Saturday, the target date announced last July, a top 20th-Fox executive said here at the weekend.

He said no hitches are expected to develop which would hold up the divorcement. Under the plan of re-

(*Continued on page* 4)

49 Theatres in 30 Cities Set for Bout

Forty-nine theatres in 30 cities from Coast-to-Coast will take tomorrow night's telecast of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout, to be fought at Philadelphia's Municipal Stadium, Theatre Network Television officially disclosed here at the weekend.

The line-up of theatres tops the previous high set in June for the Robinson-Maxim bout, when 38 TV-equipped theatres joined the network.

The largest network of theatres was assured when Loew's, RKO Theatres and Warner Brothers booked the event late last week. It was also effected by TNT's planned use of a simultaneous film recording, or a

(*Continued on page* 4)

Possibilities For Arbitration Are Brighter

Expect Rupture in Work On Draft to Be Healed

WASHINGTON, Sept. 21.—Distribution representatives who were in Washington at the weekend after attending the Theatre Owners of America covnention banquet here expressed definite optimism that the apparent rupture in the work of completing the proposed industry arbitration draft would be healed in short order. The reasons for their optimism, however, were not disclosed.

One major company sales manager who was asked if distribution had decided to waive its request for changes in the language of the draft was noncommittal in reply but insisted that while "things looked very dark following the exhibitor-distributor meeting here last

(*Continued on page* 5)

Ready Transfer of Hughes RKO Stock

LOS ANGELES, Sept. 21.—Legal documents transferring Howard Hughes' 1,050,000 shares of RKO Pictures stock to a Chicago syndicate headed by Ralph E. Stolkin for a reported $7,350,000 were ready for signing over the weekend, it was disclosed by a spokesman for the potential buyers.

The syndicate which is said to have offered $7 per share for the 30 per cent control held by Hughes also consists of:

A. L. Kolish, Stolkin's father-in-

(*Continued on page* 4)

Russia Refuses to Return 5 US Films

Soviet Russia has flatly refused to return the prints of five American motion pictures which were seized several years ago in Eastern Germany, the Motion Picture Export Association revealed here at the weekend.

Moscow said the films were seized as "trophies" of war and indicated the Communists would use the films as they see fit.

The Kremlin's refusal to relinquish

(*Continued on page* 4)

Personal Mention

T. J. HARGRAVE, Eastman Kodak board chairman, is celebrating his 25th anniversary with the company.

•

ABNER J. GRESHLER, producer, arrived in Hollywood Saturday, after having recovered in a Denver hospital from an illness with which he was stricken while en route to the Coast from New York.

•

WALTER H. GROSSELFINGER of the Westrex Corp., is in London from New York. After visiting several of the company's offices in Europe he will return here Oct. 8.

•

SAM GEFFEN, National Screen salesman in Buffalo, is leaving the industry and soon will depart for the West Coast, where he may enter the motel business.

•

NANCY KASSEL, Screen Gems TV department casting director, left New York at the weekend for Hollywood where she will remain three weeks.

•

ALBERT and MRS. BEHLING, Rose Hill, Canada, exhibitors, celebrated their 45th wedding anniversary recently.

•

DON WEISS, M-G-M director, is in New York from the Coast.

Irving P. Alexander Dies in Boston

BOSTON, Sept. 21.—Irving P. Alexander, 55, of Winthrop, Mass., division manager for the Snider Theatre Enterprises of Boston, died suddenly at the Beth Israel Hospital here Thursday as he was about to undergo an emergency operation.

Alexander had been associated with the motion picture industry for over 30 years. He was formerly with New England Theatres Operating Co., Paramount Publix Theatres and the M. and P. Theatres. He leaves his widow, two daughters and a brother.

Royalty at 'Limelight' London Premiere

"Limelight," Charles Chaplin's first picture in five years, will have its London premiere under the sponsorship of the Royal London Society for Teaching and Training the Blind, with Her Royal Highness Princess Alice and the Earl of Athlone, the Earl and Countess of Mountbatten and United States Ambassador Walter S. Gifford serving as premiere presidents, United Artists announced.

Chaplin, now en route to London for the premiere, may not be readmitted to the U. S. Attorney General McGranery said at the weekend that he had ordered authorities of the Immigration Service to determine whether the comedian, a British citizen, should be readmitted. The premiere, slated for Oct. 16, was scheduled to be Chaplin's first stop on a world tour with his wife and children.

RKO Radio Drive On Short Subjects

RKO Radio will launch a short subject sales drive starting Oct. 1 and running to the end of the year, it was announced at the weekend by Sid Kramer, short subjects sales manager.

Spearheading the drive will be "Operation A-Bomb," two-reel special produced by RKO Pathe which presents an atomic blast at Yucca Flats, Nevada, in color.

Para. Sales Drive For Oscar Morgan

Oscar A. Morgan, general sales manager of Paramount short subjects and the newsreel, will be honored by the company during the week of Sept. 28 with a sales drive bearing his name.

This marks the fourth successive year Paramount has paid tribute to the sales executive with an "Oscar Morgan Week," and is the anniversary also of his 38th year with the company.

This year's drive includes, in addition to short subjects and the newsreel, two features, W. Somerset Maugham's "Trio" and "Encore," of which Morgan is in charge of sales.

Name Captains for 20th Testimonial

Thirty-six captains responsible for the operation of the 20th Century-Fox testimonial drive honoring branch managers during the period from Sept. 28 to Dec. 27 were appointed here, as follows:

Albany, John Wilhelm; Atlanta, R. G. McClure; Boston, John Feloney; Buffalo, William Graham; Charlotte, James O. Mock; Chicago, Arnold Monnette; Cincinnati, Jack J. Kaufman; Cleveland, Frank J. Hunt; Dallas, W. S. (Zeke) Miller; Denver, Carl Larson; Des Moines, Dale E. Smith.

Also, Detroit, Jay Frankel; Indianapolis, Robert C. Meyer; Jacksonville, Clifford T. Hardin; Kansas City, Joseph C. Bondank; Los Angeles, Reville Kniffin; Memphis, Leo R. Wintker; Milwaukee, George Edgerton; Minneapolis, Ben Lander; New Haven, Salvatore Popolizio; New Orleans, Gerald S. Kennedy, Jr.

Also New York, Alex Arnswalder; Oklahoma City, Jack Whelihan; Omaha, Regina Molseed; Philadelphia, Herman Herschhorn; Pittsburgh, C. C. Kellenberg; Portland, Carl Handsaker; St. Louis, Joseph A. Feld; Salt Lake City, Carl F. Larsen; San Francisco, Paul A. Schmuck; Seattle, James Brooks; Washington, Ira Sichelman; Calgary, Robert E. Comben; Montreal, Arthur Quintal; St. John, Thomas Corbett; Toronto, Harry Wiseman; Vancouver, Allan W. Laubenstein; Winnipeg, Alfred Smith.

Polio Closes 2 Theatres

KANSAS CITY, Sept. 21.—Public schools, churches and the two motion picture theatres in Warrensburg, Mo., have been closed by the mayor because of the polio situation in that community. There have been six deaths there from the disease.

U-I to Herald '53 With Three in Color

Three pictures in color by Technicolor will be released in January by Universal-International, heralding the new year with an emphasis on color, Charles J. Feldman, U-I general sales manager, disclosed here at the weekend, following his return from the Coast.

The trio of releases set for January consists of "The Lawless Breed," starring Rock Hudson and Julia Adams, "City Beneath the Sea," starring Robert Ryan and Mala Powers; and "Meet Me At the Fair," starring Dan Dailey and Diana Lynn.

Feldman returned to New York following a tour of the Midwest, Pacific Northwest and the Coast, where he conducted meetings with exhibitors, circuit heads and members of his own organization. At the studio Feldman viewed "Mississippi Gambler," "Desert Legion," "A Man's Country," "The Lone Hand," 'Seminole" and "Column South."

Columbia Drive Winners Named

Ten domestic branch and division managers from Columbia Pictures, accompanied by their wives will shortly be travelling to Paris, London, Rome, or any one of a score of other foreign cities in which the company maintains offices. The trips are being awarded to the 10 for winning the "Round the World" sales drive, which concluded June 26.

In addition, salesmen, office managers and bookers of all branches which won first, second and special prizes and branch managers of the runner-up exchanges will receive awards. The 10 winners are: Bob Ingram, Southeastern district manager; Jack Underwood, Southwestern division manager; Wayne Ball, Los Angeles; George Roscoe, Atlanta; H. Duvall, New Orleans; R. C. Hill, Denver; N. J. Colquhoun, Memphis; H. Green, Salt Lake City; J. H. Jacobs, Omaha; J. R. Beale, Portland. Portland.

Jones Quits the FCC To Practice Law

WASHINGTON, Sept. 21. — Robert F. Jones, a strong opponent of monopoly and "bigness" in the radio and television field, resigned as a member of the Federal Communications Commission over the weekend.

Jones, in various separate concurring or dissenting opinions, has repeatedly emphasized the anti-trust record of the film industry and was considered to be one of the major hurdles which the industry would have to overcome to win exclusive theatre television channels and to expand in other ways into the television field. He has been on the Commission since 1947 and prior to that was a member of Congress. He will enter private law practice in Washington with Arthur Scharfeld, specializing FCC cases.

Newsreel Parade

THE PRESIDENTIAL campaign gathering momentum, the dedication of a memorial for the war dead, an Ethiopian treaty and the invention of a jet jeep helicopter make current newsreel headlines. A complete summary follows:

MOVIETIME NEWS, No. 77—"Ike" in the Midwest and at the AFL convention in New York. Stevenson opens Eastern tour in Connecticut. Haile Selassie's domain increases. Allied navies war drill. U. S. shows new stratofortress. Bradley Field is dedicated. "Snows of Kilimanjaro" premiere.

NEWS OF THE DAY, No. 207—Campaign spotlight. Selassie gains new realm. Jet jeep helicopter. Belgian couple happily wed for 50 years. World of fashion awards "winnies." International tuna classic. Connecticut's great airfield.

PARAMOUNT NEWS, No. 10—Eisenhower in Midwest and at AFL convention. Stevenson in Connecticut. Truman explains President's job. American war dead remembered in France. New headlines for air age.

TELENEWS DIGEST, No. 38-B—"Ike" speaks to AFL. Final Finnish reparation paid to Russia. America's newest weapons. Army unveils latest and smallest helicopter. Texas house pet—jungle style.

UNIVERSAL NEWSREEL, No. 597—Allied fleet maneuvers in the Baltic. Operation Scorcher in Arizona. Truman and wives of theatre owners. Wheelbarrow race in California. Aviation in the news.

WARNER PATHE NEWS, No. 12—The campaign gets hot—Stevenson, Truman, Eisenhower, Taft. New global jet bomber. One-man jet jeep helicopter. General Marshall dedicates war memorial in France. Theatre Owners of America convention in Washington. Haile Selassie signs Ethiopian treaty.

First Continental RKO Meet Sept. 30

RKO Radio's first continental sales meeting will be held Sept. 30, in Paris under the direction of Carl-Gerhard Wallman, newly appointed Continental sales manager. Wallman, who was formerly Scandinavian general manager for RKO, moved to Paris this week to assume his duties as second man to Joseph Bellfort, European manager.

Metro Sues Lanza for Reneging on 'Prince'

HOLLYWOOD, Sept. 21.—M-G-M on Friday filed in Superior Court a suit against singer-actor Mario Lanza, seeking reimbursement of $695,000 spent in preparing "The Student Prince" which he refused to report for work on, with the result that the picture was abandoned. Suit also asks the court to fix the sum the film might have earned if Lanza had appeared.

Company also sought an injunction to prevent Lanza from engaging in any other entertainment activity.

Queen to See Lanza Film

M-G-M's "Because You're Mine," starring Mario Lanza, has been selected for presentation at the Royal Film Performance under the patronage of Her Majesty Queen Elizabeth, on Oct. 27 at M-G-M's Empire Theatre in London, the company stated.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"Ride... play... love... hard!"





...in the brawling camps of Big-Time Rodeo!

WALD-KRASNA Productions, Inc. Presents

SUSAN HAYWARD • ROBERT MITCHUM
ARTHUR KENNEDY • ARTHUR HUNNICUTT

in a sensational slice of life from the Wildest Show on Earth!

"THE LUSTY MEN"



with **FRANK FAYLEN** • Produced by JERRY WALD • Directed by NICHOLAS RAY • Written for the screen by HORACE McCOY and DAVID DORTORT

"The Showmanship Company" Again!

Big promotional premieres!... National advertising in more than 31 million copies of weekly and monthly magazines...and more than 27 million Sunday newspaper supplements...for a ***GRAND TOTAL CIRCULATION OF 55,958,107!***... including Life, Look, Collier's, S. E. P., Time, Newsweek; Cosmopolitan, Redbook, American, Esquire, Argosy, True and movie magazines... This Week in 31 cities; Parade, 34 cities, and independent, 15 cities!

Distributed by
RKO RADIO PICTURES

Tradewise . . .

By SHERWIN KANE

(Continued from page 1)

petence, purpose and determination.

Most assuredly, not all of the practical values of an exhibitor convention are necessarily those which get the biggest headlines. Even in the casual meetings and exchange of ideas which a convention affords, there are opportunities aplenty for exhibitors to obtain and take home with them ideas which can be translated into actual extra cash in the box-office till.

Walcott Bout

(Continued from page 1)

kinescope, which will be televised to theatres West of Omaha from New York at about 11:15 P.M. (EDT).

The fight, which will not be home televised or broadcast, will be seen in theatres in the following cities: New York, Los Angeles, Seattle, Washington, Cleveland, Milwaukee, Toledo, Baltimore, Kansas City, Asbury Park, Rutherford, N. J.; Chicago, Detroit, Gary, Ind.; Hammond, Ind.; Miami, San Francisco, Binghampton, N. Y.; Albany, N. Y.; Indianapolis, Denver, Louisville, Pittsburgh, Sacramento, Omaha, Dayton, Minneapolis, Cincinnati, Erie, Pa., and Richmond, Va.

TNT declines to name the 49 theatres taking the bout due to what is believed to be competitive reasons. About 39 theatres taking the bout were listed previously in MOTION PICTURE DAILY as reported by field correspondents.

In New York City, eight theatres will take the telecast, including the Warner Theatre on Broadway which will reopen tomorrow night for the event and then shutter again. The 2,700-seat Warner Theatre is charging $3.60, including the admission tax, for general admission and $4.80, including tax, for loges.

Other Warner houses taking the telecast include: Warner, Erie, Stanley, Baltimore; Warner, Milwaukee; Warner, Washington; and the Stanley, Pittsburgh.

WB, like most other theatres, is charging either $3 or $3.60, for the event outside New York. The other seven theatres in New York taking the event are: 50th Street Guild, Academy, Manhattan, RKO Fordham, Bronx; Marine, Fox, Brooklyn; Queens, Queens Village, L. I.

Washington Theatres Charge $3.60 for Bout

WASHINGTON, Sept. 21.—All three Washington theatres showing telecasts of Tuesday's Walcott-Marciano fight are charging $3.60 admission, the highest figure ever charged here for a theatre television event.

Most previous theatre TV showings here have had an admission price of $2.40 or less. One theatre on one occasion went up to $3 for reserved seats, though keeping the $2.40 top for general admission.

Officials of the three theatres explain that the cost of rights to the fight and other expenses made the new high charge necessary.

The three houses showing the theatre telecast Tuesday are RKO Keith's, the Lincoln Theatre and the Warner. This will be the first time the Warner has had theatre television. All three theatres are showing the fight along with the regular feature, and all are having advance sales but no reserved seats.

A fourth local theatre, Loew's Capitol, has theatre TV facilities, but a Loew's official said it was not showing the fight telecast because the company felt the other three theatres had saturated the area.

TOA Board Elects New Executive Unit

WASHINGTON, Sept. 21. — The Theatre Owners of America executive committee for the next year, as elected by the TOA board at the organization's annual convention in Washington last week will be constituted as follows:

Walter Reade, Jr., chairman; Myron Blank, Jack Braunagel, C. E. Cook, Sherrill Corwin, H. H. Everett, Russell Hardwick, Mack Jackson, George Kerasotes, R. R. Livingston, Arthur Lockwood, Morris Loewenstein, Ray Martin, Pat McGee, M. J. Mullin, J. J. O'Leary, Sam Pinanski, Elmer Rhoden, W. C. Ruffin, Jr., Jay Solomon, Morton Thalhimer, David Wallerstein, R. B. Wilby and Nat Williams.

20th-Fox Divorce

(Continued from page 1)

organization, a new theatre company, to be called National Theatres, Inc., will be organized which will take over the interests of 20th Century-Fox Film Corp. in the common stock of Wesco Theatres Corp. and Roxy Theatre, Inc.

The plan also calls for the organization of a new company which will be incorporated in Delaware under the name of 20th Century-Fox Film Corp. and which will take over the balance of the assets of the present company; the dissolution of the present 20th-Fox Corp.; and the distribtuion of stock in the new picture company and new theatre company to the stockholders of the present 20th-Fox Corp. in exchange for their present shares, on the basis of one share of stock in each new company for each present share of the present company.

RKO Pathe Set to Take 40,000 Feet of Film

RKO Pathe has cleared its decks preparatory to processing an anticipated 40,000 feet of film that will be taken at the Jersey Joe Walcott-Rocky Marciano heavyweight championship bout in Philadelphia tomorrow night, Jay Bonafield, executive producer, disclosed here at the weekend.

Key operating personnel will be on duty all night to assist in the prompt handling of the negative, so that the prints are made ready in the least possible time.

At the RKO home office about 150 employes will remain on duty to handle distribution of the film, Sidney Kramer, shorts subject sales manager, said. RKO branch managers and their staffs will also work through the night.

Talbot Forms Film Firm

PORTLAND, ORE., Sept. 21.—Clarence Talbot, known here for his film, radio and television work, plans to establish a film producing studio in Spokane, under the name of Empire Films, Associated with him is his father, Dr. C. W. Talbot.

Metal for Theatres Is Cut by N.P.A.

WASHINGTON, Sept. 21. — Smaller amounts of steel, cooper and aluminum have been alloted to the National Production Authority's film section for parcelling out to theatre and film equipment manufacturers for use in the first quarter of next year, NPA has announced.

At the Theatre Owners of America convention in Washington last week, Nathan D. Golden, Department of Commerce film chief, said easing of governmental regulations governing the supply of building materials was planned for April 1, 1953.

Concerning the new NPA announcement, for all three metals, the amounts are well below allotments for previous quarters. The steel allotment is most sharply reduced, due to the steel strike, and in most cases the copper and aluminum allotments have been cut back since less of these materials can be used due to the steel shortage.

NPA said it was giving the motion picture and photographic products section only 4,315 tons of steel ior allotment in the first quarter, compared with 5,181 tons in the fourth quarter of this year, and 6,207 tons in the current third quarter. The copper allotment was reduced from 1,463,000 pounds in the fourth quarter to 1,276,000 pounds in the first quarter, and the aluminum allotment was cut from 3,214,000 pounds in the last three months of this year to 3,101,000 pounds in the first three months of next year.

Hughes Stock

(Continued from page 1)

law; Edward Burke and Ray Ryan, Chicago and Texas capitalists, who helped finance Martin-Lewis' "At War With the Army" and who recently purchased Marshall Field's television stations in Portland and Seattle; and Robert Hayes of Texas.

Stolkin, 33, is president of Empire Industries, Chicago, a mail-order busines that purportedly made $1,000,000 in two years after he quit a job as a bond salesman. He is also vice-president of National Video Corp. Stolkin is expected to succeed Hughes as RKO Pictures' board chairman upon consummation of the deal.

Stolkin is understood to have heavy interests in theatres in New Jersey, Pennsylvania and the Midwest, and is said to have plans for further theatre acquisitions, according to the spokesman for the buying interests.

Loew's, UATC

(Continued from page 1)

terms of the Loew's consent decree. The filing of the suit came after Loew's failed to get a new extension of its deadline from the Department of Justice. The deadline, which called for Loew's and UATC to effect divestiture or Loews' to take court action, expired last Thursday.

Loew's action on Friday also called upon the court to order the receiver to submit a satisfactory plan for the termination of the joint interests. The following theatres are held jointly by both parties: Loew's State, Louisville; Loew's Century, Parkway, and Velencia; Baltimore; Loew's Broad and Loew's Ohio, Columbus, and Loew's Penn and Ritz, Pittsburgh.

VancouverExchange Strike Is Settled

VANCOUVER, B. C., Sept. 21.—The month-long strike of film exchange employes here, ended with the signing of a memo of agreement on wage increases to be granted by RKO Radio, M-G-M, Warner Brothers, 20th Century-Fox, Paramount and Columbia.

Climax in the bargaining battle came when members of Local No. B-71, exchange backroom employes, and Local No. F-71, exchange front office employes, set out to picket all Vancouver theatres showing films distributed by companies which had not yet reached an agreement with the unions. Actually, picketing of only one house, the Hastings, took place, and that lasted only 20 minutes. Five other theatres withdrew their scheduled attractions before the doors opened at 11:00 A. M. and substituted pictures distributed by either J. Arthur Rank, Empire-Universal or United Artists. The first two of these companies had signed contracts several weeks before, providing wage increases satisfactory to the locals, and UA had given acceptable assurances regarding a settlement.

At the Hastings, where the lone picket line was established, the management likewise shifted to films of one of the companies with which a dispute no longer existed—when it became apparent that projectionist members of IATSE Local No. 348 would voluntarily respect the picket line.

Russia Refuses

(Continued from page 1)

the American-owned films was contained in an official note from the Soviet Foreign Office, transmitted to the U. S. State Department through the American Embassy in Moscow.

The note was the first official Russian reaction to a series of protests initially lodged with the Soviet government more than a year ago by the State Department at the request of Eric Johnston, MPEA president. Johnston repeatedly protested the "pirating" of the American films.

The pictures involved are "Meet John Doe," "Viva Villa," "Mr. Smith Goes to Washigton," "The Three Musketeers" and "Mr. Deeds Goes to Town." While the Russian note referred to only these five subjects, MPEA said, at least four other Hollywood pictures are known to have been grabbed as "war booty" and shown in Russian theatres: "Romeo and Juliet," "The Crowd Roars," "The Man in the Iron Mask" and "The Story of Louis Pasteur."

Two of the eight films, it is known, were reedited and distorted for anti-American propaganda purposes, said the MPEA. The other six offered Soviet editors little latitude for distortion and apparently were left intact.

It was learned by the MPEA that all of the films are still being widely released and re-released throughout Russia and that they invariably play to sell-out crowds wherever shown, said the MPEA.

PSI Opens Office

PSI-TV, Inc., producers and distributors, has opened Chicago offices and appointed Albert C. Morey in charge, it was announced by Manny Reiner, vice-president in charge of sales.

Possibilities

(Continued from page 1)

Wednesday, they are much brighter now."

The reason for the changed attitude was unknown to Abram F. Myers, Allied States chairman and general counsel, who participated in the Wednesday arbitration meeting. At the close of that meeting Myers issued a statement in which he said he believed an arbitration plan was farther from realization that before the meeting and that it would be months, if ever, before the industry had a plan in work.

Replying to a question, Myers said he had not altered that opinion and that he had heard nothing from the distributors since the meeting.

"I have no idea what they plan to do, or when they will do it," Myers said when asked if another arbitration conference date had been set.

Despite Allied's position, Eric Johnston, Motion Picture Association of America president, went ahead with his prepared speech at the Thursday night TOA banquet, in which he expressed confidence that the industry needs, must have and soon would have an arbitration plan.

Some trade cricles here wondered whether there was any possibility of the Department of Justice and the Federal Statutory Court in New York approving an arbitration draft without the participation of Allied. Some believed there was a chance of that happening, provided the other exhibitor organizations, such as the Independent Theatre Owners Association of New York, the Metropolitan Motion Picture Theatres Association and Western Theatre Owners also approved.

Allied Is Important

However, they pointed out that without Allied participation the plan would be less effective, particularly insofar as realization of the main objective of distribution is concerned —the lessening of industry anti-trust suits.

TOA's convention action Thursday in approving in principle the incomplete arbitration draft, subject to changes suggested and outlined to the convention, confused even some TOA members here. The action was generally compared with that taken by the company presidents in New York last Monday, when they approved the plan in principle, subject to changes in or clarification of certain draft language. No exhibitor here regarded that as a complete or final approval of the draft and most felt that TOA's action should be similarly regarded.

Questions were also raised in connection with TOA's convention action on arbitration in the light of the previous conference agreement that no exhibitor organization would act on the draft until it had been formally approved by distribution. How TOA's action jibes with that agreement was a matter of speculation among exhibitors here.

Many feel that the status of the plan is approximately the same, apart from Allied's stated current dissatisfaction, as it was on Aug. 20. When it was announced that an agreement in principle had been reached. Even then, Myers disputed that.

Allied, it was learned, also is mildly upset by information that a distribution committee which met several weeks ago with investigators for the Senate small business committee on its probe of industry trade practices based on complaints of southern California exhibitors, reportedly told the investigators that an industry arbitration plan which would take care of all such trade complaints, was imminent and, therefore, pressing the action now was unnecessary. The committee, apparently, was not persuaded, even if the report relayed to Allied is correct. Committee investigators were despatched to Los Angeles again last week to pursue the inquiry already begun and others are about to take off from here.

FREE EXCITING SHOWS
Nationally Famous Cooking School. Aft. or Extra Show with paid Admissions. Free Refrig., TV Sets, Ranges, plus 10 Big Gifts weekly. No work—No Cost to Theatres. Other Big Promotions. Legal Everywhere.
PREMIUM HOUSE FILMS, Inc.
1841 Broadway (60th St.), New York 23, N. Y.
Circle 7-3680

Let a New Drafting Group Repair Arbitration: Myers

By J. A. OTTEN

WASHINGTON, Sept. 21.—In another bitter blast at the participants and developments at last Wednesday's arbitration meeting at the Mayflower Hotel here, Allied States Association general counsel Abram F. Myers suggested a new drafting committee be set up to continue further work on the arbitration plan.

He intimated that "know-it-all boys" and "Monday morning quarterbacks" had thrown a monkey-wrench into the arbitration works, and that they should now be made to bear the responsibility for future developments.

Myers' blast came in answer to a question as to whether he personally would attend any further drafting committee meetings. His statement did not answer the question directly, but certainly indicated he is very reluctant to invest any more of his time in these meetings.

"I think those of us who toiled through the hot summer are entitled to be relieved," he declared, "and that the Mnoday morning quarterbacks among the home office attorneys and elsewhere should now take over. I for one would like to do a little second guessing for a chance."

Myers said he thought it would be "interesting to see what sort of plan the know-it-all boys can produce," and promised that "if it is worthy, the Allied arbitration committee will submit it to the Allied Board of directors." But he reaffirmed previous statements that he would not put anything but a finished plan before Allied's convention in November, and that he doubted very much that a plan would be ready by then.

He will insist on a finished plan, Myers said, so that "Allied, like the Theatre Owners of America, will then be privileged to consider the whole subject in convention and vote on the proposals one by one if it sees fit." Myers said he understood this was the procedure followed by the TOA convention here last week.

The Allied official vehemently denied that the changes proposed by TOA and the distributors at Wednesday's meeting were "not substantial," a claim that was made by TOA and distributor officials following Myers' first blast at the outcome of Wednesday's session. "One TOA proposal was, to say the least, revolutionary," Myers said. "One of the distributor proposals would have weakened the meager provisions against the spread of competitive bidding."

Myers refused to give any further details on either of these proposals.

None of the proposals at the Wednesday meeting was submitted in writing, Myers again asserted, and "none could be acted upon because the time was consumed in extraneous arguments by persons who were not members of the legal committee and who had not participated in preceding conferences, lately or at all."

It was understood, though Myers would not comment, that these remarks were aimed primarily at Alfred Starr, new TOA president; Robert Wilby of TOA; and Austin C. Keogh of Paramount.

Wilder to Venice Confab

WASHINGTON, Sept. 21.—Thornton Wilder, author and playwright, has been named chairman of the United States participating group for the International Conference of Artists, to be held in Venice, Italy, opening today. The Department of State and the U. S. National Commission for UNESCO announced also that among other members of the party representing the U. S. will be Valentine Davies.

Box to Make Rank Film in Canada

TORONTO, Sept. 21.—The J. Arthur Rank Organization has announced that, following a Canadian visit by producer Betty E. Box and director Ralph Thomas from Pinewood Studios, London, production will start next spring on "Campbell's Kingdom," an oil-field picture, on location in Alberta.

Another group of Rank officials will be here shortly for a survey in connection with the company's production program in the Dominion. Leslie Parkyn, Sergei Nolbandov and author Neil Patterson will scout locations for "Scottish Settlement."

Rush Coming for Rodeo

HOLLYWOOD, Sept. 21.—Art Rush, personal manager of Roy Rogers and Dale Evans, has entrained for New York, accompanied by his wife, to join the two Western stars for their Sept. 24-Oct. 19 engagement at the Madion Square Garden world championship rodeo. With publicity director Al Rackin already there, general manager Larry Kent, sales promotion manager Connie Krebs, and Helen Young, Rush's secretary, are slated to join the entourage next week.

Blondell in Mexico

MEXICO CITY, Sept. 21.—Joan Blondell is making a TV short in English here, "Calamity Jane," for Ultramar Films. Oscar Dancinger is president. Buddy Ibsen is her leading man and Rolando Aguilar is directing.

Starr Urged

(Continued from page 1)

been discussed by the drafting committee in earlier meetings this spring and summer, and had been discarded as too controversial. Then, he added, the suggestion was again made from the floor of the TOA convention Tuesday afternoon during a closed-door session on arbitration, and Starr passed the suggestion along to the arbitration drafting committee when he attended its meeting at the Mayflower hotel last Wednesday.

Starr refused to discuss the report, saying that at the arbitration meeting there had been much talk and a cataloguing of many things that exhibitors wanted, and that "it's pretty silly to center on any one phase of all these things." He said there was an agreement not to talk about what had been discussed, and that the final arbitration draft would be made public at the proper time and then would be the time for comment on details.

The TOA president reaffirmed his statement of Thursday that all of the parties are agreed in principle of an arbitration plan, and that there is no cause for pessimism on the subject.

Flurry of Activity In Chicago Courts

CHICAGO, Sept. 21. — A flurry of legal activity in the Federal courts here found technical rulings being passed and hearings being set on three theatre anti-trust suits.

The hearing on a change of venue from Chicago to Milwaukee on the Viking Theatre Corp. (Oshkosh, Wis.) case has been scheduled for Jan. 20 by Federal judge John Barnes.

Judge Sam Perry has ruled that the Paramount decree is not applicable to the Schoenstadt Circuit's position as defendant in the Midtown Theatre suit, but that the circuit must defend itself on other aspects of the suit. Oct. 1 has been set as the date for the hearing on the Thompson-Metropolis-32 West Randolph St. Building $8,000,000 suit against B. & K., major film companies, Warner Theatres, and RKO Theatres. The 32 W. Randolph Building houses the Oriental Theatre.

Disney to Film Bob Roy

HOLLYWOOD, Sept. 21.—Walt Disney's next live-action production will be based on the Scottish outlaw, Bob Roy, with Richard Todd starred. It will be made in Scotland.

EXPERIENCED THEATRE MANAGERS WANTED
OUTSIDE OF NEW YORK CITY

A real opportunity for men with ability to join a big circuit where promotion is from the ranks.

Please detail your experience in writing. . . . All replies confidential.

BOX 541
MOTION PICTURE DAILY
1270 Sixth Ave., New York 20

Will you share this dream with us?

Not many weeks ago there passed away from the motion picture industry a man who had devoted half his adult life to the victims of modern plagues; cancer, heart disease and tuberculosis. During the war he dedicated himself to the blind veterans. In peace-time he spent most of himself for the people in the amusement industries who were stricken with tuberculosis and whom he helped back to health at the Will Rogers Memorial Hospital in Saranac Lake.

HIS NAME WAS HAROLD RODNER

He had a dream about the Hospital. He wanted to see it equipped with a Research Section where scientists could develop speedier methods for returning to normal life, those suffering from tuberculosis. We have undertaken to convert this dream into reality.

In the beginning this was a modest venture by a small group of Harold's friends. But as the word of what they were planning spread out, many men and women to whom he had given hope and life, insisted upon the opportunity to share in converting Harold's idea into a real Laboratory. Therefore, we are extending an invitation to everyone in the amusement industries to participate.

If you have been helped by Harold Rodner, or if he opened the doors of the hospital to one of your employees or friends, or even if you didn't know Harold and the selfless work he did, and would like to perpetuate the spirit of such a man, then join this project with us to keep alive and warm the kindly, sympathetic help he gave to the needy and the suffering.

Committee for

THE HAROLD RODNER RESEARCH SECTION

at the

WILL ROGERS MEMORIAL HOSPITAL SARANAC LAKE, N.Y.



COMMITTEE

Samuel Schneider, chairman · Harry M. Kalmine · Ben Kalmenson · Herman Starr · M. B. Blackman, sec.-treas.

MAKE ALL CHECKS PAYABLE TO HAROLD RODNER FUND, 321 W. 44TH ST., N. Y. 36

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 58 NEW YORK, U. S. A., MONDAY, SEPTEMBER 22, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

IT WAS A DISAPPOINTMENT to many delegates to the Theatre Owners of America convention in Washington last week that no conclusive action could be taken by the convention on the three topics heralded in advance as the most important to come before the meeting: The government's 16mm. suit, arbitration and the campaign for admission tax repeal.

TOA action with respect to its role in the 16mm. suit was referred back to the regional units for instructions to the national organization; arbitration, still incomplete, could only be approved in principle subject to proposed changes in the plan, and the uncertainties attendant upon those developments just about crowded discussion of the admission tax repeal off the convention schedule. If it was discussed at all, it was in one of the three out of six closed meetings from which the press was barred.

Despite those frustrations, there was much in the open convention sessions of great practical value to exhibitors.

Elmer Rhoden's keynote speech and retiring president Mitchell Wolfson's address, both pointing the roads to industry and, particularly, exhibition's economic recovery and future health, were solid items of inspiration and guidance. Jack Braunagel's specifics of operation of successful drive-ins were as good as money in the bank for any exhibitor alert enough to hear and mark the dollars-and-cents blueprint put before him. Harold Fitzgerald's analysis and recommendation of refreshment concessions operation, with the accompanying trade show, can be translated, now and in the future, into cash for many a theatre operation.

The suggestions for trade practice action advanced by M. A. Lightman and Walter Reade, Jr., opened the way to constructive exhibitor action on some fundamentals of theatre operation. And TOA's executive committee, working around the clock, took vital steps to strengthen, expand and vastly increase the organization and its service functions to members.

Finally, the new slate of officers headed by Alfred Starr of Nashville, represents enthusiasm, com-

(Continued on page 4)

Starr Urged Arbitration Of Clearances

WASHINGTON, Sept. 21.—A proposal that circuits and other exhibitors be given the right to initiate arbitration proceedings to increase clearance was put before last week's arbitration drafting committee meeting by Alfred Starr, new president of the Theatre Owners of America, it was learned here over the weekend.

A top TOA official, who asked that his name not be used, revealed this development. He made the disclosure when asked for his views as to what Allied States Association general counsel Abram F. Myers might have had in mind when he issued a statement declaring that one TOA proposal to the drafting committee was "revolutionary." Myers himself refused to give further details.

The TOA official denied this was a "revolutionary" idea, and said he felt it was really not too important. He said the proposal had originally

(Continued on page 5)

NEWS FLASHES

MILWAUKEE, Sept. 21.--President Sig Goldberg reported to the Wisconsin Allied regional meeting at Wausau that the drive for repeal of the 20 per cent Federal admission tax was well organized in the state.

Eight of the 10 districts, he said, have received anti-tax commitments from their Congressmen.

•

HOLLYWOOD, Sept. 21.--The Screen Story Analysts Guild has written the Department of Justice protesting the 16mm. anti-trust suit as capable of doing "unjustifiable injury" to the motion picture industry. Similar action has been taken by other industry groups.

Sharp Improvement In Industry's 'PR'

Hollywood, Sept. 21.—Public Relations Committee chairman William Thomas, back from a national tour, reported a sharp improvement in the industry's public - relations standing due to increased interest on the part of exhibitors in emphasizing Hollywood achievements and dispelling misinformation.

Loew's Files Suit Against UATC Here

Loew's filed a suit here in Federal Court Friday against United Artists Theatre Circuit, seeking the appointment of a receiver for the purpose of liquidating its joint interests with UATC in eight theatres.

The divestiture of its joint interests in the eight is required under the

(Continued on page 4)

20th-Fox Divorce Planned for Sat.

The reorganization of 20th Century-Fox into two separate companies—production-distribution and exhibition—according to the terms of the consent decree is expected to be effected on Saturday, the target date announced last July, a top 20th-Fox executive said here at the weekend.

He said no hitches are expected to develop which would hold up the divorcement. Under the plan of re-

(Continued on page 4)

49 Theatres in 30 Cities Set for Bout

Forty-nine theatres in 30 cities from Coast-to-Coast will take tomorrow night's telecast of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout, to be fought at Philadelphia's Municipal Stadium, Theatre Network Television officially disclosed here at the weekend.

The line-up of theatres tops the previous high set in June for the Robinson-Maxim bout, when 38 TV-equipped theatres joined the network.

The largest network of theatres was assured when Loew's, RKO Theatres and Warner Brothers booked the event late last week. It was also effected by TNT's planned use of a simultaneous film recording, or a

(Continued on page 4)

Possibilities For Arbitration Are Brighter

Expect Rupture in Work On Draft to Be Healed

WASHINGTON, Sept. 21.—Distribution representatives who were in Washington at the weekend after attending the Theatre Owners of America covnention banquet here expressed definite optimism that the apparent rupture in the work of completing the proposed industry arbitration draft would be healed in short order. The reasons for their optimism, however, were not disclosed.

One major company sales manager who was asked if distribution had decided to waive its request for changes in the language of the draft was non-committal in reply but insisted that while "things looked very dark following the exhibitor-distributor meeting here last

(Continued on page 5)

Ready Transfer of Hughes RKO Stock

LOS ANGELES, Sept. 21.—Legal documents transferring Howard Hughes' 1,050,000 shares of RKO Pictures stock to a Chicago syndicate headed by Ralph E. Stolkin for a reported $7,350,000 were ready for signing over the weekend, it was disclosed by a spokesman for the potential buyers.

The syndicate which is said to have offered $7 per share for the 30 per cent control held by Hughes also consists of:

A. L. Kolish, Stolkin's father-in-

(Continued on page 4)

Russia Refuses to Return 5 US Films

Soviet Russia has flatly refused to return the prints of five American motion pictures which were seized several years ago in Eastern Germany, the Motion Picture Export Association revealed here at the weekend.

Moscow said the films were seized as "trophies" of war and indicated the Communists would use the films as they see fit.

The Kremlin's refusal to relinquish

(Continued on page 4)

Personal Mention

T. J. HARGRAVE, Eastman Kodak board chairman, is celebrating his 25th anniversary with the company.

•

ABNER J. GRESHLER, producer, arrived in Hollywood Saturday, after having recovered in a Denver hospital from an illness with which he was stricken while en route to the Coast from New York.

•

WALTER H. GROSSELFINGER of the Westrex Corp., is in London from New York. After visiting several of the company's offices in Europe he will return here Oct. 8.

•

SAM GEFFEN, National Screen salesman in Buffalo, is leaving the industry and soon will depart for the West Coast, where he may enter the motel business.

•

NANCY KASSEL, Screen Gems TV department casting director, left New York at the weekend for Hollywood where she will remain three weeks.

•

ALBERT and MRS. BEHLING, Rose Hill, Canada, exhibitors, celebrated their 45th wedding anniversary recently.

•

DON WEISS, M-G-M director, is in New York from the Coast.

Irving P. Alexander Dies in Boston

BOSTON, Sept. 21.—Irving P. Alexander, 55, of Winthrop, Mass., division manager for the Snider Theatre Enterprises of Boston, died suddenly at the Beth Israel Hospital here Thursday as he was about to undergo an emergency operation.

Alexander had been associated with the motion picture industry for over 30 years. He was formerly with New England Theatres Operating Co., Paramount Publix Theatres and the M. and P. Theatres. He leaves his widow, two daughters and a brother.

Royalty at 'Limelight' London Premiere

"Limelight," Charles Chaplin's first picture in five years, will have its London premiere under the sponsorship of the Royal London Society for Teaching and Training the Blind, with Her Royal Highness Princess Alice and the Earl of Athlone, the Earl and Countess of Mountbatten and United States Ambassador Walter S. Gifford serving as premiere presidents, United Artists announced.

Chaplin, now en route to London for the premiere, may not be readmitted to the U. S. Attorney Generai McGranery said at the weekend that he had ordered authorities of the Immigration Service to determine whether the comedian, a British citizen, should be readmitted. The premiere, slated for Oct. 16, was scheduled to be Chaplin's first stop on a world tour with his wife and children.

RKO Radio Drive On Short Subjects

RKO Radio will launch a short subject sales drive starting Oct. 1 and running to the end of the year, it was announced at the weekend by Sid Kramer, short subjects sales manager.

Spearheading the drive will be "Operation A-Bomb," two-reel special produced by RKO Pathe which presents an atomic blast at Yucca Flats, Nevada, in color.

Para. Sales Drive For Oscar Morgan

Oscar A. Morgan, general sales manager of Paramount short subjects and the newsreel, will be honored by the company during the week of Sept. 28 with a sales drive bearing his name.

This marks the fourth successive year Paramount has paid tribute to the sales executive with an "Oscar Morgan Week," and is the anniversary also of his 38th year with the company.

This year's drive includes, in addition to short subjects and the newsreel, two features, W. Somerset Maugham's "Trio" and "Encore," of which Morgan is in charge of sales.

Name Captains for 20th Testimonial

Thirty-six captains responsible for the operation of the 20th Century-Fox testimonial drive honoring branch managers during the period from Sept. 28 to Dec. 27 were appointed here, as follows:

Albany, John Wilhelm; Atlanta, R. G. McClure; Boston, John Feloney; Buffalo, William Graham; Charlotte, James O. Mock; Chicago, Arnold Moniette; Cincinnati, Jack J. Kaufman; Cleveland, Frank J. Hunt; Dallas, W. S. (Zeke) Miller; Denver, Carl Larson; Des Moines, Dale E. Smith.

Also, Detroit, Jay Frankel; Indianapolis, Robert C. Meyer; Jacksonville, Clifford T. Hardin; Kansas City, Joseph C. Bondank; Los Angeles, Reville Kniffin; Memphis, Leo R. Wintker; Milwaukee, George Edgerton; Minneapolis, Ben Lander; New Haven, Salvatore Popolizio; New Orleans, Gerald S. Kennedy, Jr.

Also New York, Alex Arnswalder; Oklahoma City, Jack Whelihan; Omaha, Regina Molseed; Philadelphia, Herman Herschhorn; Pittsburgh, C. C. Kellenberg; Portland, Carl Handsaker; St. Louis, Joseph A. Feld; Salt Lake City, Carl F. Larsen; San Francisco, Paul A. Schmuck; Seattle, James Brooks; Washington, Ira Sichelman; Calgary, Robert E. Comben; Montreal, Arthur Quintal; St. John, Thomas Corbett; Toronto, Harry Wiseman; Vancouver, Allan W. Laubenstein; Winnipeg, Alfred Smith.

Polio Closes 2 Theatres

KANSAS CITY, Sept. 21.—Public schools, churches and the two motion picture theatres in Warrensburg, Mo., have been closed by the mayor because of the polio situation in that community. There have been six deaths there from the disease.

U-I to Herald '53 With Three in Color

Three pictures in color by Technicolor will be released in January by Universal-International, heralding the new year with an emphasis on color, Charles J. Feldman, U-I general sales manager, disclosed here at the weekend, following his return from the Coast.

The trio of releases set for January consists of "The Lawless Breed," starring Rock Hudson and Julia Adams, "City Beneath the Sea," starring Robert Ryan and Mala Powers; and "Meet Me At the Fair," starring Dan Dailey and Diana Lynn.

Feldman returned to New York following a tour of the Midwest, Pacific Northwest and the Coast, where he conducted meetings with exhibitors, circuit heads and members of his own organization. At the studio Feldman viewed "Mississippi Gambler," "Desert Legion," "A Man's Country," "The Lone Hand," 'Seminole" and "Column South."

Columbia Drive Winners Named

Ten domestic branch and division managers from Columbia Pictures, accompanied by their wives will shortly be travelling to Paris, London, Rome, or any one of a score of other foreign cities in which the company maintains offices. The trips are being awarded to the 10 for winning the "Round the World" sales drive, which concluded June 26.

In addition, salesmen, office managers and bookers of all branches which won first, second and special prizes and branch managers of the runner-up exchanges will receive awards. The 10 winners are: Bob Ingram, Southeastern district manager; Jack Underwood, Southwestern division manager; Wayne Ball, Los Angeles; George Roscoe, Atlanta; H. Duvall, New Orleans; R. C. Hill, Denver; N. J. Colquhoun, Memphis; H. Green, Salt Lake City; J. H. Jacobs, Omaha; J. R. Beale, Portland. Portland.

Jones Quits the FCC To Practice Law

WASHINGTON, Sept. 21. — Robert F. Jones, a strong opponent of monopoly and "bigness" in the radio and television field, resigned as a member of the Federal Communications Commission over the weekend.

Jones, in various separate concurring or dissenting opinions, has repeatedly emphasized the anti-trust record of the film industry and was considered to be one of the major hurdles which the industry would have to overcome to win exclusive theatre television channels and to expand in other ways into the television field. He has been on the Commission since 1947 and prior to that was a member of Congress. He will enter private law practice in Washington with Arthur Scharfeld, specializing FCC cases.

Newsreel Parade

THE PRESIDENTIAL campaign gathering momentum, the dedication of a memorial for the war dead, an Ethiopian treaty and the invention of a jet jeep helicopter make current newsreel headlines. A complete summary follows:

MOVIETIME NEWS, No. 77—"Ike" in the Midwest and at the AFL convention in New York. Stevenson opens Eastern tour in Connecticut. Haile Selassie's domain increases. Allied navies war drill. U. S. shows new stratofortress. Bradley Field is dedicated. "Snows of Kilimanjaro" premiere.

NEWS OF THE DAY, No. 207—Campaign spotlight. Selassie gains new realm. Jet jeep helicopter. Belgian couple happily wed for 50 years. World of fashion awards "winnies." International tuna classic. Connecticut's great airfield.

PARAMOUNT NEWS, No. 10—Eisenhower in Midwest and at AFL convention. Stevenson in Connecticut. Truman explains President's job. American war dead remembered in France. New headlines for air age.

TELENEWS DIGEST, No. 38-B—"Ike" speaks to AFL. Final Finnish reparation paid to Russia. America's newest weapons. Army unveils latest and smallest helicopter. Texas house pet—jungle style.

UNIVERSAL NEWSREEL, No. 597—Allied fleet maneuvers in the Baltic. Operation Scorcher in Arizona. Truman and wives of theatre owners. Wheelbarrow race in California. Aviation in the news.

WARNER PATHE NEWS, No. 12—The campaign gets hot—Stevenson, Truman, Eisenhower, Taft. New global jet bomber. One-man jet jeep helicopter. General Marshall dedicates war memorial in France. Theatre Owners of America convention in Washington. Haile Selassie signs Ethiopian treaty.

First Continental RKO Meet Sept. 30

RKO Radio's first continental sales meeting will be held Sept. 30, in Paris under the direction of Carl-Gerhard Wallman, newly appointed Continental sales manager. Wallman, who was formerly Scandinavian general manager for RKO, moved to Paris this week to assume his duties as second man to Joseph Bellfort, European manager.

Metro Sues Lanza for Reneging on 'Prince'

HOLLYWOOD, Sept. 21.—M-G-M on Friday filed in Superior Court a suit against singer-actor Mario Lanza, seeking reimbursement of $695,000 spent in preparing "The Student Prince" which he refused to report for work on, with the result that the picture was abandoned. Suit also asks the court to fix the sum the film might have earned if Lanza had appeared.

Company also sought an injunction to prevent Lanza from engaging in any other entertainment activity.

Queen to See Lanza Film

M-G-M's "Because You're Mine," starring Mario Lanza, has been selected for presentation at the Royal Film Performance under the patronage of Her Majesty Queen Elizabeth, on Oct. 27 at M-G-M's Empire Theatre in London, the company stated.

MOTION PICTURE DAILY. Martin Quigley. Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel. Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"Ride... play... love... hard!"



...in the brawling camps of Big-Time Rodeo!

WALD-KRASNA Productions, Inc. Presents

SUSAN HAYWARD • ROBERT MITCHUM
ARTHUR KENNEDY • ARTHUR HUNNICUTT

in a sensational slice of life from the Wildest Show on Earth!



with **FRANK FAYLEN** • Produced by JERRY WALD • Directed by NICHOLAS RAY • Written for the screen by HORACE McCOY and DAVID DORTORT

"The Showmanship Company" Again!

Big promotional premieres!... National advertising in more than 31 million copies of weekly and monthly magazines...and more than 27 million Sunday newspaper supplements... for a *GRAND TOTAL CIRCULATION OF 55,958,107!*... including Life, Look, Collier's, S. E. P., Time, Newsweek; Cosmopolitan, Redbook, American, Esquire, Argosy, True and movie magazines... This Week in 31 cities; Parade, 34 cities, and independent, 15 cities!

Distributed by
RKO RADIO PICTURES

Tradewise...

By SHERWIN KANE

(Continued from page 1)

petence, purpose and determination.

Most assuredly, not all of the practical values of an exhibitor convention are necessarily those which get the biggest headlines. Even in the casual meetings and exchange of ideas which a convention affords, there are opportunities aplenty for exhibitors to obtain and take home with them ideas which can be translated into actual extra cash in the box-office till.

Walcott Bout

(Continued from page 1)

kinescope, which will be televised to theatres West of Omaha from New York at about 11:15 P.M. (EDT).

The fight, which will not be home televised or broadcast, will be seen in theatres in the following cities: New York, Los Angeles, Seattle, Washington, Cleveland, Milwaukee, Toledo, Baltimore, Kansas City, Asbury Park, Rutherford, N. J.; Chicago, Detroit, Gary, Ind.; Hammond, Ind.; Miami, San Francisco, Binghampton, N. Y.; Albany, N. Y.; Indianapolis, Denver, Louisville, Pittsburgh, Sacramento, Omaha, Dayton, Minneapolis, Cincinnati, Erie, Pa., and Richmond, Va.

TNT declines to name the 49 theatres taking the bout due to what is believed to be competitive reasons. About 39 theatres taking the bout were listed previously in MOTION PICTURE DAILY as reported by field correspondents.

In New York City, eight theatres will take the telecast, including the Warner Theatre on Broadway which will reopen tomorrow night for the event and then shutter again. The 2,700-seat Warner Theatre is charging $3.60, including the admission tax, for general admission and $4.80, including tax, for loges.

Other Warner houses taking the telecast include: Warner, Erie, Stanley, Baltimore; Warner, Milwaukee; Warner, Washington; and the Stanley, Pittsburgh.

WB, like most other theatres, is charging either $3 or $3.60, for the event outside New York. The other seven theatres in New York taking the event are: 50th Street Guild, Academy, Manhattan, RKO Fordham, Bronx; Marine, Fox, Brooklyn; Queens, Queens Village, L. I.

Washington Theatres Charge $3.60 for Bout

WASHINGTON, Sept. 21.—All three Washington theatres showing telecasts of Tuesday's Walcott-Marciano fight are charging $3.60 admission, the highest figure ever charged here for a theatre television event.

Most previous theatre TV showings here have had an admission price of $2.40 or less. One theatre on one occasion went up to $3 for reserved seats, though keeping the $2.40 top for general admission.

Officials of the three theatres explain that the cost of rights to the fight and other expenses made the new high charge necessary.

The three houses showing the theatre telecast Tuesday are RKO Keith's, the Lincoln Theatre and the Warner. This will be the first time the Warner has had theatre television. All three theatres are showing the fight along with the regular feature, and all are having advance sales but no reserved seats.

A fourth local theatre, Loew's Capitol, has theatre TV facilities, but a Loew's official said it was not showing the fight telecast because the company felt the other three theatres had saturated the area.

TOA Board Elects New Executive Unit

WASHINGTON, Sept. 21. — The Theatre Owners of America executive committee for the next year, as elected by the TOA board at the organization's annual convention in Washington last week will be constituted as follows:

Walter Reade, Jr., chairman; Myron Blank, Jack Braunagel, C. E. Cook, Sherrill Corwin, H. H. Everett, Russell Hardwick, Mack Jackson, George Kerasotes, R. R. Livingston, Arthur Lockwood, Morris Loewenstein, Ray Martin, Pat McGee, M. J. Mullin, J. J. O'Leary, Sam Pinanski, Elmer Rhoden, W. C. Ruffin, Jr., Jay Solomon, Morton Thalhimer, David Wallerstein, R. B. Wilby and Nat Williams.

20th-Fox Divorce

(Continued from page 1)

organization, a new theatre company, to be called National Theatres, Inc., will be organized which will take over the interests of 20th Century-Fox Film Corp. in the common stock of Wesco Theatres Corp. and Roxy Theatre, Inc.

The plan also calls for the organization of a new company which will be incorporated in Delaware under the name of 20th Century-Fox Film Corp. and which will take over the balance of the assets of the present company; the dissolution of the present 20th-Fox Corp.; and the distribtuion of stock in the new picture company and new theatre company to the stockholders of the present 20th-Fox Corp. in exchange for their present shares, on the basis of one share of stock in each new company for each present share of the present company.

RKO Pathe Set to Take 40,000 Feet of Film

RKO Pathe has cleared its decks preparatory to processing an anticipated 40,000 feet of film that will be taken at the Jersey Joe Walcott-Rocky Marciano heavyweight championship bout in Philadelphia tomorrow night, Jay Bonafield, executive producer, disclosed here at the weekend.

Key operating personnel will be on duty all night to assist in the prompt handling of the negative, so that the prints are made ready in the least possible time.

At the RKO home office about 150 employes will remain on duty to handle distribution of the film, Sidney Kramer, shorts subject sales manager, said. RKO branch managers and their staffs will also work through the night.

Talbot Forms Film Firm

PORTLAND, ORE., Sept. 21.—Clarence Talbot, known here for his film, radio and television work, plans to establish a film producing studio in Spokane, under the name of Empire Films, Associated with him is his father, Dr. C. W. Talbot.

Metal for Theatres Is Cut by N.P.A.

WASHINGTON, Sept. 21.—Smaller amounts of steel, cooper and aluminum have been alloted to the National Production Authority's film section for parcelling out to theatre and film equipment manufacturers for use in the first quarter of next year, NPA has announced.

At the Theatre Owners of America convention in Washington last week, Nathan D. Golden, Department of Commerce film chief, said easing of governmental regulations governing the supply of building materials was planned for April 1, 1953.

Concerning the new NPA announcement, for all three metals, the amounts are well below allotments for previous quarters. The steel allotment is most sharply reduced, due to the steel strike, and in most cases the copper and aluminum allotments have been cut back since less of these materials can be used due to the steel shortage.

NPA said it was giving the motion picture and photographic products section only 4,315 tons of steel for allotment in the first quarter, compared with 5,181 tons in the fourth quarter of this year, and 6,207 tons in the current third quarter. The copper allotment was reduced from 1,463,000 pounds in the fourth quarter to 1,276,000 pounds in the first quarter, and the aluminum allotment was cut from 3,214,000 pounds in the last three months of this year to 3,101,000 pounds in the first three months of next year.

Hughes Stock

(Continued from page 1)

law; Edward Burke and Ray Ryan, Chicago and Texas capitalists, who helped finance Martin-Lewis' "At War With the Army" and who recently purchased Marshall Field's television stations in Portland and Seattle; and Robert Hayes of Texas.

Stolkin, 33, is president of Empire Industries, Chicago, a mail-order busines that purportedly made $1,000,000 in two years after he quit a job as a bond salesman. He is also vice-president of National Video Corp. Stolkin is expected to succeed Hughes as RKO Pictures' board chairman upon consummation of the deal.

Stolkin is understood to have heavy interests in theatres in New Jersey, Pennsylvania and the Midwest, and is said to have plans for further theatre acquisitions, according to the spokesman for the buying interests.

Loew's, UATC

(Continued from page 1)

terms of the Loew's consent decree. The filing of the suit came after Loew's failed to get a new extension of its deadline from the Department of Justice. The deadline, which called for Loew's and UATC to effect divestiture or Loews' to take court action, expired last Thursday.

Loew's action on Friday also called upon the court to order the receiver to submit a satisfactory plan for the termination of the joint interests. The following theatres are held jointly by both parties: Loew's State, Louisville; Loew's Century, Parkway, and Velencia; Baltimore; Loew's Broad and Loew's Ohio, Columbus, and Loew's Penn and Ritz, Pittsburgh.

VancouverExchange Strike Is Settled

VANCOUVER, B. C., Sept. 21.—The month-long strike of film exchange employes here, ended with the signing of a memo of agreement on wage increases to be granted by RKO Radio, M-G-M, Warner Brothers, 20th Century-Fox, Paramount and Columbia.

Climax in the bargaining battle came when members of Local No. B-71, exchange backroom employes, and Local No. F-71, exchange front office employes, set out to picket all Vancouver theatres showing films distributed by companies which had not yet reached an agreement with the unions. Actually, picketing of only one house, the Hastings, took place, and that lasted only 20 minutes. Five other theatres withdrew their scheduled attractions before the doors opened at 11:00 A. M. and substituted pictures distributed by either J. Arthur Rank, Empire-Universal or United Artists. The first two of these companies had signed contracts several weeks before, providing wage increases satisfactory to the locals, and UA had given acceptable assurances regarding a settlement.

At the Hastings, where the lone picket line was established, the management likewise shifted to films of one of the companies with which a dispute no longer existed—when it became apparent that projectionist members of IATSE Local No. 348 would voluntarily respect the picket line.

Russia Refuses

(Continued from page 1)

the American-owned films was contained in an official note from the Soviet Foreign Office, transmitted to the U. S. State Department through the American Embassy in Moscow.

The note was the first official Russian reaction to a series of protests initially lodged with the Soviet government more than a year ago by the State Department at the request of Eric Johnston, MPEA president. Johnston repeatedly protested the "pirating" of the American films.

The pictures involved are "Meet John Doe," "Viva Villa," "Mr. Smith Goes to Washigton," "The Three Musketeers" and "Mr. Deeds Goes to Town." While the Russian note referred to only these five subjects, MPEA said, at least four other Hollywood pictures are known to have been grabbed as "war booty" and shown in Russian theatres: "Romeo and Juliet," "The Crowd Roars," "The Man in the Iron Mask" and "The Story of Louis Pasteur."

Two of the eight films, it is known, were reedited and distorted for anti-American propaganda purposes, said the MPEA. The other six offered Soviet editors little latitude for distortion and apparently were left intact.

It was learned by the MPEA that all of the films are still being widely released and re-released throughout Russia and that they invariably play to sell-out crowds wherever shown, said the MPEA.

PSI Opens Office

PSI-TV, Inc., producers and distributors, has opened Chicago offices and appointed Albert C. Morey in charge, it was announced by Manny Reiner, vice-president in charge of sales.

Possibilities

(Continued from page 1)

Wednesday, they are much brighter now."

The reason for the changed attitude was unknown to Abram F. Myers, Allied States chairman and general counsel, who participated in the Wednesday arbitration meeting. At the close of that meeting Myers issued a statement in which he said he believed an arbitration plan was farther from realization that before the meeting and that it would be months, if ever, before the industry had a plan in work.

Replying to a question, Myers said he had not altered that opinion and that he had heard nothing from the distributors since the meeting.

"I have no idea what they plan to do, or when they will do it," Myers said when asked if another arbitration conference date had been set.

Despite Allied's position, Eric Johnston, Motion Picture Association of America president, went ahead with his prepared speech at the Thursday night TOA banquet, in which he expressed confidence that the industry needs, must have and soon would have an arbitration plan.

Some trade cricles here wondered whether there was any possibility of the Department of Justice and the Federal Statutory Court in New York approving an arbitration draft without the participation of Allied. Some believed there was a chance of that happening, provided the other exhibitor organizations, such as the Independent Theatre Owners Association of New York, the Metropolitan Motion Picture Theatres Association and Western Theatre Owners also approved.

Allied Is Important

However, they pointed out that without Allied participation the plan would be less effective, particularly insofar as realization of the main objective of distribution is concerned —the lessening of industry anti-trust suits.

TOA's convention action Thursday in approving in principle the incomplete arbitration draft, subject to changes suggested and outlined to the convention, confused even some TOA members here. The action was generally compared with that taken by the company presidents in New York last Monday, when they approved the plan in principle, subject to changes in or clarification of certain draft language. No exhibitor here regarded that as a complete or final approval of the draft and most felt that TOA's action should be similarly regarded.

Questions were also raised in connection with TOA's convention action on arbitration in the light of the previous conference agreement that no exhibitor organization would act on the draft until it had been formally approved by distribution. How TOA's action jibes with that agreement was a matter of speculation among exhibitors here.

Many feel that the status of the plan is approximately the same, apart from Allied's stated current dissatisfaction, as it was on Aug. 20. When it was announced that an agreement in principle had been reached. Even then, Myers disputed that.

Allied, it was learned, also is mildly upset by information that a distribution committee which met several weeks ago with investigators for the Senate small business committee on its probe of industry trade practices based on complaints of southern California exhibitors, reportedly told the investigators that an industry arbitration plan which would take care of all such trade complaints, was imminent and, therefore, pressing the action now was unnecessary. The committee, apparently, was not persuaded, even if the report relayed to Allied is correct. Committee investigators were despatched to Los Angeles again last week to pursue the inquiry already begun and others are about to take off from here.

FREE EXCITING SHOWS
Nationally Famous Cooking School. Aft. or Extra Show with paid Admissions. Free Refrig., TV Sets, Ranges, plus 10 Big Gifts weekly. No work—No Cost to Theatres. Other Big Promotions. Legal Everywhere.
PREMIUM HOUSE FILMS, Inc.
1841 Broadway (60th St.), New York 23, N. Y.
Circle 7-3880

Let a New Drafting Group Repair Arbitration: Myers

By J. A. OTTEN

WASHINGTON, Sept. 21.—In another bitter blast at the participants and developments at last Wednesday's arbitration meeting at the Mayflower Hotel here, Allied States Association general counsel Abram F. Myers suggested a new drafting committee be set up to continue further work on the arbitration plan.

He intimated that "know-it-all boys" and "Monday morning quarterbacks" had thrown a monkey-wrench into the arbitration works, and that they should now be made to bear the responsibility for future developments.

Myers' blast came in answer to a question as to whether he personally would attend any further drafting committee meetings. His statement did not answer the question directly, but certainly indicated he is very reluctant to invest any more of his time in these meetings.

"I think those of us who toiled through the hot summer are entitled to be relieved," he declared, "and that the Mnoday morning quarterbacks among the home office attorneys and elsewhere should now take over. I for one would like to do a little second guessing for a chance."

Myers said he thought it would be "interesting to see what sort of plan the know-it-all boys can produce," and promised that "if it is worthy, the Allied arbitration committee will submit it to the Allied Board of directors." But he reaffirmed previous statements that he would not put anything but a finished plan before Allied's convention in November, and that he doubted very much that a plan would be ready by then.

He will insist on a finished plan, Myers said, so that "Allied, like the Theatre Owners of America, will then be privileged to consider the whole subject in convention and vote on the proposals one by one if it sees fit." Myers said he understood this was the procedure followed by the TOA convention here last week.

The Allied official vehemently denied that the changes proposed by TOA and the distributors at Wednesday's meeting were "not substantial," a claim that was made by TOA and distributor officials following Myers' first blast at the outcome of Wednesday's session. "One TOA proposal was, to say the least, revolutionary," Myers said. "One of the distributor proposals would have weakened the meager provisions against the spread of competitive bidding."

Myers refused to give any further details on either of these proposals.

None of the proposals at the Wednesday meeting was submitted in writing, Myers again asserted, and "none could be acted upon because the time was consumed in extraneous arguments by persons who were not members of the legal committee and who had not participated in preceding conferences, lately or at all."

It was understood, though Myers would not comment, that these remarks were aimed primarily at Alfred Starr, new TOA president; Robert Wilby of TOA; and Austin C. Keogh of Paramount.

Wilder to Venice Confab

WASHINGTON, Sept. 21.—Thornton Wilder, author and playwright, has been named chairman of the United States participating group for the International Conference of Artists, to be held in Venice, Italy, opening today. The Department of State and the U. S. National Commission for UNESCO announced also that among other members of the party representing the U. S. will be Valentine Davies.

Box to Make Rank Film in Canada

TORONTO, Sept. 21.—The J. Arthur Rank Organization has announced that, following a Canadian visit by producer Betty E. Box and director Ralph Thomas from Pinewood Studios, London, production will start next spring on "Campbell's Kingdom," an oil-field picture, on location in Alberta.

Another group of Rank officials will be here shortly for a survey in connection with the company's production program in the Dominion. Leslie Parkyn, Sergei Nolbandov and author Neil Patterson will scout locations for "Scottish Settlement."

Rush Coming for Rodeo

HOLLYWOOD, Sept. 21.—Art Rush, personal manager of Roy Rogers and Dale Evans, has entrained for New York, accompanied by his wife, to join the two Western stars for their Sept. 24-Oct. 19 engagement at the Madion Square Garden world championship rodeo. With publicity director Al Rackin already there, general manager Larry Kent, sales promotion manager Connie Krebs, and Helen Young, Rush's secretary, are slated to join the entourage next week.

Blondell in Mexico

MEXICO CITY, Sept. 21.—Joan Blondell is making a TV short in English here, "Calamity Jane," for Ultramar Films. Oscar Dancinger is president. Buddy Ibsen is her leading man and Rolando Aguilar is directing.

Starr Urged

(Continued from page 1)

been discussed by the drafting committee in earlier meetings this spring and summer, and had been discarded as too controversial. Then, he added, the suggestion was again made from the floor of the TOA convention Tuesday afternoon during a closed-door session on arbitration, and Starr passed the suggestion along to the arbitration drafting committee when he attended its meeting at the Mayflower hotel last Wednesday.

Starr refused to discuss the report, saying that at the arbitration meeting there had been much talk and a cataloguing of many things that exhibitors wanted, and that "it's pretty silly to center on any one phase of all these things." He said there was an agreement not to talk about what had been discussed, and that the final arbitration draft would be made public at the proper time and then would be the time for comment on details.

The TOA president reaffirmed his statement of Thursday that all of the parties are agreed in principle of an arbitration plan, and that there is no cause for pessimism on the subject.

Flurry of Activity In Chicago Courts

CHICAGO, Sept. 21. — A flurry of legal activity in the Federal courts here found technical rulings being passed and hearings being set on three theatre anti-trust suits.

The hearing on a change of venue from Chiacgo to Milwaukee on the Viking Theatre Corp. (Oshkosh, Wis.) case has been scheduled for Jan. 20 by Federal judge John Barnes.

Judge Sam Perry has ruled that the Paramount decree is not applicable to the Schoenstadt Circuit's position as defendant in the Midtown Theatre suit, but that the circuit must defend itself on other aspects of the suit. Oct. 1 has been set as the date for the hearing on the Thompson-Metropolis-32 West Randolph St. Building $8,000,000 suit against B. & K., major film companies, Warner Theatres, and RKO Theatres. The 32 W. Randolph Building houses the Oriental Theatre.

Disney to Film Bob Roy

HOLLYWOOD, Sept. 21.—Walt Disney's next live-action production will be based on the Scottish outlaw, Bob Roy, with Richard Todd starred. It will be made in Scotland.

EXPERIENCED THEATRE MANAGERS WANTED
OUTSIDE OF NEW YORK CITY

A real opportunity for men with ability to join a big circuit where promotion is from the ranks.

Please detail your experience in writing. . . . All replies confidential.

BOX 541
MOTION PICTURE DAILY
1270 Sixth Ave., New York 20

Will you share this dream with us?

Not many weeks ago there passed away from the motion picture industry a man who had devoted half his adult life to the victims of modern plagues; cancer, heart disease and tuberculosis. During the war he dedicated himself to the blind veterans. In peace-time he spent most of himself for the people in the amusement industries who were stricken with tuberculosis and whom he helped back to health at the Will Rogers Memorial Hospital in Saranac Lake.

HIS NAME WAS HAROLD RODNER

He had a dream about the Hospital. He wanted to see it equipped with a Research Section where scientists could develop speedier methods for returning to normal life, those suffering from tuberculosis. We have undertaken to convert this dream into reality.

In the beginning this was a modest venture by a small group of Harold's friends. But as the word of what they were planning spread out, many men and women to whom he had given hope and life, insisted upon the opportunity to share in converting Harold's idea into a real Laboratory. Therefore, we are extending an invitation to everyone in the amusement industries to participate.

If you have been helped by Harold Rodner, or if he opened the doors of the hospital to one of your employees or friends, or even if you didn't know Harold and the selfless work he did, and would like to perpetuate the spirit of such a man, then join this project with us to keep alive and warm the kindly, sympathetic help he gave to the needy and the suffering.

Committee for

THE HAROLD RODNER RESEARCH SECTION

at the

WILL ROGERS MEMORIAL HOSPITAL SARANAC LAKE. N.Y.



COMMITTEE

Samuel Schneider, chairman · Harry M. Kalmine · Ben Kalmenson · Herman Starr · M. B. Blackman, sec.-treas.

MAKE ALL CHECKS PAYABLE TO HAROLD RODNER FUND, 321 W. 44TH ST., N. Y. 36

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 59 NEW YORK, U.S.A., TUESDAY, SEPTEMBER 23, 1952 TEN CENTS

Second 16mm. Dealer Trust Suit Is Filed

Fisher Asks $1,050,000 Treble Damages

The second civil anti-trust suit to compel the sale of 16mm. films to non-theatrical outlets following the similar action taken by the Department of Justice last July was filed in U. S. District Court here yesterday by Fisher Studio, Inc., and Robert V. Fisher, 16mm. dealers and "roadshow men." Filing attorneys were Malken & Isacson of New York.

Citing not the government's 16mm. anti-trust suit, but rather restraints set forth in the *U. S. vs. Paramount*, et al, suit, the plaintiffs in the new action ask $1,050,000 treble damages from seven major distributors and others.

On Sept. 8, an anti-trust suit for $3,135,000 in triple damages was filed against eight distribution companies and others in U. S. District Court in Philadelphia, with Kunz Motion Picture Service as plaintiff.

The complaint filed yesterday makes

(*Continued on page 6*)

Government's Suit Blasted by A.F.L.

Strong condemnation of the Department of Justice's 16mm. anti-trust suit was voted unanimously by the American Federation of Labor national convention yesterday at the Hotel Commodore here.

The action against the suit which would force the sale of narrow-gauge

(*Continued on page 6*)

Carolina TO Marks 40th Anniversary

Charlotte, Sept. 22.—The Theatre Owners of North and South Carolina, of which Robert E. Bryant is president and Mrs. Walter Griffith is executive secretary and treasurer, will hold its 40th anniversary convention at the Hotel Charlotte here on Nov. 9-10-11.

An affiliate of Theatre Owners of America, it is the oldest exhibitor organization in the industry.

Negotiations Continue for Purchase Of Hughes' RKO Pictures Stock

Hollywood, Sept. 22.—Negotiations for the purchase of Howard Hughes' 1,050,000 shares of RKO Pictures stock at a price in excess of $7,000,000 continued here today with closing of the deal expected to be announced at any time.

Included in the deal are some 35,000 shares owned by Ned E. Depinet, RKO Pictures president, who arrived here late last week for the final phases of the negotiations.

The purchasing syndicate, consisting of Ralph Stolkin, Chicago manufacturer; A. L. Koolish, Stolkin's father-in-law; Ray Ryan and E. J. Burke, Texas oil opertaors, reportedly would take over management of RKO Pictures two weeks after the formal closing for purchase of Hughes' controlling interest in the company.

Should the deal be closed, Hughes still would hold 929,020 shares of RKO Theatres stock, which is now held in trusteeship by Irving Trust Co., New York, in consequence of an RKO divorcement restriction. Hughes paid a total of nearly $9,000,000 for his RKO stock when purchased from Atlas Corp. four years ago.

'Snows' Due for Big $86,000 at Rivoli

A terrific $86,000 is indicated for the initial week of "The Snows of Kilimanjaro" at the Rivoli here, setting the pace for New York first-runs.

Weekend business at the Rivoli topped the previous house record set by "David and Bathsheba" in Aug., 1951. That picture heralded its Rivoli run with a first-week gross of $84,600.

"Big Jim McLain" opened to a good $70,000 at the Paramount for the first seven days, while a nice $37,000 was chalked up for the first week of "One Minute to Zero" at the Criterion.

A healthy $120,000 is indicated for the eighth and final week of "Ivanhoe" at the Radio City Music Hall. The Hall's next attraction "Because You're Mine" will premiere on Thursday.

"Somebody Loves Me" opens at the

(*Continued on page 7*)

Tell FCC Merger In Public Interest

WASINGTON, Sept 22.—Attorneys for United Paramount Theatres, the American Broadcasting Co. and Balaban and Katz today told the Federal Communications Commission that approval of the UPT-ABC merger would be in the public interest and would stimulate competition in the television network industry.

In proposed findings filed with the Commission today the three companies also asked the Commission to approve the transfer of WBKB, Balaban and Katz Chicago television station, from

(*Continued on page 6*)

Warner Memorial Award to Kalmus

The Society of Motion Picture and Television Engineers' "Samuel L. Warner Memorial Award" for 1952 will go to Dr. Herbert T. Kalmus, president of Technicolor Motion Picture Corporation, Hollywood.



Dr. Herbert Kalmus

Dr. Kalmus, the sixth to receive the gold medal, will formally accept it from SMPTE president Peter Mole at the 72nd semi-annual convention at the Statler Hotel in Wash-

(*Continued on page 2*)

Broidy Heads Mono. Group to Meeting

CHICAGO, Sept. 22.—Headed by Steve Broidy, president, 200 executives, exchange managers, bookers and salesmen today arrived here for the first Monogram-Allied Artists national sales convention since 1946.

Called by Morey Goldstein, New York, vice-president and sales manager, the three-day conclave will open tomorrow morning in the Blackstone Hotel with Broidy scheduled to deliver the principal address.

Broidy was accompanied from the West Coast by Harold Mirisch and

(*Continued on page 2*)

See Sellout For Bout in N.Y. Assured

Eight Theatres Tell of The Box-Office Draw

A sell-out in eight New York theatres carrying tonight's exclusive transcontinental telecast of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout was virtually assured yesterday, according to a check of preliminary sales of tickets.

Virtual complete sell-outs were reported by Fabian's Fox, Brooklyn, RKO Fordham, Bronx, Marine, Brooklyn, and the Queens, Queens Village, L. I. Fabian's Fox and the RKO Fordham are charging $3.00 per seat, while the Marine and Queens are charging $2.50 for general admissions and $3.00 for loges. All prices include the Federal 20 per cent admission tax.

The Warner Theatre, the only house on Broadway carrying the telecast from Philadelphia's Municipal

(*Continued on page 7*)

May Ask Ohio for Censor Ruling

Distribution attorneys, who have been holding long and frequent meetings to deal with the thorny Ohio censorship problem, are seriously considering an appeal to the state's attorney-general for a state-wide ruling in light of the industry's victory over newsreel censorship in Toledo, it was learned here.

Meanwhile, until the problem of film censorship in all of Ohio is settled in some fashion, the distributors are continuing and will continue to submit newsreels to the state's censor board.

Opposes Ending Phila. Ticket Tax

PHILADELPHIA, Sept 22.—City Revenue Commissioner George S. Fords has stated he does not favor complete elimination of the city's 10 per cent tax on amusements, as proposed last week by Councilman Victor H. Blanc, but conceded it has proven very costly to collect the levy.

Fords also admitted there had been a steady drop in amusement tax collections in recent years.

Personal Mention

JOSEPH HAZEN, partner in Wallis-Hazen Productions, has arrived here from the Coast.

•

LEONARD GINSBERG, brother of HENRY GINSBERG, production executive, has been named chairman of the executive committee of New York State Citizens for Eisenhower-Nixon.

•

SAMUEL GOLDSTEIN, president of Western Massachusetts Theatres, Inc., has returned to Springfield, Mass., from a two-and-a-half month trip to Europe.

•

JULES LAPIDUS, Warner Brothers' Eastern and Canadian division sales manager, will be in Cleveland today from New York.

•

CHARLES STEINBERG, Warner Brothers' Eastern publicity manager, will be in Washington today from here.

•

WILLIAM ZIMMERMAN, RKO Radio sales executive, will be in Chicago from New York for a few days.

•

ARTHUR B. KRIM, United Artists president, arrived here yesterday by plane from England.

Award to Kalmus

(*Continued from page* 1)

ington, during the period of Oct. 6 through 10.

The award has been made annually since 1947 when J. A. Maurer, former vice-president of SMPTE, was the first to receive the honorarium created by the Warner Brothers in memory of their late brother to encourage the development of new and improved methods or apparatus designed for sound-on-film motion pictures, including any steps in the process.

Farrell, McGowan Get M-G-M Posts

CLEVELAND, Sept. 22.—Tom Farrell, former M-G-M representative in China, has joined the local branch sales force, assigned to the Toledo territory. Jerry McGowan, who joined the branch several weeks ago, is now assigned to the "river" territory. They were appoined to succeed Phil Harrington and Jerry Lipow who resigned, Harrington to go into another business, Lipow to become a partner of Justin Spiegle in Roadshows, distributing exploitation pictures.

Fete Eckman on 25th Anniversary

LONDON, Sept 22.—Sam Eckman, M-G-M managing director here, will observe his 25th anniversary in the post on Wednesday. He will be feted at a dinner in the Savoy Hotel to be attended by representatives of all branches of the industry, American organizations, government departments and armed services.

$60,000 Ad Campaign Is Set for Cinerama Opening

Cinerama will be introduced at the Broadway Theatre, New York, on Sept. 30 with a $60,000 newspaper campaign devised by McCann-Erickson, Inc. The production and projection system, introducing a new dimension in sight and sound in a two-hour entertainment, presented problems never before encountered in amusement page advertising, it was stated at the office here of Lynn Farnol, who is handling some promotional phases of the showing. Primarily, it was one of describing a medium that conveys the illusion of a third dimension in a two dimensional medium, it was said.

The key of the advertising campaign is that of representing "the emotional thrill" of the new entertainment without describing the technical apparatus and without cataloguing any of the specific details of the first program of entertainment on a screen six times the usual size.

Built around phrases like "You Rise Right Out of Your Chair," "You're in the Heart of This Picture," and "The Theatre That Flies," and stressing the slogan, "the film with the new dimension," the ads will run in large display space in all Metropolitan dailies here.

Monogram Meet

(*Continued from page* 1)

G. Ralph Branton, vice-presidents; Walter Mirisch, executive producer, and Harold Wirthwein, Western division sales manager.

Others who also arrived today included Edward Morey, vice-president; Norton V. Ritchey, vice-president and president of Monogram International; Lloyd Lind, supervisor of exchange operations, and L. E. Goldhammer, Eastern division manager, all of New York, and James Prichard, Dallas, Southwestern division manager.

Others here to attend the conclave are from the organization's 31 wholly-owned or franchise-operated exchanges in the U. S., according to John C. Flinn, national advertising-publicity director.

A. R. Glaubinger Is Named Monogram Branch Manager

Albert R. Glaubinger has been appointed Monogram-Allied Artists branch manager in Indianapolis, it was announced by M. R. Goldstein, vice-president and general sales manager. Glaubinger, who formerly was branch manager in Indianapolis for Universal, replaces Norman Linz who resigned after the company recenty bought the Indianapolis and Chicago franchise from Irving Mandel.

Testimonial for Rubin

Harry Rubin, director of projection for Paramount theatres for the past 35 years, will be honored by his associates and by members of motion picture operators union Local No. 306 at a testimonial dinner this evening at Rosoff's Restaurant here.

Col., RKO Radio, UA, Skouras Aid AMPA

Three distributors and a circuit have provided "classrooms" for the Associated Motion Picture Advertisers' weekly courses on showmanship and merchandising which will get underway on Thursday and continue on subsequent Thursdays for 12 weeks. The cooperating companies are Columbia Pictures, RKO Radio, Skouras Theatres and United Artists, according to Harry K. McWilliams, AMPA president, who said their screening rooms will be used for the courses.

The first course will be held in RKO Radio's home office preview room, the second in Columbia's, the third at UA's and the fourth at Skouras Theatres', with the four companies alternating their rooms in that order for remaining sessions.

Brown, Leff Switch Managerial Posts

BUFFALO, Sept. 22.—M. A. Brown has been named manager of the local United Artists branch, succeeding Dave Leff. Brown returns from Cleveland where he had been managing the UA office. Leff takes over the UA management in Cleveland.

Brown is a former manager of the Buffalo Paramount exchange and before assuming that post had been Paramount manager in Toronto. Leff has been manager of the Buffalo UA office for the past several years.

Legion of Decency Puts 5 in Class B

The Legion of Decency reports that the following five films have been placed in Class B: "Snows of Kilimanjaro," "My Wife's Best Friend," and "Monkey Business," 20th Century-Fox; "Hellgate," Lippert Productions, and "Strange Fascination," Columbia.

L. Wingham, MGM Veteran, Dies at 56

SAN FRANCISCO, Sept. 22.—Langdon C. (Butch) Wingham, 56, manager of the local M-G-M exchange since 1939, died of a heart attack today. He first joined the industry as a salesman for Samuel Goldwyn in 1923 in Seattle, and three years later was made manager of M-G-M's office in Salt Lake City. From there he was transferred to San Francisco. He is survived by his widow and a son.

Mrs. Fanny Jutkovitz

Funeral services were held yesterday at Jewish Center, Far Rockaway, N. Y., for Mrs. Fanny Jutkovitz, member of a family which owns and operates several theatres in the Rockaway section. Mrs. Jutkovitz, who died Saturday night, was the widow of Jacob Jutkovitz. A son, Izidor, survives.

NEWS in Brief . . .

A musical stage version of "Gone with the Wind," under the title of "Scarlett O'Hara," will be presented on Broadway by David O. Selznick. Contracts were signed between Selznick and Stephens Mitchell, on behalf of the estate of his sister, the late Margaret Mitchell, author of the best-seller. As announced simultaneously in New York, Los Angeles and Atlanta, Selznick has also acquired the television and radio rights to the book.

•

WASHINGTON, Sept. 22.—Fifteen representatives of the Indian motion picture industry today received an official welcome to this country from President Truman, at a morning visit to the White House.

•

PIERRE, So. Dakota, Sept. 22.—A proposal to broaden applications of the state sales tax to include amusements and other items has been taken under consideration by the state legislative research council's finance committee. The latter will submit recommendations to the council, which in turn will make recommendations to the 1953 state legislature.

•

The board of directors of the Motion Picture Pioneers has voted to increase the initiation fee for membership from $10 to $25 and the ticket price from $15 to $20 for the "Jubilee Dinner" to be held at the Hotel Astor here on Tuesday evening, Nov. 25, it was announced yesterday by Jack Cohn, president of the organization.

"These increases are being put into effect by the Pioneers with reluctance. They reflect the rising costs of hotel charges and overhead expense," it was said.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

JOHN WAYNE AS BIG JIM McLAIN
in person THE MILLS BROS. RAY MALONE TOMMY REYNOLDS and his ORCHESTRA DANNY LEWIS JEAN CARROLL
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

HOWARD HUGHES presents "ONE MINUTE TO ZERO"
Starring ROBERT MITCHUM - ANN BLYTH
CRITERION BROADWAY AND 45th ST.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel. Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street. Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



PLEASURE and TREASURE

in

ISLAND OF DESIRE

COLOR BY TECHNICOLOR

the pickings were rich in . . .

CHICAGO—United Artists—***HOLDOVER!***
BUFFALO—Shea's Buffalo—***HOLDOVER!***
PHILADELPHIA—Mastbaum—***HOLDOVER!***
SYRACUSE—Loew's State—***MOVEOVER!***
CLEVELAND—Loew's State—***MOVEOVER!***
DETROIT—Palms State—***SMASH!***
INDIANAPOLIS—Loew's—***SOLID!***
ROCHESTER—Loew's—***VERY BIG!***
NEW ORLEANS—Saenger—***STANDOUT!***
NASHVILLE—Loew's Vendome—***TERRIFIC!***
BROOKLYN—Loew's Met.—***SOCKO!***
KANSAS CITY (Mo.)—Loew's Midland—***GREAT!***

Another **BIG ONE** thru **UA**

A DAVID E. ROSE Presentation starring

LINDA DARNELL · **TAB HUNTER** · **DONALD GRAY** · A CORONADO PRODUCTION with John Laurie • Sheila Chong

(*The screen's new "Sigh-Guy"*)

Screenplay by Stephanie Nordli • Produced by DAVID E. ROSE • Directed by STUART HEISLER



V. J. BEATTIE
Calgary



W. A. BRIANT
New Orleans



JACK BURK
Seattle



G. L. CHERNOFF
Montreal



R. L. CONN
Des Maines



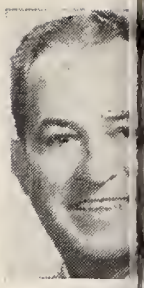
J. M. CONNOLLY
Bastan



S. E. DIAMOND
Philadelphia



ABE DICKSTEIN
New Yark



F. R. DOD
Atlant



AL LEVY
Pittsburgh



K. O. LLOYD
Salt Lake City



J. H. LORENTZ
Milwaukee



R. G. MARCH
St. Jahn



SAUL MALISOW
Minneapalis

Branch

LURE OF THE WILDERNESS
Technicolor
Jeon Peters • Jeffrey Hunter
Constance Smith
Based on o Story by Vereen Bell

O. Henry's FULL HOUSE
12 GREAT STARS!
5 GREAT DIRECTORS!
5 GREAT WRITERS!

MONKEY BUSINESS
Cory Grant • Ginger Rogers
Charles Coburn • Marilyn Monroe

MY WIFE'S BEST FRIEND
Anne Boxter • Macdonald Carey

WAY OF A GAUCHO
Technicolor
Rory Calhoun • Gene Tierney

SOMETHING FOR THE BIRDS
Victor Moture • Patricia Neal
Edmund Gwenn

NIGHT WITHOUT SLEEP
Lindo Dornell • Gary Merrill
Hildegarde Neff

THE STEEL TRAP
Joseph Cotten • Teresa Wright
A Bert E. Friedlob Production
Released by 20th Century-Fox

Damon Runyon's BLOODHOUNDS OF BROADWAY
Technicolor
Mitzi Gaynor • Scott Brady

THE THIEF OF VENICE
Mario Montez • Paul Christian
A Robert Haggiag Production
Released by 20th Century-Fox

PONY SOLDIER
Technicolor
Tyrone Power • Cameron Mitchell

MY PAL GUS
Richard Widmark • Joanne Dru
Audrey Totter • George (Foghorn) Winslow

CLIFTON WEBB in
John Philip Sousa's
STARS AND STRIPES FOREVER
Technicolor
Debra Paget • Robert Wagner • Ruth Hussy

and

TO TOP THEM ALL
Ernest Hemingway's
THE SNOWS OF KILIMANJARO
Technicolor
Gregory Peck • Suson Hayward • Avo Gordner
Hildegarde Neff
Produced by Dorryl F. Zonuck
Directed by Henry King
Screen Play by Casey Robinson



R. C. McNABB
Cincinnati



J. R. NEGER
Kansas City



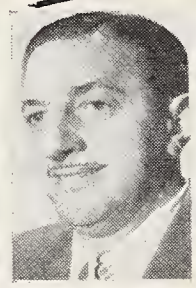
M. W. OSBORNE
Oklahama City



J. E. PATTERSON
Vancauver



C. F. POWERS
Portland



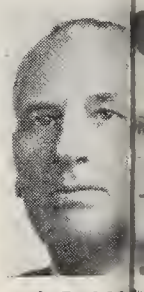
J. B. ROSEN
Washingtan



NAT ROSEN
Albany



I. J. SCHMERTZ
Cleveland



J. E. SCO
Omaha

There's No Business Like



DUGAN
enver



J. M. ERICKSON
San Francisco



T. R. GILLIAM
Chicago



G. F. HALLORAN
St. Louis



J. E. HOLSTON
Charlotte



J. H. HUBER
Winnipeg



W. T. KEITH
Indianapolis



C. B. KOSCO
Buffalo

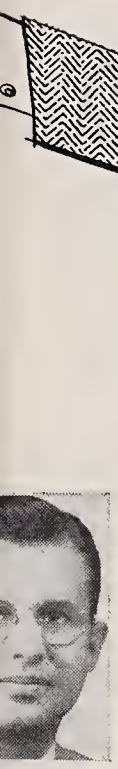


J. J. LEE
Detroit

Managers' Testimonial

Sept. 28-Dec. 27

The men who are keeping a great big smile on the industry's face . . . with the happiest, biggest, most consistent line-up of hits in the history of 20th Century-Fox!



SHERIDAN
Dallas



PHIL SHERMAN
Toronto



B. A. SIMON
New Haven



MORRIS SUDMIN
Los Angeles



T. D. TIDWELL
Jacksonville



T. W. YOUNG
Memphis

Century-Fox Business!

Tell FCC

(Continued from page 1)

the parent company to UPT, and the sale of the station—should the merger be approved—to the Columbia Broadcasting System.

CBS filed its pertinent proposed findings Friday but Paramount Pictures, Allen B. DuMont Laboratories, Inc. and the FCC broadcast bureau are still to be heard from. Based on these proposed findings of the parties to the case FCC hearing examiner Leo Resnick will write his initial decision, which can come anywhere from two to six weeks after the final findings are in. Deadline for filing findings is October 3.

In a 168-page document UPT, ABC and B and K also requested the FCC to approve the renewal of license of WBKB and WSMB and to consent to the involuntary transfer of stock in Paramount Richards Gulf Theatres to UPT.

The proposed findings told the Commission that "there is no reasonable probability that the effect of proposed merger, if consummated, will be substantially to lessen competition or tend to create a monopoly in any line of commerce in any section of the country," and that a grant of the above described merger applications would be in the public interest. Pointing to the "scarcity of challengers in the network field, willing to risk their resources in a competitive struggle with the dominant duopoly," ABC and UPT told the Commission that only a company such as UPT "with long experience in public entertainment" and "ample financial resources" would "venture to assume the burden" of competing with CBS and the National Broadcasting in the television field.

The findings said it would be "fallacious to suggest that UPT's motion picture and theatre television exhibition interests would tempt it to retard the fullest development of television."

ABC and UPT pointed out that there has been full compliance with the Paramount consent judgment with respect to the requirement that UPT and Paramount Pictures be separate and distinct, that UPT has proceeded with its divestiture program in an orderly and diligent manner, and that the trade practices condemned by the judgment "have long since been abandoned."

EXPERIENCED THEATRE MANAGERS WANTED

OUTSIDE OF NEW YORK CITY

A real opportunity for men with ability to join a big circuit where promotion is from the ranks.

Please detail your experience in writing. . . . All replies confidential.

BOX 541
MOTION PICTURE DAILY
1270 Sixth Ave., New York 20

Television--Radio

with Pinky Herman

NEWEST COMIC to enter the TV sweepstakes is youthful Red Buttons, whose monologues and sketches will be on TView via CBStarting Tues., Oct. 14 in the 8:30-9:00 P.M. slot. The "Red Buttons Show" will be produced by Jess Kimmel under the supervision of Marlo Lewis. . . . Sportcasters Bert Lee, Marty Glickman and Ward Wilson will be heard on Mutual spots just preceding and following the World's Series Games. . . . At 9:30 P.M. Thursday, Oct. 9, and every Thursday at that time thereafter, CBS becomes BCS for that's when the "Bing Crosby Show" resumes on the net. Jimmy Stewart will be the Groaner's first guest of the new season, on this, his 18th consecutive year in radio. . . . The first film of the new "Death Valley Days" TV series will be screened for the Fourth Estate tomorrow at Toots Shor's. Program makes its WABDebut Oct. 7 and will be sponsored on alternate Tuesdays by Pacific Coast Borax Co. . . . Dimitri Tiomkin's ballad, "Do Not Forsake Me," featured in Stanley Kramer's dramatic flicker "High Noon," starring Gary Cooper, not only has made the Hit Parade but is still climbing.

☆ ☆ ☆

Ever since he first recorded "Harbor Lights," years ago, Maestro Sammy Kaye has sought a sucessful follow up ditty but to no avail. Last year, his platter of the number again zoomed the composition to the top. Two weeks ago, songwriter Bill Harrington (former Hit Parade warbler and ASCAP member) brought a new ballad titled, "Lighthouse In The Harbor" to S.K. who will publish it feeling certain that it may well duplicate the success of his "Harbor" hit. . . . A Peabody Award winner in 1949, Sherman Dryer returns next month to present another MBSeries of "Adventure Stories." . . . Telenews and INS film clips will be used on ABC news telecasts starting Oct. 20. . . . Just received a letter from Jack Kirkwood in Hollywood. Sez Jack, and we quote: "Ten years from now the modern girl will be five years older: You buy a house overlooking the river and then lose it for overlooking the bank: Everybody drives a used car—but I'm sure that I'm driving the car everybody used." unquote. . . . Bob Anthony, former vocalist with Glen Gray and Harry James orks, has been signed by MCA. His current Derby platter of "Angela," is getting plenty of deejay attention. . . . Movie mag writer and TV personality Denny Shane is back from a lengthy stay in France and Italy where she filmed several thousand feet for her forthcoming TV series. . . .



Sammy Kaye

☆ ☆ ☆

NBC has purchased 52 spot announcements on DuMont. Yep, National Biscuit Co. has authorized McCann-Erickson to make this WABDeal. . . . Joe Franklin's "Memory Lane," featuring recordings and special TV films, is WJZ-TV's latest bid for a nostalgic click. . . .Premium House Films has come up with a theatre giveaway type of stage show which gives theatre operators the same sort of attractions so successfully utilized on radio and TV. . . . Lanny Ross, back in town after 10 weeks on the road with "A Tree Grows In Brooklyn," is making plans for his second "Town Hall Concert" to take place in January. His first concert there, held 17 years ago, launched the handsome tenor into the big time. . . . Starting Oct. 1, Ralph Edwards will telecast on an NBCoast-to-coast net a new series of human interest yarns, "This Is Your Life," based on lives of plain John and Jane Doe. Subjects will be selected from all parts of the country and series will be sponsored by Hazel Bishop, Inc. Raymond Spector is the Agency. . . . N. J. State Fair gave its 1951-52 Excellency Award to "20 Questions." . . .

☆ ☆ ☆

LOTSA DOTS . . . Robert Q. Lewis has started a vaude tour to include Providence, Buffalo, Detroit, Cleveland and Pittsburgh, flying back to N. Y. every Wednesday for his TV show. . . . The Roscoe (Rocky King, WABDetective) Karns' are celebrating their 33d wedding anniversay. Bob Shepard is celebrating his third week as announcer of that series. . . . Johnny Olsen's nephew, Bob Carpenter, formerly a Milwaukee disk jockey and now in the Armed Forces, is doing a great job of producing GI shows for his buddies in Korea. . . . Keep your eyes and ears tuned to a new song stylist, Jackie Jocko, who is clicking but solid at the Birdland on Broadway. Lad is an alumnus of WBEN in Buffalo and a protege of Bill Randle, Cleveland's ace deejay.

Trust Suit

(Continued from page 1)

no mention of the recent government action, but incorporates the Paramount case in which some of the defendants were found to have violated the antitrust laws in the distribution of film.

The complaint alleges restraints of "block booking," a "price fixing system," "arbitrary and excessive clearance," "protection to preferred exhibitors" and other charges contained in the Paramount case.

Allege Other Restraints

Besides these alleged restraints, the plaintiffs charged the defendants with "arbitrarily refusing to license to plaintiffs feature motion picture film of like kind and quality as that released to exhibitors of 35mm. feature film and available on 16mm. film."

Named as defendants were Loew's, Paramount, 20th Century-Fox, Warner, RKO Radio, Columbia, Universal, Republic, Screen Gems, United World, Pictorial Films, Movie En Route, Inc., and Movies U. S. A., Inc.

Blasted by A.F.L.

(Continued from page 1)

product to TV and other non-theatrical outlets was taken in a resolution sponsored by the Screen Actors Guild, the IATSE and the California State Federation of Labor.

The AFL contended that if the suit was successful in forcing producers to allow the free showing on television of major theatrical pictures, "a great many of the 22,000 American motion picture theatres would be forced to close, with the result that film producers then would not have enough monetary returns to finance the making of quality theatrical pictures in which hundreds and sometimes thousands of American workmen are employed."

"This capricious and unreasonable suit. . . . jeopardizes the livelihood of many of the 250,000 workers in the film industry, who for the most part are organized in AFL unions," the resolution said. It instructed the AFL executive council "to investigate all factors in the bringing of this unfair suit."

Another similarly sponsored resolution condemning the production of pictures abroad by American companies also was voted by the convention. A resolution supporting repeal of the Federal 20 per cent admission tax was approved by the convention and referred to the AFL taxation committee for implementation.

Eunice House Burned

NEW ORLEANS, Sept 22. — J. C. Keller's Liberty Theatre in Eunice has suspended operations due to a fire which burned out the booth and all equipment in it.

Monogram Studio Dance

HOLLYWOOD, Sept. 22.—The Monogram studio club will stage a dinner-dance at the Hollywood Athletic Club on Oct. 11.

FREE EXCITING SHOWS

BUCKAROO—$104 to 500 Silver Dollars Nite. Today's most popular Giveaway Program. Roving Mike. No Work—No Cost to Theatre. Other Big Promotions. Legal Everywhere.

PREMIUM HOUSE FILMS, Inc.
1841 Broadway (60th St.), New York 23, N. Y.
Circle 7-3880

See Sellout

(Continued from page 1)

Stadium, reported that more than half of their seats were sold as of yesterday and the pace of sales was good, indicating a sell-out by fight time. The price is $4.50 for general admissions and $5.00 for loges. Both prices include the tax.

The Warner Theatre, which will reopen just for tonight's telecast and then shutter again, is one of the few theatres in the country which is not offering regular film fare with the fight. A theatre spokesman said there will be a newsreel and a short subject only.

At Loew's Victoria and Skouras's Academy of Music, Manhattan, more than half the seats were sold as of yesterday. The Victoria management said it will "definitely be a sell-out," while a spokesman for the Academy Theatre reported that theatre personnel have not been able to answer phone calls fast enough. The Victoria is charging $3.00 for all seats, while the Academy is charging $3.60 and $4.80 for loges. Both prices include the tax.

The 450-seat 50th Street Guild theatre sold out weeks ago at $4.80.

Theatre Network Television, which acquired the TV rights to the bout for sale to theatres, plans to continue the telecast, picking up a preliminary bout, in the event of a quick knockout in the main event, it was reported here yesterday. TNT could not be reached for confirmation.

The bout will be telecast to theatres West of Omaha about an hour after the Walcott match gets underway.

With 50 theatres from Coast-to-Coast set to take the bout, theatres are almost certain to outdraw the expected 50,000 attendance at the gate in Philadelphia. Co-promoter Herman Taylor said he expected the fight to draw between $550,000 and $600,000 on the basis of advance sales which reached $300,000 at the weekend.

The grossing potential of the 50 theatres is about $450,000, it is estimated, with about 150,000 seats available in the trans-continental network

Meanwhile, field reports indicate a sell-out in all RKO houses outside of New York, including Keith's, Washington; RKO Palace, Cleveland; Keith's Dayton, and Albee, Cincinnati. Fabian's TV-equipped theatre in Richmond, Va., was two-thirds sold out as of yesterday, with one-third of the tickets sold in Fabian's house in Norfolk, Va., 90 miles away.

In Minneapolis, the Radio City reported that the advance sale is fairly good with about half of the tickets expected to be sold before fight time. The house seats 4,000 and is charging $2.50 for the event on a reserved seat basis.

Henry B. French, president of Minnesota Amusement Co., expressed disappointment over early results in the advance sale, adding that such performance is not good enough for the investment involved or the attraction offered.

In Asbury Park, N. J., Walter Reade's St. James expected to hit the sell-out mark shortly, with only 200 seats left to be sold as of yesterday.

Slow in Albany

In Albany, advance ticket sales of Fabian's Grand Theatre were slow, but Albany is noted for the reluctance of fight fans to pay for the event in advance. There, too, a maximum audience is anticipated.

In Baltimore, the State Theatre, with 1600 seats, has completely sold-out. All the tickets had been disposed of at a general admission of $2.50 and no reserved seats, by last Friday.

The Stanley, with 2,900 seats, is almost entirely sold and by fight time it's expected there will be only standing room. Tickets are $3 and no seats reserved.

To Start Hornblow Film

HOLLYWOOD, Sept. 22. — Producer Arthur Hornblow, Jr., started shooting "Remains to Be Seen," with June Allyson and Van Johnson, and Don Weiss directing, at M-G-M's studio today.

Drive-in Installs 6,000 Seats For Overflow Fight Crowd

The only drive-in in the country to book tonight's trans-continental telecast of the Walcott-Marciano heavyweight title bout, the S-3 Drive-in Theatre at Rutherford, N. J., has sold out at $10 per car, it was disclosed here yesterday.

The capacity of the drive-in, the largest open air theatre in New Jersey, is 1,300 cars. In order to accommodate additional demand for tickets, the S-3 management disclosed that 6,000 "ringside" seats will be sold at the same $10 per car tab, which includes the admission tax.

The 6,000 chairs will be placed in the arena closest to the screen and those in the overflow cars will be allotted the "ringside" seats. The overflow cars will be parked in convenient locations by the management. Car space will be allotted on a first come, first served basis, it was explained.

An S-3 spokesman estimated that about 16,000 people would attend the drive-in event. The $10 price covers as many persons as are in the car.

N. Y. Grosses

(Continued from page 1)

Roxy tomorrow and its premiere will be marked by the attendance of celebrities, including Milton Berle and George Jessel. It replaces "Monkey Business," which is expected to bow out with a fair $50,000 for the last five days of its third week.

"The Quiet Man" is holding up well, with $45,000 indicated for its fifth inning at the Capitol. For the seventh week of "Sudden Fear" at Loew's State, a solid $22,000 is seen. It will be superceded tomorrow by "The Merry Widow."

At the Mayfair a good $18,500 is estimated for the ninth stanza of "High Noon." The Victoria is expected to hit a fairly nice $16,000 for the eighth week of "Affair in Trinidad."

"You for Me" has its premiere tomorrow at the Globe, replacing "Devil Makes Three," which is forecast to do a moderate $7,500 for its last five days of the fourth week.

"The Miracle of Our Lady of Fatima" is doing all right at the Astor, with $17,000 seen for its fifth week.

Among off-Broadway houses, "Ivory Hunter" at the 52nd Street Trans-Lux is doing excellently, with $6,300 indicated for the fifth inning. Another strong attraction, "The Amazing Monsieur Fabre" at the Park Avenue, is expected to hit $6,900 for its second week.

'Strangers' in 6th Week

At the Fine Arts, a good $4,600 is seen for the sixth week of "The Strangers in Between." The 25th week of "Man in the White Suit" at the Sutton is forecast to rack up a fine $6,200, while the last six days of "Encore," now in its 25th week at the Normandie hit a nice $4,500. "The Magic Box" opens at the Normandie today.

$4,541 for 'O. Henry'

LOS ANGELES, Sept. 22. — A big $4,541 was racked up by the 500-seat Beverly Canon theatre in the first four days of "O. Henry's Full House."

Col. 'Holders Suit Virtually Settled

At a hearing in New York Supreme Court here yesterday Judge Morris Eder approved, with one reservation, referee Arthur G. Klein's recommended settlement of a Columbia Pictures' stockholders action alleging waste by various officers and directors of the corporation.

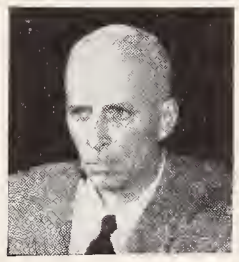
The only question left open was whether $20,000 or $40,000 should be repaid to the company in consequence of the alleged waste by some officers and directors. One of the suing stockholders was given three days in which to submit documents supporting his claim that $40,000 should be repaid.



GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

Director HOWARD HAWKS says:

"Every frame of every one of my pictures must meet the most rigid specifications in our industry. That's why I insist on lab work by Pathé."



Pathé processed Mr. Hawks' latest picture, "Big Sky." May we talk about doing *your* next picture?

PATHÉ—PROCESSING · SOMETHING TO CROW ABOUT · TRADE MARK

Both New York and Hollywood Have *Complete* Pathé Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

IVANHOE

Beats "QUO VADIS"

IN WASHINGTON

The first opening of IVANHOE following its test engagements was at the Palace Theatre, Washington, D.C., Wednesday, September 17.

As we go to press, the gross on IVANHOE for the first five days of its engagement exceeded the gross on QUO VADIS, despite the fact that QUO VADIS opened on Christmas day.

Attendance on IVANHOE for the same period exceeded attendance on QUO VADIS by more than 7,000 admissions. An all-time Palace record.

The following admission prices were charged on IVANHOE and QUO VADIS for these engagements:

IVANHOE		QUO VADIS	
Matinee	74¢	Matinee	90¢ to 5 P.M.
Evening	$1.25	5 to 6 P.M.	$1.25 • Evening $1.50

There's nothing wrong with business that IVANHOE can't cure.

M-G-M

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 59 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 23, 1952 TEN CENTS

Second 16mm. Dealer Trust Suit Is Filed

Fisher Asks $1,050,000 Treble Damages

The second civil anti-trust suit to compel the sale of 16mm. films to non-theatrical outlets following the similar action taken by the Department of Justice last July was filed in U. S. District Court here yesterday by Fisher Studio, Inc., and Robert V. Fisher, 16mm. dealers and "roadshow men." Filing attorneys were Malken & Isacson of New York.

Citing not the government's 16mm. anti-trust suit, but rather restraints set forth in the *U. S. vs. Paramount,* et al, suit, the plaintiffs in the new action ask $1,050,000 treble damages from seven major distributors and others.

On Sept. 8, an anti-trust suit for $3,135,000 in triple damages was filed against eight distribution companies and others in U. S. District Court in Philadelphia, with Kunz Motion Picture Service as plaintiff.

The complaint filed yesterday makes

(*Continued on page 6*)

Government's Suit Blasted by A.F.L.

Strong condemnation of the Department of Justice's 16mm. anti-trust suit was voted unanimously by the American Federation of Labor national convention yesterday at the Hotel Commodore here.

The action against the suit which would force the sale of narrow-gauge

(*Continued on page 6*)

Carolina TO Marks 40th Anniversary

Charlotte, Sept. 22. — The Theatre Owners of North and South Carolina, of which Robert E. Bryant is president and Mrs. Walter Griffith is executive secretary and treasurer, will hold its 40th anniversary convention at the Hotel Charlotte here on Nov. 9-10-11.

An affiliate of Theatre Owners of America, it is the oldest exhibitor organization in the industry.

Negotiations Continue for Purchase Of Hughes' RKO Pictures Stock

Hollywood, Sept. 22.—Negotiations for the purchase of Howard Hughes' 1,050,000 shares of RKO Pictures stock at a price in excess of $7,000,000 continued here today with closing of the deal expected to be announced at any time.

Included in the deal are some 35,000 shares owned by Ned E. Depinet, RKO Pictures president, who arrived here late last week for the final phases of the negotiations.

The purchasing syndicate, consisting of Ralph Stolkin, Chicago manufacturer; A. L. Koolish, Stolkin's father-in-law; Ray Ryan and E. J. Burke, Texas oil opertaors, reportedly would take over management of RKO Pictures two weeks after the formal closing for purchase of Hughes' controlling interest in the company.

Should the deal be closed, Hughes still would hold 929,020 shares of RKO Theatres stock, which is now held in trusteeship by Irving Trust Co., New York, in consequence of an RKO divorcement restriction. Hughes paid a total of nearly $9,000,000 for his RKO stock when purchased from Atlas Corp. four years ago.

'Snows' Due for Big $86,000 at Rivoli

A terrific $86,000 is indicated for the initial week of "The Snows of Kilimanjaro" at the Rivoli here, setting the pace for New York first-runs.

Weekend business at the Rivoli topped the previous house record set by "David and Bathsheba" in Aug., 1951. That picture heralded its Rivoli run with a first-week gross of $84,600.

"Big Jim McLain" opened to a good $70,000 at the Paramount for the first seven days, while a nice $37,000 was chalked up for the first week of "One Minute to Zero" at the Criterion.

A healthy $120,000 is indicated for the eighth and final week of "Ivanhoe" at the Radio City Music Hall. The Hall's next attraction "Because You're Mine" will premiere on Thursday.

"Somebody Loves Me" opens at the

(*Continued on page 7*)

Tell FCC Merger In Public Interest

WASINGTON, Sept 22.—Attorneys for United Paramount Theatres, the American Broadcasting Co. and Balaban and Katz today told the Federal Communications Commission that approval of the UPT-ABC merger would be in the public interest and would stimulate competition in the television network industry.

In proposed findings filed with the Commission today the three companies also asked the Commission to approve the transfer of WBKB, Balaban and Katz Chicago television station, from

(*Continued on page 6*)

Warner Memorial Award to Kalmus

The Society of Motion Picture and Television Engineers' "Samuel L. Warner Memorial Award" for 1952 will go to Dr. Herbert T. Kalmus, president of Technicolor Motion Picture Corporation, Hollywood.



Dr. Herbert Kalmus

Dr. Kalmus, the sixth to receive the gold medal, will formally accept it from SMPTE president Peter Mole at the 72nd semi-annual convention at the Statler Hotel in Wash-

(*Continued on page 2*)

Broidy Heads Mono. Group to Meeting

CHICAGO, Sept. 22.—Headed by Steve Broidy, president, 200 executives, exchange managers, bookers and salesmen today arrived here for the first Monogram-Allied Artists national sales convention since 1946.

Called by Morey Goldstein, New York, vice-president and sales manager, the three-day conclave will open tomorrow morning in the Blackstone Hotel with Broidy scheduled to deliver the principal address.

Broidy was accompanied from the West Coast by Harold Mirisch and

(*Continued on page 2*)

See Sellout For Bout in N.Y. Assured

Eight Theatres Tell of The Box-Office Draw

A sell-out in eight New York theatres carrying tonight's exclusive transcontinental telecast of the Jersey Joe Walcott-Rocky Marciano heavyweight title bout was virtually assured yesterday, according to a check of preliminary sales of tickets.

Virtual complete sell-outs were reported by Fabian's Fox, Brooklyn, RKO Fordham, Bronx, Marine, Brooklyn, and the Queens, Queens Village, L. I. Fabian's Fox and the RKO Fordham are charging $3.00 per seat, while the Marine and Queens are charging $2.50 for general admissions and $3.00 for loges. All prices include the Federal 20 per cent admission tax.

The Warner Theatre, the only house on Broadway carrying the telecast from Philadelphia's Municipal

(*Continued on page 7*)

NEWS FLASHES

It was learned here that distribution attorneys are seriously considering an appeal to the Ohio attorney-general for a state-wide ruling in light of the industry's victory over newsreel censorship in Toledo. Distributors will meanwhile continue to submit newsreels to the state censor board.

•

PHILADELPHIA, Sept. 22. -- Conceding that this city's 10 per cent tax on amusements has proved very costly to collect, Revenue Commissioner George S. Fords has nevertheless declared he does not favor complete elimination of the levy, as proposed last week by Councilman V. H. Blanc.

Personal Mention

JOSEPH HAZEN, partner in Wallis-Hazen Productions, has arrived here from the Coast.

•

LEONARD GINSBERG, brother of HENRY GINSBERG, production executive, has been named chairman of the executive committee of New York State Citizens for Eisenhower-Nixon.

•

SAMUEL GOLDSTEIN, president of Western Massachusetts Theatres, Inc., has returned to Springfield, Mass., from a two-and-a-half month trip to Europe.

•

JULES LAPIDUS, Warner Brothers' Eastern and Canadian division sales manager, will be in Cleveland today from New York.

•

CHARLES STEINBERG, Warner Brothers' Eastern publicity manager, will be in Washington today from here.

•

WILLIAM ZIMMERMAN, RKO Radio sales executive, will be in Chicago from New York for a few days.

•

ARTHUR B. KRIM, United Artists president, arrived here yesterday by plane from England.

Award to Kalmus

(*Continued from page* 1)

ington, during the period of Oct. 6 through 10.

The award has been made annually since 1947 when J. A. Maurer, former vice-president of SMPTE, was the first to receive the honorarium created by the Warner Brothers in memory of their late brother to encourage the development of new and improved methods or apparatus designed for sound-on-film motion pictures, including any steps in the process.

Farrell, McGowan Get M-G-M Posts

CLEVELAND, Sept. 22.—Tom Farrell, former M-G-M representative in China, has joined the local branch sales force, assigned to the Toledo territory. Jerry McGowan, who joined the branch several weeks ago, is now assigned to the "river" territory. They were appoined to succeed Phil Harrington and Jerry Lipow who resigned, Harrington to go into another business, Lipow to become a partner of Justin Spiegle in Roadshows, distributing exploitation pictures.

Fete Eckman on 25th Anniversary

LONDON, Sept 22.—Sam Eckman, M-G-M managing director here, will observe his 25th anniversary in the post on Wednesday. He will be feted at a dinner in the Savoy Hotel to be attended by representatives of all branches of the industry, American organizations, government departments and armed services.

$60,000 Ad Campaign Is Set for Cinerama Opening

Cinerama will be introduced at the Broadway Theatre, New York, on Sept. 30 with a $60,000 newspaper campaign devised by McCann-Erickson, Inc. The production and projection system, introducing a new dimension in sight and sound in a two-hour entertainment, presented problems never before encountered in amusement page advertising, it was stated at the office here of Lynn Farnol, who is handling some promotional phases of the showing. Primarily, it was one of describing a medium that conveys the illusion of a third dimension in a two dimensional medium, it was said.

The key of the advertising campaign is that of representing "the emotional thrill" of the new entertainment without describing the technical apparatus and without cataloguing any of the specific details of the first program of entertainment on a screen six times the usual size.

Built around phrases like "You Rise Right Out of Your Chair," "You're in the Heart of This Picture," and "The Theatre That Flies," and stressing the slogan, "the film with the new dimension," the ads will run in large display space in all Metropolitan dailies here.

Monogram Meet

(*Continued from page* 1)

G. Ralph Branton, vice-presidents; Walter Mirisch, executive producer, and Harold Wirthwein, Western division sales manager.

Others who also arrived today included Edward Morey, vice-president; Norton V. Ritchey, vice-president and president of Monogram International; Lloyd Lind, supervisor of exchange operations, and L. E. Goldhammer, Eastern division manager, all of New York, and James Prichard, Dallas, Southwestern division manager.

Others here to attend the conclave are from the organization's 31 wholly-owned or franchise-operated exchanges in the U. S., according to John C. Flinn, national advertising-publicity director.

A. R. Glaubinger Is Named Monogram Branch Manager

Albert R. Glaubinger has been appointed Monogram-Allied Artists branch manager in Indianapolis, it was announced by M. R. Goldstein, vice-president and general sales manager. Glaubinger, who formerly was branch manager in Indianapolis for Universal, replaces Norman Linz who resigned after the company recenty bought the Indianapolis and Chicago franchise from Irving Mandel.

Testimonial for Rubin

Harry Rubin, director of projection for Paramount theatres for the past 35 years, will be honored by his associates and by members of motion picture operators union Local No. 306 at a testimonial dinner this evening at Rosoff's Restaurant here.

Col., RKO Radio, UA, Skouras Aid AMPA

Three distributors and a circuit have provided "classrooms" for the Associated Motion Picture Advertisers' weekly courses on showmanship and merchandising which will get underway on Thursday and continue on subsequent Thursdays for 12 weeks. The cooperating companies are Columbia Pictures, RKO Radio, Skouras Theatres and United Artists, according to Harry K. McWilliams, AMPA president, who said their screening rooms will be used for the courses.

The first course will be held in RKO Radio's home office preview room, the second in Columbia's, the third at UA's and the fourth at Skouras Theatres', with the four companies alternating their rooms in that order for remaining sessions.

Brown, Leff Switch Managerial Posts

BUFFALO, Sept. 22.—M. A. Brown has been named manager of the local United Artists branch, succeeding Dave Leff. Brown returns from Cleveland where he had been managing the UA office. Leff takes over the UA management in Cleveland.

Brown is a former manager of the Buffalo Paramount exchange and before assuming that post had been Paramount manager in Toronto. Leff has been manager of the Buffalo UA office for the past several years.

Legion of Decency Puts 5 in Class B

The Legion of Decency reports that the following five films have been placed in Class B: "Snows of Kilimanjaro," "My Wife's Best Friend," and "Monkey Business," 20th Century-Fox; "Hellgate," Lippert Productions, and "Strange Fascination," Columbia.

L. Wingham, MGM Veteran, Dies at 56

SAN FRANCISCO, Sept. 22.—Langdon C. (Butch) Wingham, 56, manager of the local M-G-M exchange since 1939, died of a heart attack today. He first joined the industry as a salesman for Samuel Goldwyn in 1923 in Seattle, and three years later was made manager of M-G-M's office in Salt Lake City. From there he was transferred to San Francisco. He is survived by his widow and a son.

Mrs. Fanny Jutkovitz

Funeral services were held yesterday at Jewish Center, Far Rockaway, N. Y., for Mrs. Fanny Jutkovitz, member of a family which owns and operates several theatres in the Rockaway section. Mrs. Jutkovitz, who died Saturday night, was the widow of Jacob Jutkovitz. A son, Izidor, survives.

NEWS in Brief . . .

A musical stage version of "Gone with the Wind," under the title of "Scarlett O'Hara," will be presented on Broadway by David O. Selznick. Contracts were signed between Selznick and Stephens Mitchell, on behalf of the estate of his sister, the late Margaret Mitchell, author of the best-seller. As announced simultaneously in New York, Los Angeles and Atlanta, Selznick has also acquired the television and radio rights to the book.

•

WASHINGTON, Sept. 22.—Fifteen representatives of the Indian motion picture industry today received an official welcome to this country from President Truman, at a morning visit to the White House.

•

PIERRE, So. Dakota, Sept. 22.—A proposal to broaden applications of the state sales tax to include amusements and other items has been taken under consideration by the state legislative research council's finance committee. The latter will submit recommendations to the council, which in turn will make recommendations to the 1953 state legislature.

•

The board of directors of the Motion Picture Pioneers has voted to increase the initiation fee for membership from $10 to $25 and the ticket price from $15 to $20 for the "Jubilee Dinner" to be held at the Hotel Astor here on Tuesday evening, Nov. 25, it was announced yesterday by Jack Cohn, president of the organization.

"These increases are being put into effect by the Pioneers with reluctance. They reflect the rising costs of hotel charges and overhead expense," it was said.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
"IVANHOE"
Robert TAYLOR • Elizabeth TAYLOR • Joan FONTAINE
Color by TECHNICOLOR • An M-G-M Picture
plus SPECTACULAR STAGE PRESENTATION

JOHN WAYNE as BIG JIM McLAIN
in person THE MILLS BROS. RAY MALONE TOMMY REYNOLDS and his ORCHESTRA DANNY LEWIS JEAN CARROLL
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

HOWARD HUGHES presents "ONE MINUTE TO ZERO"
Starring ROBERT MITCHUM - ANN BLYTH
CRITERION BROADWAY AND 45th ST.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



PLEASURE and TREASURE

in

ISLAND OF DESIRE

COLOR BY TECHNICOLOR

the pickings were rich in . . .

CHICAGO—United Artists—***HOLDOVER!***
BUFFALO—Shea's Buffalo—***HOLDOVER!***
PHILADELPHIA—Mastbaum—***HOLDOVER!***
SYRACUSE—Loew's State—***MOVEOVER!***
CLEVELAND—Loew's State—***MOVEOVER!***
DETROIT—Palms State—***SMASH!***
INDIANAPOLIS—Loew's—***SOLID!***
ROCHESTER—Loew's—***VERY BIG!***
NEW ORLEANS—Saenger—***STANDOUT!***
NASHVILLE—Loew's Vendome—***TERRIFIC!***
BROOKLYN—Loew's Met.—***SOCKO!***
KANSAS CITY (Mo.)—Loew's Midland—***GREAT!***

Another **BIG ONE** thru **UA**

A DAVID E. ROSE Presentation starring

LINDA DARNELL · **TAB HUNTER** · **DONALD GRAY** ·

(The screen's new "Sigh-Guy")

A CORONADO PRODUCTION with John Laurie • Sheila Chong

Screenplay by Stephanie Nordli • Produced by DAVID E. ROSE • Directed by STUART HEISLER



V. J. BEATTIE
Calgary



W. A. BRIANT
New Orleans



JACK BURK
Seattle



G. L. CHERNOFF
Montreal



R. L. CONN
Des Moines



J. M. CONNOLLY
Boston



S. E. DIAMOND
Philadelphia



ABE DICKSTEIN
New York



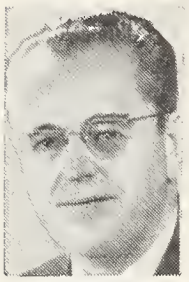
F. R. DOI
Atlant



AL LEVY
Pittsburgh



K. O. LLOYD
Salt Lake City



J. H. LORENTZ
Milwaukee



R. G. MARCH
St. John



SAUL MALISOW
Minneapolis

Branch

LURE OF THE WILDERNESS
Technicolor
Jean Peters • Jeffrey Hunter
Constance Smith
Based on a Story by Vereen Bell

SOMETHING FOR THE BIRDS
Victor Mature • Patricia Neal
Edmund Gwenn

PONY SOLDIER
Technicolor
Tyrone Power • Cameron Mitchell

MY PAL GUS
Richard Widmark • Joanne Dru
Audrey Totter • George (Foghorn) Winslow

NIGHT WITHOUT SLEEP
Linda Darnell • Gary Merrill
Hildegarde Neff

CLIFTON WEBB in
John Philip Sousa's
STARS AND STRIPES FOREVER
Technicolor
Debra Paget • Robert Wagner • Ruth Hussy

O. Henry's FULL HOUSE
12 GREAT STARS!
5 GREAT DIRECTORS!
5 GREAT WRITERS!

THE STEEL TRAP
Joseph Cotten • Teresa Wright
A Bert E. Friedlob Production
Released by 20th Century-Fox

MONKEY BUSINESS
Cary Grant • Ginger Rogers
Charles Coburn • Marilyn Monroe

Damon Runyon's BLOODHOUNDS OF BROADWAY
Technicolor
Mitzi Gaynor • Scott Brady

and
TO TOP THEM ALL
Ernest Hemingway's
THE SNOWS OF KILIMANJARO
Technicolor
Gregory Peck • Susan Hayward • Ava Gardner
Hildegarde Neff
Produced by Darryl F. Zanuck
Directed by Henry King
Screen Play by Casey Robinson

MY WIFE'S BEST FRIEND
Anne Boxter • Macdonold Carey

WAY OF A GAUCHO
Technicolor
Rory Calhaun • Gene Tierney

THE THIEF OF VENICE
Maria Mantez • Paul Christian
A Robert Haggiag Production
Released by 20th Century-Fox



R. C. McNABB
Cincinnati



J. R. NEGER
Kansas City



M. W. OSBORNE
Oklahoma City



J. E. PATTERSON
Vancouver



C. F. POWERS
Portland



J. B. ROSEN
Washington



NAT ROSEN
Albany

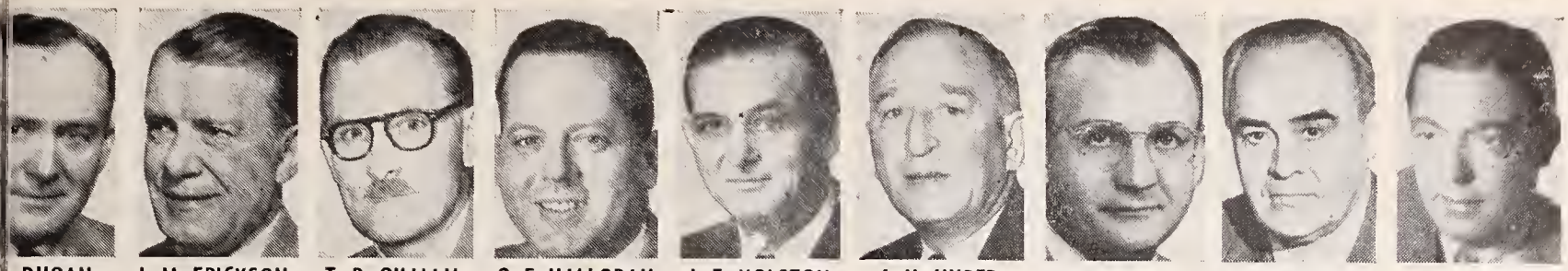


I. J. SCHMERTZ
Cleveland



J. E. SCC
Omah

There's No Business Like



. DUGAN
Denver

J. M. ERICKSON
San Francisco

T. R. GILLIAM
Chicago

G. F. HALLORAN
St. Louis

J. E. HOLSTON
Charlotte

J. H. HUBER
Winnipeg

W. T. KEITH
Indianapolis

C. B. KOSCO
Buffalo

J. J. LEE
Detroit

Managers' Testimonial

Sept. 28-Dec. 27

The men who are keeping a great big smile on the industry's face . . . with the happiest, biggest, most consistent line-up of hits in the history of 20th Century-Fox!



SHERIDAN
Dallas

PHIL SHERMAN
Toronto

B. A. SIMON
New Haven

MORRIS SUDMIN
Los Angeles

T. D. TIDWELL
Jacksonville

T. W. YOUNG
Memphis



Century-Fox Business!

Tell FCC

(Continued from page 1)

the parent company to UPT, and the sale of the station—should the merger be approved—to the Columbia Broadcasting System.

CBS filed its pertinent proposed findings Friday but Paramount Pictures, Allen B. DuMont Laboratories, Inc. and the FCC broadcast bureau are still to be heard from. Based on these proposed findings of the parties to the case FCC hearing examiner Leo Resnick will write his initial decision, which can come anywhere from two to six weeks after the final findings are in. Deadline for filing findings is October 3.

In a 168-page document UPT, ABC and B and K also requested the FCC to approve the renewal of license of WBKB and WSMB and to consent to the involuntary transfer of stock in Paramount Richards Gulf Theatres to UPT.

The proposed findings told the Commission that "there is no reasonable probability that the effect of proposed merger, if consummated, will be substantially to lessen competition or tend to create a monopoly in any line of commerce in any section of the country," and that a grant of the above described merger applications would be in the public interest. Pointing to the "scarcity of challengers in the network field, willing to risk their resources in a competitive struggle with the dominant duopoly," ABC and UPT told the Commission that only a company such as UPT "with long experience in public entertainment" and "ample financial resources" would "venture to assume the burden" of competing with CBS and the National Broadcasting in the television field.

The findings said it would be "fallacious to suggest that UPT's motion picture and theatre television exhibition interests would tempt it to retard the fullest development of television."

ABC and UPT pointed out that there has been full compliance with the Paramount consent judgment with respect to the requirement that UPT and Paramount Pictures be separate and distinct, that UPT has proceeded with its divestiture program in an orderly and diligent manner, and that the trade practices condemned by the judgment "have long since been abandoned."

EXPERIENCED THEATRE MANAGERS WANTED

OUTSIDE OF NEW YORK CITY

A real opportunity for men with ability to join a big circuit where promotion is from the ranks.

Please detail your experience in writing. . . . All replies confidential.

BOX 541
MOTION PICTURE DAILY
1270 Sixth Ave., New York 20

Television--Radio

with Pinky Herman

NEWEST COMIC to enter the TV sweepstakes is youthful Red Buttons, whose monologues and sketches will be on TView via CBStarting Tues., Oct. 14 in the 8:30-9:00 P.M. slot. The "Red Buttons Show" will be produced by Jess Kimmel under the supervision of Marlo Lewis. . . . Sportcasters Bert Lee, Marty Glickman and Ward Wilson will be heard on Mutual spots just preceding and following the World's Series Games. . . . At 9:30 P.M. Thursday, Oct. 9, and every Thursday at that time thereafter, CBS becomes BCS for that's when the "Bing Crosby Show" resumes on the net. Jimmy Stewart will be the Groaner's first guest of the new season, on this, his 18th consecutive year in radio. . . . The first film of the new "Death Valley Days" TV series will be screened for the Fourth Estate tomorrow at Toots Shor's. Program makes its WABDebut Oct. 7 and will be sponsored on alternate Tuesdays by Pacific Coast Borax Co. . . . Dimitri Tiomkin's ballad, "Do Not Forsake Me," featured in Stanley Kramer's dramatic flicker "High Noon," starring Gary Cooper, not only has made the Hit Parade but is still climbing.

☆ ☆ ☆

Ever since he first recorded "Harbor Lights," years ago, Maestro Sammy Kaye has sought a sucessful follow up ditty but to no avail. Last year, his platter of the number again zoomed the composition to the top. Two weeks ago, songwriter Bill Harrington (former Hit Parade warbler and ASCAP member) brought a new ballad titled, "Lighthouse In The Harbor" to S.K. who will publish it feeling certain that it may well duplicate the success of his "Harbor" hit. . . . A Peabody Award winner in 1949, Sherman Dryer returns next month to present another MBSeries of "Adventure Stories." . . . Telenews and INS film clips will be used on ABC news telecasts starting Oct. 20. . . . Just received a letter from Jack Kirkwood in Hollywood. Sez Jack, and we quote: "Ten years from now the modern girl will be five years older: You buy a house overlooking the river and then lose it for overlooking the bank: Everybody drives a used car—but I'm sure that I'm driving the car everybody used." unquote. . . . Bob Anthony, former vocalist with Glen Gray and Harry James orks, has been signed by MCA. His current Derby platter of "Angela," is getting plenty of deejay attention. . . . Movie mag writer and TV personality Denny Shane is back from a lengthy stay in France and Italy where she filmed several thousand feet for her forthcoming TV series. . . .



Sammy Kaye

☆ ☆ ☆

NBC has purchased 52 spot announcements on DuMont. Yep, National Biscuit Co. has authorized McCann-Erickson to make this WABDeal. . . . Joe Franklin's "Memory Lane," featuring recordings and special TV films, is WJZ-TV's latest bid for a nostalgic click. . . .Premium House Films has come up with a theatre giveaway type of stage show which gives theatre operators the same sort of attractions so successfully utilized on radio and TV. . . . Lanny Ross, back in town after 10 weeks on the road with "A Tree Grows In Brooklyn," is making plans for his second "Town Hall Concert" to take place in January. His first concert there, held 17 years ago, launched the handsome tenor into the big time. . . . Starting Oct. 1, Ralph Edwards will telecast on an NBCoast-to-coast net a new series of human interest yarns, "This Is Your Life," based on lives of plain John and Jane Doe. Subjects will be selected from all parts of the country and series will be sponsored by Hazel Bishop, Inc. Raymond Spector is the Agency. . . . N. J. State Fair gave its 1951-52 Excellency Award to "20 Questions." . . .

☆ ☆ ☆

LOTSA DOTS . . . Robert Q. Lewis has started a vaude tour to include Providence, Buffalo, Detroit, Cleveland and Pittsburgh, flying back to N. Y. every Wednesday for his TV show. . . . The Roscoe (Rocky King, WABDetective) Karns' are celebrating their 33d wedding anniversay. Bob Shepard is celebrating his third week as announcer of that series. . . . Johnny Olsen's nephew, Bob Carpenter, formerly a Milwaukee disk jockey and now in the Armed Forces, is doing a great job of producing GI shows for his buddies in Korea. . . . Keep your eyes and ears tuned to a new song stylist, Jackie Jocko, who is clicking but solid at the Birdland on Broadway. Lad is an alumnus of WBEN in Buffalo and a protege of Bill Randle, Cleveland's ace deejay.

Trust Suit

(Continued from page 1)

no mention of the recent government action, but incorporates the Paramount case in which some of the defendants were found to have violated the anti-trust laws in the distribution of film.

The complaint alleges restraints of "block booking," a "price fixing system," "arbitrary and excessive clearance," "protection to preferred exhibitors" and other charges contained in the Paramount case.

Allege Other Restraints

Besides these alleged restraints, the plaintiffs charged the defendants with "arbitrarily refusing to license to plaintiffs feature motion picture film of like kind and quality as that released to exhibitors of 35mm. feature film and available on 16mm. film."

Named as defendants were Loew's, Paramount, 20th Century-Fox, Warner, RKO Radio, Columbia, Universal, Republic, Screen Gems, United World, Pictorial Films, Movie En Route, Inc., and Movies U. S. A., Inc.

Blasted by A.F.L.

(Continued from page 1)

product to TV and other non-theatrical outlets was taken in a resolution sponsored by the Screen Actors Guild, the IATSE and the California State Federation of Labor.

The AFL contended that if the suit was successful in forcing producers to allow the free showing on television of major theatrical pictures, "a great many of the 22,000 American motion picture theatres would be forced to close, with the result that film producers then would not have enough monetary returns to finance the making of quality theatrical pictures in which hundreds and sometimes thousands of American workmen are employed."

"This capricious and unreasonable suit. . . . jeopardizes the livelihood of many of the 250,000 workers in the film industry, who for the most part are organized in AFL unions," the resolution said. It instructed the AFL executive council "to investigate all factors in the bringing of this unfair suit."

Another similarly sponsored resolution condemning the production of pictures abroad by American companies also was voted by the convention. A resolution supporting repeal of the Federal 20 per cent admission tax was approved by the convention and referred to the AFL taxation committee for implementation.

Eunice House Burned

NEW ORLEANS, Sept 22. — J. C. Keller's Liberty Theatre in Eunice has suspended operations due to a fire which burned out the booth and all equipment in it.

Monogram Studio Dance

HOLLYWOOD, Sept. 22.—The Monogram studio club will stage a dinner-dance at the Hollywood Athletic Club on Oct. 11.

FREE EXCITING SHOWS

BUCKAROO—$104 to 500 Silver Dollars Nite. Today's most popular Giveaway Program. Roving Mike. No Work—No Cost to Theatre. Other Big Promotions. Legal Everywhere.

PREMIUM HOUSE FILMS, Inc.
1841 Broadway (60th St.), New York 23, N. Y.
Circle 7-3880

See Sellout

(*Continued from page* 1)

Stadium, reported that more than half of their seats were sold as of yesterday and the pace of sales was good, indicating a sell-out by fight time. The price is $4.50 for general admissions and $5.00 for loges. Both prices include the tax.

The Warner Theatre, which will reopen just for tonight's telecast and then shutter again, is one of the few theatres in the country which is not offering regular film fare with the fight. A theatre spokesman said there will be a newsreel and a short subject only.

At Loew's Victoria and Skouras's Academy of Music, Manhattan, more than half the seats were sold as of yesterday. The Victoria management said it will "definitely be a sell-out," while a spokesman for the Academy Theatre reported that theatre personnel have not been able to answer phone calls fast enough. The Victoria is charging $3.00 for all seats, while the Academy is charging $3.60 and $4.80 for loges. Both prices include the tax.

The 450-seat 50th Street Guild theatre sold out weeks ago at $4.80.

Theatre Network Television, which acquired the TV rights to the bout for sale to theatres, plans to continue the telecast, picking up a preliminary bout, in the event of a quick knockout in the main event, it was reported here yesterday. TNT could not be reached for confirmation.

The bout will be telecast to theatres West of Omaha about an hour after the Walcott match gets underway.

With 50 theatres from Coast-to-Coast set to take the bout, theatres are almost certain to outdraw the expected 50,000 attendance at the gate in Philadelphia. Co-promoter Herman Taylor said he expected the fight to draw between $550,000 and $600,000 on the basis of advance sales which reached $300,000 at the weekend.

The grossing potential of the 50 theatres is about $450,000, it is estimated, with about 150,000 seats available in the trans-continental network

Meanwhile, field reports indicate a sell-out in all RKO houses outside of New York, including Keith's, Washington; RKO Palace, Cleveland; Keith's Dayton, and Albee, Cincinnati. Fabian's TV-equipped theatre in Richmond, Va., was two-thirds sold out as of yesterday, with one-third of the tickets sold in Fabian's house in Norfolk, Va., 90 miles away.

In Minneapolis, the Radio City reported that the advance sale is fairly good with about half of the tickets expected to be sold before fight time. The house seats 4,000 and is charging $2.50 for the event on a reserved seat basis.

Henry B. French, president of Minnesota Amusement Co., expressed disappointment over early results in the advance sale, adding that such performance is not good enough for the investment involved or the attraction offered.

In Asbury Park, N. J., Walter Reade's St. James expected to hit the sell-out mark shortly, with only 200 seats left to be sold as of yesterday.

Slow in Albany

In Albany, advance ticket sales of Fabian's Grand Theatre were slow, but Albany is noted for the reluctance of fight fans to pay for the event in advance. There, too, a maximum audience is anticipated.

In Baltimore, the State Theatre, with 1600 seats, has completely sold-out. All the tickets had been disposed of at a general admission of $2.50 and no reserved seats, by last Friday.

The Stanley, with 2,900 seats, is almost entirely sold and by fight time it's expected there will be only standing room. Tickets are $3 and no seats reserved.

To Start Hornblow Film

HOLLYWOOD, Sept. 22. — Producer Arthur Hornblow, Jr., started shooting "Remains to Be Seen," with June Allyson and Van Johnson, and Don Weiss directing, at M-G-M's studio today.

Drive-in Installs 6,000 Seats For Overflow Fight Crowd

The only drive-in in the country to book tonight's trans-continental telecast of the Walcott-Marciano heavyweight title bout, the S-3 Drive-in Theatre at Rutherford, N. J., has sold out at $10 per car, it was disclosed here yesterday.

The capacity of the drive-in, the largest open air theatre in New Jersey, is 1,300 cars. In order to accommodate additional demand for tickets, the S-3 management disclosed that 6,000 "ringside" seats will be sold at the same $10 per car tab, which includes the admission tax.

The 6,000 chairs will be placed in the arena closest to the screen and those in the overflow cars will be allotted the "ringside" seats. The overflow cars will be parked in convenient locations by the management. Car space will be allotted on a first come, first served basis, it was explained.

An S-3 spokesman estimated that about 16,000 people would attend the drive-in event. The $10 price covers as many persons as are in the car.

N. Y. Grosses

(*Continued from page* 1)

Roxy tomorrow and its premiere will be marked by the attendance of celebrities, including Milton Berle and George Jessel. It replaces "Monkey Business," which is expected to bow out with a fair $50,000 for the last five days of its third week.

"The Quiet Man" is holding up well, with $45,000 indicated for its fifth inning at the Capitol. For the seventh week of "Sudden Fear" at Loew's State, a solid $22,000 is seen. It will be superceded tomorrow by "The Merry Widow."

At the Mayfair a good $18,500 is estimated for the ninth stanza of "High Noon." The Victoria is expected to hit a fairly nice $16,000 for the eighth week of "Affair in Trinidad."

"You for Me" has its premiere tomorrow at the Globe, replacing "Devil Makes Three," which is forecast to do a moderate $7,500 for its last five days of the fourth week.

"The Miracle of Our Lady of Fatima" is doing all right at the Astor, with $17,000 seen for its fifth week.

Among off-Broadway houses, "Ivory Hunter" at the 52nd Street Trans-Lux is doing excellently, with $6,300 indicated for the fifth inning. Another strong attraction, "The Amazing Monsieur Fabre" at the Park Avenue, is expected to hit $6,900 for its second week.

'Strangers' in 6th Week

At the Fine Arts, a good $4,600 is seen for the sixth week of "The Strangers in Between." The 25th week of "Man in the White Suit" at the Sutton is forecast to rack up a fine $6,200, while the last six days of "Encore," now in its 25th week at the Normandie hit a nice $4,500. "The Magic Box" opens at the Normandie today.

$4,541 for 'O. Henry'

LOS ANGELES, Sept. 22. — A big $4,541 was racked up by the 500-seat Beverly Canon theatre in the first four days of "O. Henry's Full House."

Col. 'Holders Suit Virtually Settled

At a hearing in New York Supreme Court here yesterday Judge Morris Eder approved, with one reservation, referee Arthur G. Klein's recommended settlement of a Columbia Pictures' stockholders action alleging waste by various officers and directors of the corporation.

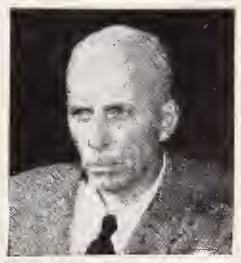
The only question left open was whether $20,000 or $40,000 should be repaid to the company in consequence of the alleged waste by some officers and directors. One of the suing stockholders was given three days in which to submit documents supporting his claim that $40,000 should be repaid.



GREAT MOTION PICTURES ARE PROCESSED BY PATHÉ

Director HOWARD HAWKS says:

"Every frame of every one of my pictures must meet the most rigid specifications in our industry. That's why I insist on lab work by Pathé."



Pathé processed Mr. Hawks' latest picture, "Big Sky." May we talk about doing *your* next picture?

PATHÉ—PROCESSING · SOMETHING TO CROW ABOUT · TRADE MARK

Both New York and Hollywood Have *Complete* Pathé Laboratory Facilities:
35MM • 16MM • COLOR • BLACK AND WHITE
Pathé Laboratories, Inc. is a subsidiary of Chesapeake Industries, Inc.

IVANHOE

Beats "QUO VADIS"

IN WASHINGTON

The first opening of IVANHOE following its test engagements was at the Palace Theatre, Washington, D.C., Wednesday, September 17.

As we go to press, the gross on IVANHOE for the first five days of its engagement exceeded the gross on QUO VADIS, despite the fact that QUO VADIS opened on Christmas day.

Attendance on IVANHOE for the same period exceeded attendance on QUO VADIS by more than 7,000 admissions. An all-time Palace record.

The following admission prices were charged on IVANHOE and QUO VADIS for these engagements:

IVANHOE	QUO VADIS
Matinee . . . . . 74¢	Matinee . . . . . 90¢ to 5 P.M.
Evening $1.25	5 to 6 P.M. $1.25 • Evening $1.50

There's nothing wrong with business that IVANHOE can't cure.

M-G-M

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

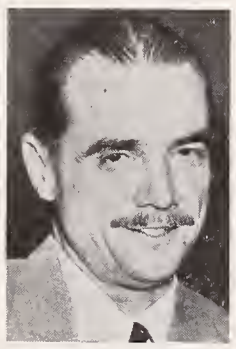
VOL. 72. NO. 60 NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 24, 1952 TEN CENTS

RKO Pictures Control Goes to Stolkin Group

Hughes Sells 1,013,420 Shares at $7 Per Share; Depinet's Stock Also Sold; Buyers Plan 'Top Grade Films for Theatres' Policy

HOLLYWOOD, Sept. 23.—Characteristic of Howard Hughes and his disdain for timepieces, the sale of his 1,013,420 shares of RKO Pictures stock, representing about 26 per cent of the total outstanding, and a controlling interest in the company, was concluded here at 1:30 A.M. this morning (4:30 A.M. E.D.T.). The selling price was $7 per share, or $7,093,940.

The purchasing group is headed by Ralph Stolkin, 34-year old owner of a Chicago mail order concern, Empire Industries; vice-president of National Video Corp., manufacturer of television tubes; member of a syndicate which recently bought Washington and Oregon television-radio stations from the Marshall Field interests, and an investor with his present associates in Texas oil wells.



Howard Hughes

His associates in the RKO Pictures deal are his father-in-law, A. L. Koolish; E. J.

(Continued on page 6)

Sees Success of New RKO Owners

"The new owners of RKO Pictures are a young, aggressive lot and I have every reason to believe they will try their best to make a success of their operation of the company," Samuel Goldwyn told a press conference here yesterday.

Goldwyn has a three-year distribution deal with RKO Radio, with options to cancel at the end of each year. His new production, "Hans Christian Andersen," has been delivered to the company for December premieres.

Asked whether he had any apprehensions about the new RKO Pictures owners, he replied: "The company has a fine sales organization, and we

(Continued on page 2)

Facts About Sale Of RKO Control

1. Howard Hughes' 1,013,420 shares of RKO Pictures stock representing a controlling 26 per cent interest, sold yesterday at $7 per share.

2. Purchasing group is headed by Ralph Stolkin, 34-year old Chicago merchant and manufacturer, in association with Texas oil men E. J. Burke and Ray Ryan, and Stolkin's father-in-law, A. L. Koolish.

3. Group promises top grade films for theatres, despite television business interests of Stolkin, with no intent of making old RKO films available to TV.

4. Ned E. Depinet's 37,000 shares of RKO Pictures stock also sold at $7 per share.

5. New owners reported to have no immediate plans for management changes.

Bright Film Years Ahead, Goldwyn Says

Holds Fine Pictures Have Met TV Challenge

Complete confidence in the industry and its future was expressed by Samuel Goldwyn during a press interview at his Sherry Netherland Hotel suite here yesterday.



Samuel Goldwyn

Just returned from a seven-week trip to Europe, Goldwyn said he is "more convinced today than ever before that Hollywood will go on."

"Television," he said, "has been a challenge, but I think we have met that challenge. Our producers made better pictures last

(Continued on page 6)

NEWS FLASHES

COLUMBUS, Sept. 23.--In a statement in which he stated that the Ohio state censor board is contining to censor newsreels despite the fact that Judge Wiley of Toledo ruled such censorship unconstitutional, Dr. Clyde Hissong, chief film censor, declared that a municipal court's ruling on a constitutional issue is not binding outside its jurisdiction.

•

Spyros P. Skouras, 20th Century-Fox president, requested stockholders yesterday to surrender their common stock in the company in exchange for stock in the two new corporations to be formed in accordance with the divorcement plan.

Texas Compo Tells of 'World Exposition' Plans at '53 Fair

DALLAS, Sept. 23.—Plans for the presentation of a "Motion Picture World Exposition," to be held at the 1953 State Fair of Texas, were disclosed here by R. J. O'Donnell, spokesman for the executive board of the Texas Council of Motion Picture Organizations.

The exposition will pursue the story of the motion picture industry from its nickelodeon days through the slide

(Continued on page 3)

MPA Sets Special Ike, Adlai Reels

As a public service of the motion picture industry, two newsreel issues each dealing with one the Presidential candidates will be released nationally in theatres next week, Eric A. Johnston, Motion Picture Association of America president, reported yesterday.

All five major newsreel organizations will distribute the reels to theatres throughout the U. S. Costs involved in the preparation and pro-

(Continued on page 3)

Title Bout Sets Records At Theatre Box-offices

By MURRAY HOROWITZ

The first trans-continental theatre telecast—last night's Jersey Joe Walcott-Rocky Marciano heavyweight title bout—attracted a record number of theatres and outgrossed every other theatre TV event in the history of the medium.

The network of 50 theatres, which offered a seating capacity of an estimated 120,000, had a potential gross of about $400,000, compared to the estimated $200,000 gross realized for the Robinson-Maxim bout last June which attracted 38 theatres.

Despite a black-out during a first-round knockdown, reception of the bout, which Marciano won by a K.O. in the 13th, was generally good, as seen at the Warner Theatre here. Thousands were turned away from the

(Continued on page 3)

Mono. Out to Repay Exhibitor Support

CHICAGO, Sept. 23.—Morey Goldstein, Monogram-Allied Artists distribution vice-president, emphasized in his keynote address before the company's national sales convention here today that Monogram-AA is intent on paying back "in superior screen

(Continued on page 2)

Personal Mention

CLARENCE BROWN, M-G-M producer-director, is due here today from England.

•

ALEX STEIN, Columbia Pictures International general manager in France, and MRS. STEIN arrived here yesterday from Europe aboard the *S. S. Queen Mary*. STEIN is the first winner of the company's "Round the World" sales drive to take advantage of the prize of a 16-day trip abroad.

•

JOE FRIEDMAN of the Warner Brothers' home office field exploitation staff, is in Springfield, Mass., from New York.

•

IRVING SOCHIN, Universal short subjects sales manager, has left here for the Midwest.

•

RODNEY BUSH, 20th Century-Fox exploitation manager, is in Atlanta from here.

Proclamation by Gov. for 'Fatima'

The highlight of the campaign for the first New England engagements of Warner Brothers' "The Miracle of Our Lady of Fatima" in New Bedford and Boston is a proclamation issued by Massachusetts' Governor Paul A. Dever for a "Pray for Peace Day" today and tomorrow to coincide with both premieres. The production will open today at the State Theatre, New Bedford, and tomorrow at the Astor in Boston.

Modeling the campaign after the world premiere on Broadway, advance interest in both premieres was created by TV and radio spot announcements for the past two weeks. Local civic, social and educational groups, in addition to religious groups of all faiths, have been cooperating, with special mailing pieces to respective contacts, along with specially prepared bookmarks heralding the playdates. Student parties for blocks of 100 seats, or more within a radius of 20 miles of both engagements, have already been set. Special screenings of the picture have resulted in feature picture and story layouts and editorials in New England dailies.

'Our Lady of Fatima' Opens in Detroit Friday

DETROIT, Sept. 23.—"The Miracle of Our Lady of Fatima" will open at the Madison Theatre here Friday backed by an extensive advertising, publicity and promotion campaign modeled after the world premiere promotion on Broadway.

The advance campaign included special screening of the production for leaders of all faiths resulting in advance word-of-mouth publicity. Commendations were received from interchurch councils, public and parochial school officials and the Detroit press.

Skouras Honored on 10th Anniversary

Twentieth Century-Fox's exchange heads who will be honored in the company's annual branch managers' sales drive testimonial starting Sept. 28, will pay tribute to Spyros P. Skouras, president, Oct. 12-18, by naming that period "Spyros P. Skouras Week."

The period will mark Skouras' 10th anniversary as company president. During it, the company will have in release some of its top productions of the year, headed by Darryl F. Zanuck's "The Snows of Kilimanjaro."

It is expected that the 20th Century-Fox trademark will be seen on the screens of virtually every theatre in the country during the week, with branch heads and sales personnel currently gearing themselves toward that goal.

Industry Leaders at Goldenson Tribute

Entertainment industry leaders will join with members of New York's Cinema Lodge of B'nai B'rith and their guests at the Hotel Astor here tonight to pay tribute to Leonard H. Goldenson, president of United Paramount Theatres, "for his years of service to humanity as a leader in the fight against intolerance and bigotry through the Anti-Defamation League and as a pioneer in helping to awaken Americans to the plight of the physically handicapped afflicted with cerebral palsy," said a statement from the Lodge.



Leonard Goldenson

Judge to Present Scroll

Judge Samuel Leibowitz will present the Cinema Lodge "Honor Scroll" to Goldenson. Robert M. Weitman and S. Arthur Glixoh, past presidents of the Lodge, will preside in the absence of Martin Levine, Lodge president, who is ill. Other speakers will include Alfred W. Schwalberg, honorary president of Cinema Lodge, and Louis A. Novins.

Among those scheduled to be present and on the dais are Adolph Zukor, Ned E. Depinet, William J. German, Harry Brandt, S. H. Fabian, Jack Cohn, Abe Montague, Herman Robbins, Sol A. Schwartz, Ben Kalmenson, Robert Mochrie, Harry Kalmine, William Heineman, Martin Mullen, Earl Hudson, Judge Arthur H. Schwartz, Jinx and Tex McCrary, Peter Grimm, Jack Hausman, William Kyle, Edward J. Noble, Jane Pickens, Walter Marshall, Mrs. Albert Lasker, and others. Rabbi Bernard Birstein of the Actors' Temple, will deliver the invocation.

French Problem Up Before Presidents Again Next Tuesday

Motion Picture Association of America member companies' presidents and foreign managers will meet here next Tuesday specifically for the purpose of discussing the problems posed for distribution in France and Japan. However, it is understood that at that meeting the presidents may also reassess developments in connection with the long-standing attempt to set up an industry system of arbitration.

On the question of France and the break-off of negotiations looking to a new Franco-American film agreement, it is likely to be decided at the meeting when Eric A. Johnston, MPAA president, and Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, together should go to Paris with a view to resuming talks with the French.

The problem in Japan concerns the refusal of that country to allocate for the six-month period starting Oct. 1, more than 59 import permits for use by Motion Picture Export Association companies. The companies had asked for at least 63 permits.

Friars Show Tonight For 'Loves' Opening

Climaxed by a special Friars Club show honoring Blossom Seeley and Benny Fields, the premiere of "Somebody Loves Me," based on the careers of these two veterans of vaudeville and Broadway, will be held here this evening at the Roxy Theatre.

More than 1,500 members of the Friars and their guests will attend the show at which the Friars will present Blossom and Benny with a scroll citing them for their achievements.

Mono. to Repay

(*Continued from page* 1)

merchandise" the support given the company by exhibitors.

The three-day meetings opened at the Blackstone Hotel for 200 executives, branch managers, bookers and salesmen.

Invitations have been issued to a number of exhibitors in this area for the convention banquet Thursday night, at which time Nat Nathanson, new sales executive, will be introduced.

Harold Mirisch, vice-president, another speaker today, said that "for the first time we are now able to plan far ahead not only in our production program, but in our distribution timetable too."

Sees Success

(*Continued from page* 1)

(Goldwyn Productions) have the right to approve or disapprove all deals. I have no misgivings. I am sure no responsible executives would want to disturb a distribution organization as good as RKO Radio's."

Newsreel Parade

AT LEAST one current newsreel issue has included the Nixon fund affair among its subjects. All the reels offer speechmaking by candidates Stevenson and Eisenhower. Korean fighting, aviation, weather violence and sport topics round out the presentations. Complete synopses follow:

MOVIETONE NEWS, No. 78 — Eisenhower and Nixon. Stevenson at AFL meeting. Navy fliers over volcano. Typhoon at Wake Island. Robot missiles hit Korean Reds. New U S. air base near North Pole.

NEWS OF THE DAY, No. 208—Nixon issue stirs nation. New Korea weapon. Pacific volcano. Typhoon hits Wake Island. Dynamite daredevil. Italian city of Naples takes a dip.

PARAMOUNT NEWS, No. 11 — West Berlin police stage show. Wake Island typhoon. Air Force base in Greeland. Florence Chadwick in new swimming feat. Stunt-man risks dynamite blasts. Eisenhower and Stevenson.

TELENEWS DIGEST, No. 39-A—Stevenson speaks. Greenland air base. Truman at Coast Guard base. East Germans visit Bonn. Dynamite daredevil. India fights locusts. Tots' baseball.

UNIVERSAL NEWS, No. 598—Eisenhower and Stevenson. Guided missiles in Korea. New Greeland base. Wake Island typhoon. Florence Chadwiek swim feat. Football.

WARNER PATHE NEWS, No. 13 — Guided missiles in Korea. U. S. unveils Greenland base. Eisenhower in Midwest. Stevenson at Quantico and AFL meet. Wake Island typhoon. Volcano. Football.

3-Day Paramount Meet in Chicago

A three-day meeting of Paramount's domestic and Canadian division sales managers will be held in Chicago at the Bismarck Hotel beginning Oct. 6, it was announced by A. W. Schwalberg, president of Paramount Film Distributing corp., who will conduct the sessions.

Principal topic on the agenda is a discussion of sales and merchandising plans for the balance of 1952, and an appraisal of the product being readied for release in 1953.

Scheduled to attend are J. J. Donohue, Central division manager; A. M. Kane, South-Central division manager; Howard Minsky, Mid-Eastern; Hugh Owen, Eastern-Southern; George A. Smith, and Gordon Lightstone, Canadian general manager.

Present from the home office, in addition to Schwalberg, will be: Adolph Zukor, E. K. O'Shea, Jerry Pickman, Oscar A. Morgan, Sid Blumenstock, Robert J. Rubin, and Monroe R. Goodman.

Sam Shain Named to Compo Field Post

Sam Shain, formerly exhibitor relations contact for 20th Century-Fox, has been engaged as a special representative for the Council of Motion Picture Organizations, it was announced here yesterday by Robert W. Coyne, special counsel of the all-industry agency.

Coyne said Shain will serve mainly in the field.

MOTION PICTURE DAILY. Martin Quigley. Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone Circle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Seeretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel Production Manager; Hollywood Bureau, Yucea-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanae; Fame. Entered as seeond-elass matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

U-I Acquires Four Rank Productions

Universal-International has acquired four new top-budget productions from the J. Arthur Rank Organization for distribution in the United States, it was announced by Alfred E. Daff, UI executive vice-president. The four films are "The Importance of Being Earnest," "Mandy," "The Penny Princess" and "Something Money Can't Buy."

Ike, Adlai Reels

(*Continued from page* 1)

duction of the footage are being shared by all members of the MPAA.

The purpose of the two reels is "to bring to America's movie-going millions an objective look at the two presidential aspirants and a resume of their respective views on major issues," Johnston said.

First of the two subjects to appear on the nation's screens will be the reel dealing with Gen. Dwight D. Eisenhower, the Republican candidate. It will go out as the regular mid-week issue of each of the five newsreel companies. The reel covering Adlai E. Stevenson, the Democratic candidate, will follow as the weekend issue.

Texas Compo

(*Continued from page* 1)

and silent days and the era of sound and talking pictures to today's film and color triumphs.

A modern theatre building is being especially designed to house the display on the State Fair Grounds. H. Stanley Marcus, Dallas merchant, will cooperate in bringing the exposition to Dallas and Neiman Marcus models will conduct guest tours of the affair during the 16 days of showings. An estimated 3,000,000 persons are expected to attend the fair.

SAVE $48 ON EXCURSION FARES TO HAWAII!

ONLY $438 ROUND TRIP!*

Luxury flights from California to Hawaii have been substantially reduced in fare during United's Excursion period of Oct. 1 to Dec. 10, 1952.

1st class comfort, service, meals. "Package" tours available, too.

UNITED AIR LINES

One of The Scheduled Airlines of the U. S.

80 E. 42nd St., call MUrray Hill 2-7300.

**From New York. Vio Air Tourist to Californio. 16-doy limit on Excursion tickets. Fares plus fed. tox.*

FREE EXCITING SHOWS

1952 CARS—Tickets or Contest with Big names as Judges ups attendance for additional entry blanks. No Work—No Cost to Theatre. Other Big Promotions. Legal Everywhere.

PREMIUM HOUSE FILMS, Inc.

1841 Broadway (60th St.), New York 23, N. Y. Circle 7-3880

Bout Sets Records

(*Continued from page* 1)

Warner, with some standing-room sold at $3.60. It was strictly a fight crowd.

The cities with the greatest number of theatres taking the bout, New York and Chicago, did a brisk business. The eight theatres in New York were sold out before fight time, while Chicago reported before fight time that the Windy City was definitely headed for "its most impressive box-office showing." The box-office take for the four Chicago theatres taking the telecast and the one theatre in Hammond, Ind., was said to likely hit over $40,000 after taxes.

Pittsburgh, too, reported that its two theatres carrying the bout was completely sold out hours before fight time.

Get Kinescope

Theatres west of Omaha were scheduled to receive the telecast from a kinescope transmitted from New York's NBC-TV studios as soon as long-line facilities were made available, at about 11:15 P.M. (EDT). The kinescope, or simultaneous film recording made at the site of the fight, Philadelphia's Municipal Stadium, marked the first time a film had been distributed nationally by theatre TV.

The eight sold-out New York theatres were: RKO Fordham, Bronx; Fabian's Fox, Century Circuit's Marine, Brooklyn; Century Circuit's Marine, Queens Village, L. I.; Warner, Loew's Victoria and Skouras's Academy of Music, Manhattan.

The following are field reports from MOTION PICTURE DAILY correspondents:

PITTSBURGH, Sept. 23.—Pittsburgh's two theatres, the J. P. Harris and the Stanley theatres, had complete sellouts and a few standees for the Marciano-Walcott fight here tonight.

The Harris, with a seating capacity of 2,104, and the Stanley which seats 3,680, both charged $3.50 and issued rain checks should the fight be postponed.

Both houses opened at 7:30 P.M. and had a feature on the screen together with shorts until fight time. Both also made arrangements to televise one of the preliminaries at Philadelphia should the title event terminate in the first few rounds.

The fight telecast didn't hurt theatre business elsewhere in the city.

ALBANY, Sept. 23.—Appearance of counterfeit tickets was an unusual feature of the 1500-seat Grand's sellout, at $3.60 (record high here), tonight for the telecast of the Walcott-Marciano heavyweight championship bout.

The spurious stubs apparently were printed in Schenectady, when Fabian city manager Guy Graves spotted four as a man tried to exchange them at Proctor's, for cash. He reportedly had paid $2 for each ticket.

Grand manager Paul Wallen said the racks were clear by 5 P.M. He estimated 1,000 additional tickets could have been sold.

Attendance at other downtown theatres was not affected.

BALTIMORE, Sept. 23.—The State, seating 1,600, sold out two days in advance at $2.50 general admission for the Walcott-Marciano bout. The Stanley, seating 2,900 sold out 24 hours in advance at $3.00 general admission and turned away 2,500. State also turned away 1,000. Both houses sold standing room at 10 o'clock to capacity. The Met, a negro house, 1,400 seats, sold out at $2.50 general and a few reserved at $3.30. This, despite Stevenson speaking here at armory with a 9,000 capacity. Regular business is slightly off except in a couple of instances where major attractions are showing.

DENVER, Sept. 23.—With the house practically sold out before the door opened a hour in advance, Paramount, with 2,200 seats, filled them at $1.80, tax included, for theatre television of Walcott-Marciano fight. Those unable to get in boosted attendance at close by first runs.

CINCINNATI, Sept. 23.—The RKO Albee, seating 3,300, has near capacity, for the Walcott-Marciano fight telecast. Entire house scaled at three dollars. Business at other houses is below normal. This is a more or less natural Tuesday night condition.

WASHINGTON, Sept. 23.—All three houses here showing the telecast of the Walcott-Marciano title bout had sold out early in the evening and were admitting a limited number of standing-room admissions. All tickets went at $3.60.

The three houses were the 2,000-seat RKO Keith, the 1,800-seat Lincoln, and the 2,200-seat Warner, which was telecasting a bout for the first time.

Other houses reported business running from above normal to average.

CHICAGO, Sept. 23.—As anticipated, the Walcott-Marciano theatre telecast was selling out at four theatres here tonight. First to sell out was the Essaness Crown, selling tickets at $4.80 and $3.60, including tax, at six P.M. The B. & K. Marbro went clean at seven P.M. with the Tivoli following suit at 7:45 P.M., and the Uptown expected to do likewise at 8:30 P.M. One half hour before the starting gong, the four houses here have a total of 13,000 seats. Admission at the three B. & K. houses was $3.60, including tax.

British-Lion Loss at At $415,582 for '51

LONDON, Sept. 23.—British Lion Films today reported a net loss of £148,422 ($415,582) for the fiscal year ended last March 31, thereby increasing its previous debit balance to £2,070,566 ($5,797,485). National Film Finance Co. loans to B-L are estimated to amount to £3,000,000 ($8,400,000).

2,000 Theatres in Rogers Fund Drive

The number of theatres now participating in the Will Rogers Memorial Hospital collection-can project has passed the 2,000 mark and within a week will hit 2,500—half-way in the goal to enlist 5,000 theatres, according to the collection committee headed by Joseph R. Vogel, Loew's vice-president. More than 500 theatres were "signed up" during the Theatre Owners of America convention in Washington.

The aim of the campaign is to place a small collection-box on the candy stands of 5,000 theatres. These receptacles can gather in coins at the rate of $2 to $3.50 per week.

National Pre-Selling

PARAMOUNT'S new color Technicolor musical, "Just For You," gets top billing, a full-page, four-picture layout in "McCall's Goes to the Movies," October issue, on the stands tomorrow. *McCall's* front-of-the-book selection also recommends RKO Radio's "One Minute to Zero," Warner's deeply moving "Miracle of Our Lady of Fatima," and Columbia's chronicle of a French-Canadian family, "The Happy Times." . . . *Look*, dated Oct. 7 and on the stands today, features a double-truck center-spread in four-colors on "The Snows of Kilimanjaro," almost as spectacular as the film itself. And the same issue tells newsmen who turned down that flying trip to Alaska last June, for the world premiere of Universal's "World in His Arms" at far-North military bases—because it took 14 days and covered 12,000 miles of flying time—it was "something for the boys," with pictures by *Look's* photographer, to prove that "Northern hospitality was the finest ever seen."

•

Theatrical press agents are generally better paid than movie press agents, so it's comforting to note that "Guys and Dolls"—a show that's been playing two years—has finally gotten around to a tie-up with "Guys and Dolls" fashions, which, incidentally, originated in Los Angeles. . . . *Holiday* for October compares "The Merry Widow" with a pastry you find in Viennese restaurants known as *Pischinger Torte*—"endlessly delicious layers of vari-colored sweet pastry with a crust of angelic evanescense." Al Hine says, "If you don't like sweets, stay away, but you're missing something."

•

Louella Parsons tells intimate details of Arlene Dahl's business activities other than picture work in Pictorial Review, *published Sept. 28. Miss Dahl was interviewed on the set of "Desert Legion," the new Universal-International film which also stars Alan Ladd. Miss Dahl is sponsoring a new nylon hosiery which will be placed on the market for Christmas. She is also interested in a lingerie firm and her name appears on a beauty hint column.*

•

A vast advertising campaign, one of the largest ever set by 20th Century-Fox for a single picture, has been scheduled through Hearst magazines and newspaper supplements for "Snows of Kilimanjaro." The drive, designed to saturate a total readership of 130,000,000, will coincide with the pre-release engagement of the Technicolor production. Four color spreads will hit monthly issues and Sunday supplements. Included in the Hearst roster are *Cosmopoliton, Good Housekeeping, Harper's Bazaar, House Beautiful* and *Town and Country. The American Weekly, Pictorial Review* and *Puck*, the *Comic Weekly* will feature full pages in the newspaper field. Hearst field representatives will contact sales staffs, theatre managers and editors in hundreds of cities to pinpoint local playdates. In addition, 7,500 newspapers will be serviced with a variety of mats and glossy stills, and 1,000 radio stations will receive a program based on the picture.

WALTER BROOKS

"QUIET MAN" WIN
VENICE INTERNATIO

FAST

ACCURATE

RCA

RADIOGRAM

RADIOMARINE CORPORATION OF AMERICA

A SERVICE OF RADIO CORPORATION OF AMERICA

SHIP TO SHIP

SHORE TO SHIP

SHIP TO SHORE

S/S UNITED STATES VIA AT M. DATE SEP 13 1952 195

1 WSL AA VENEZIA 75

HERBERT YATES SS UNITED STATES WSL

THE QUIET MAN WON TONIGHT THE BIG INTERNATIONAL AWARD AND CRITICS AWARD AND INTERNATIONAL CATHOLIC AWARD STOP QUIET MAN IS ONLY PICTURE WINNING THREE AWARDS STOP JOHN FORD TO BE CONGRATULATED ALONG WITH YOU FOR THIS GREAT MOTION PICTURE MASTERPIECE WE VERY PROUD REPUBLICS ACCOMPLISHMENT AND SINCERELY BELIEVE YOUR PRESENCE VENICE GREATLY CONTRIBUTED SUCCESS OF REPUBLIC AND AMERICAN FILM INDUSTRY PARTICIPATION THIS INTERNATIONAL EVENT CONGRATULATIONS AND KIND REGARDS

H. LOMBROSO
GENERAL MANAGER
REPUBLIC PICTURES OF ITALY, INC.

S GREAT ACCLAIM
NAL FILM FESTIVAL!

AND

Critics are already hailing "QUIET MAN" for American Academy honors

ED SULLIVAN.... JOHN FORD'S "THE QUIET MAN" IS A TERRIFIC COMEDY OF ACADEMY AWARD CALIBER. JOHN WAYNE AND BARRY FITZGERALD ARE AT THEIR PEAKS; TECHNICOLOR REVEALS MAUREEN O'HARA AS ONE OF THE CLASSIC BEAUTIES OF THE SCREEN!
N. Y. DAILY NEWS

JACK GAVER.... HERBERT J. YATES AND HIS REPUBLIC PICTURES HAVE STRONG CANDIDATE IN JOHN FORD'S "THE QUIET MAN" FOR PRACTICALLY 'BEST EVERYTHING' WHEN OSCAR TIME ROLLS AROUND IN HOLLYWOOD NEXT SPRING.
UNITED PRESS

FRANK QUINN... THREE-TIME ACADEMY AWARD WINNER JOHN FORD MAKES A STRONG BID AT THE CAPITOL THEATRE FOR HIS FOURTH OSCAR WITH "THE QUIET MAN."
N. Y. DAILY MIRROR

HERBERT J. YATES
presents
John Ford's Greatest Triumph

THE Quiet Man

Color by TECHNICOLOR
starring
JOHN WAYNE • MAUREEN O'HARA • BARRY FITZGERALD
with WARD BOND • VICTOR McLAGLEN • MILDRED NATWICK • FRANCIS FORD • ARTHUR SHIELDS and ABBEY THEATRE PLAYERS
Directed by JOHN FORD
Screen Play by FRANK S. NUGENT • Story by MAURICE WALSH • Produced by MERIAN C. COOPER • AN ARGOSY PRODUCTION • A REPUBLIC PICTURE
Republic Pictures Corporation

Goldwyn

(Continued from page 1)

year than they have for some time. Our fine pictures are doing better business than ever before. Despite some 18,000,000 television sets now in use, with perhaps 50,000,000 viewers the public is paying to see the good pictures in theatres rather than staying home to see poor ones on TV without charge."

Goldwyn said he has no intention of discontinuing his own production activities and will begin preparations for his next picture before leaving here for the Coast. He said he had encountered reports while abroad that he planned to "rest on his laurels" after completing "Hans Christian Andersen."

"That is not true," Goldwyn said. "My next picture will be ready to start about May 1."

It will be his 89th production since becoming an independent. Beyond stating that music will play an important part in the picture and that it will be in color, Goldwyn declined to divulge any information about it.

"It takes me so long to make a picture," he said, "I have to be quiet about it at first. It will be made mostly in Hollywood," he said, "but will use some foreign exteriors."

"Andersen" will have New York and Los Angeles premieres shortly before Christmas. Theatres have not been set yet but "bidding" for the picture is under way, Goldwyn said. In reply to a question whether it would be sold at "advanced admission prices," Goldwyn said "some exhibitors have suggested that." He added, "I don't know how I would get back my investment otherwise. I need $8,000,000 to break even."

He said the sales policy for the picture has not been set yet and that it might await the outcome of the premieres and perhaps some additional test engagements. Goldwyn said a $500,000 advertising campaign for "Andersen" in magazines has been approved and that perhaps $1,000,000 might be spent for newspaper advertising.

The producer pointed out that his own money is in "Andersen" and will go into his next picture. "What better evidence of my confidence in the future of the industry could anyone ask for?" he enquired.

Goldwn said his observations in Europe convinced him there are not proportionately as many good pictures being made abroad as in Hollywood. "We still lead the world in good pictures," he said.

Goldwyn came to the defense of Charles Chaplin in the latter's current difficulties with the Attorney General and Immigration Bureau. "Chaplin," he said, "is a genius. He has contributed much to our industry. We need him and I hope the threat to bar him from returning to this country is not fulfilled."

On politics, Goldwyn declared himself enthusiastically for General Eisenhower. "It's time for a change," he said. "It's wrong for people, a whole generation, to grow up thinking only one party is capable of running the country."

The producer waved aside the complaint made last week by Roy Brewer of the A. F. of L. Hollywood Labor Council that pressure was being brought to bear on employes at the Warner studio for contributions to the Eisenhower campaign fund.

"Brewer is for Stevenson," Goldwyn said. "He has a perfect right to complain about collections for Ike. However, Warners are for Ike, but they're not knocking anvone on the head to get contributions."

On American subsidies to foreign producers: "Subsidies are bad for any creative workers. If foreign producers would spend more time making pictures and less sitting on the steps of Embassies waiting for subsidies, their pictures would be better."

On the proposed industry arbitration plan: "If exhibitors spent more time in their theatres and less in meetings like that, business would be better. I am against all nonsense like arbitration. We have no problems that good pictures and proper merchandising can't take care of."

On the government's 16mm antitrust suit to force the sale of films to television: "It's silly. It must have been inspired by some underlings in the TV business. The head men are too smart to be involved in anything like that."

RKO Pictures Control

(Continued from page 1)

Burke of San Antonio, Texas, Ray Ryan of San Antonio and Evansville, Ind. and Sherrill C. Corwin, has Angeles exhibitor.

Announcing the consummation of the deal, Hughes said: "The buyers have assured me that they will present a program of top grade product of motion pictures for exhibition in motion picture theatres. Their plans encompass a strong policy of distribution in this country and throughout the world, utilizing the full facilities of the entire RKO distribution organization."

Purchasing Group Statement

Amplifying Hughes' remarks on the intentions of the purchasing group, the group itself issued the following statement: "We expect to continue to produce motion pictures as a major studio operation. We believe a number of substantial economies can be effeted, and at the same time, we expect to add to the present staff, the ablest management and talent available. While we are studying carefully production and distribution of television films, we want to make it clear that at this time we have no intention of releasing any of the studio's stock of films for the use of television. Such a move is a part of a much broader economic question involving a tremendous investment on the part of theatre owners, and it is our intention to assist exhibitors in every way possible to protect such investments. We feel there is a great motion picture audience that must be served; and while we have not overlooked the fact that both motion pictures and television are related we would probably go no further than to state that for the time being there may be an engagement but no marriage."

In addition to the purchase of Hughes' stock, the group also acquired an estimated 38,000 shares of RKO Pictures common from Ned E. Depinet, company president, also at $7 per share, or a total of $266,000. With that purchase, the group's stock ownership is 1,050,420 shares and an investment of $7,359,940.

RKO Pictures shares closed at 4½ on the New York Stock Exchange yesterday, off one-eighth from the previous day's closing.

There was no immediate indication of the new owner's policy with respect to continuing or effecting changes in company management. Hughes has had no corporate office but has been head of production at the studio and a member of the board of directors. He will resign both posts. His associate, Noah Dietrich, is chairman of the board and he, too, it is believed likely will resign. Other members of the board are Depinet, J. Miller Walker, vice-president, secretary and general counsel, and Francis J. O'Hara. All are Hughes' designees.

A local report is that the new owners will not take over for about two weeks and that no decisions have been made yet concerning management, so that the present operating executives will continue in their posts indefinitely.

Stolkin reportedly owns a small group of theatres in Wisconsin. Under the name of Ralph Stolkin & Associates the group has operated an investment office here and financed the Martin-Lewis film, "At War with the Army."

The negotiations with Hughes were begun almost two months ago, with the local law firm of Bautzer, Grant, Youngman & Silbert representing the purchasers. Gordon Youngman, of the law firm, formerly was general counsel and vice-president of RKO, having resigned about a year ago. Hughes was represented by Tom Slack, his personal attorney. Several unqualified denials that the sale of the stock was being negotiated were issued by Hughes while the talks were in progress.

Bought from Atlas

Hughes acquired 929,020 shares of RKO common at approximately $10 per share from Atlas Corp. in 1948. With the divorcement of RKO's picture and theatre operations last year, Hughes received 929,020 shares in both the new picture and the new theatre company. He subsequently added almost 100,000 shares of RKO Pictures stock to his holdings. His 929,020 shares of RKO Theatres stock, about 24 per cent of the total, and also representing control of that company, are held in trust by Irving Trust Co., New York, under a restriction of the RKO divorcement, which permitted Hughes to retain ownership of his stock in either, but not both of the companies.

Hughes was given until next Feb. 20 to sell his theatre stock when, it appeared, he had elected to retain ownership of the picture company shares. Had the stock not been sold by that time, Irving Trust was directed to sell it within the next two years. Hughes, however, was contesting the sale provisions and planned to take the case to the U. S. Supreme Court should a forced sale be ordered.

Now, however, having disposed of the picture company stock, Hughes is free to apply to the Federal court in New York for the release of his theatre stock from trusteeship. Whether or not that stock also will be sold by Hughes is not known. RKO Theatres shares closed at 3¾ on the New York Stock Exchange yesterday but, inasmuch as they, too, represent control, they should command a price of $6 to $6.50 per share. Thus, for his four-year old investment of approximately $9,000,000, Hughes stands to realize about $13,700,000.

Due to curtailed releases, RKO Pictures reported a loss of $3,700,000 for the first half of this year. However, with good pictures in release since and with a high profit margin being realized on the reissue of "King Kong," the trade expects profits for the current and subsequent quarter to be greatly improved.

47-Year History To RKO Pictures

Another chapter was added to the long and intricate corporate history of RKO yesterday with the purchase of control from Howard Hughes by a group headed by Ralph Stolkin of Chicago.

RKO's corporate beginnings can be traced back to a $900 investment made by John R. Freuler of Milwaukee in 1905 in a nickelodeon there. The deal led to the formation of the Western Film Exchange there and its expansion into the nucleus of the Mutual Film Corp. in 1913. Out of that, successively, grew Exhibitors Mutual Corp., the Robertson-Cole company and FBO. In 1928, under the aegis of Joseph P. Kennedy, Keith-Albee-Orpheum was organized, bringing the venerable B. F. Keith and Martin Beck Orpheum companies into the Albee fold. Later, RCA entered the picture, giving the company the Radio-Keith-Orpheum name.

In 1933, RKO was reorganized in bankruptcy and RCA sold out. The principal investor subsequently was Atlas Corp., headed by Floyd B. Odlum, which, in 1948, sold its controlling interest to Hughes.

The divorcement last year split the company into separate picture and theatre companies.

Stolkin, Ted Gamble Are TV Partners

Ralph Stolkin, head of the group which yesterday acquired control of RKO Pictures from Howard Hughes, is a partner with Ted R. Gamble, head of Gamble Enterprises, in the operation of television-radio stations KOIN and KOIN-FM in Portland, Ore., and station KJR, Seattle. The stations were purchased from the Marshal Field interests for $1,500,000 several months ago.

Stolkin has small theatre operations and has been associated with Sherrill Corwin, Los Angeles exhibitor and a member of the purchasing group, in financing operations there. Several years ago when exhibitors, fearful of a product shortage, planned National Exhibitors Finance Co., to sponsor their own production, Stolkin, reportedly on Corwin's recommendation, subscribed $100,000 to NEFC.

Carlisle Jones, Publicist

HOLLYWOOD, Sept. 23. — Carlisle Jones, 55, long time studio publicist, died here this morning at Wadsworth Hospital, following a brain operation. Surviving are: the widow, a sister, and three daughters.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 60 NEW YORK, U.S.A., WEDNESDAY, SEPTEMBER 24, 1952 TEN CENTS

RKO Pictures Control Goes to Stolkin Group

Hughes Sells 1,013,420 Shares at $7 Per Share; Depinet's Stock Also Sold; Buyers Plan 'Top Grade Films for Theatres' Policy

HOLLYWOOD, Sept. 23.—Characteristic of Howard Hughes and his disdain for timepieces, the sale of his 1,013,420 shares of RKO Pictures stock, representing about 26 per cent of the total outstanding, and a controlling interest in the company, was concluded here at 1:30 A.M. this morning (4:30 A.M. E.D.T.). The selling price was $7 per share, or $7,093,940.

The purchasing group is headed by Ralph Stolkin, 34-year old owner of a Chicago mail order concern, Empire Industries; vice-president of National Video Corp., manufacturer of television tubes; member of a syndicate which recently bought Washington and Oregon television-radio stations from the Marshall Field interests, and an investor with his present associates in Texas oil wells.



Howard Hughes

His associates in the RKO Pictures deal are his father-in-law, A. L. Koolish; E. J.

(Continued on page 6)

Sees Success of New RKO Owners

"The new owners of RKO Pictures are a young, aggressive lot and I have every reason to believe they will try their best to make a success of their operation of the company," Samuel Goldwyn told a press conference here yesterday.

Goldwyn has a three-year distribution deal with RKO Radio, with options to cancel at the end of each year. His new production, "Hans Christian Andersen," has been delivered to the company for December premieres.

Asked whether he had any apprehensions about the new RKO Pictures owners, he replied: "The company has a fine sales organization, and we

(Continued on page 2)

Facts About Sale Of RKO Control

1. Howard Hughes' 1,013,420 shares of RKO Pictures stock representing a controlling 26 per cent interest, sold yesterday at $7 per share.

2. Purchasing group is headed by Ralph Stolkin, 34-year old Chicago merchant and manufacturer, in association with Texas oil men E. J. Burke and Ray Ryan, and Stolkin's father-in-law, A. L. Koolish.

3. Group promises top grade films for theatres, despite television business interests of Stolkin, with no intent of making old RKO films available to TV.

4. Ned E. Depinet's 37,000 shares of RKO Pictures stock also sold at $7 per share.

5. New owners reported to have no immediate plans for management changes.

Bright Film Years Ahead, Goldwyn Says

Holds Fine Pictures Have Met TV Challenge

Complete confidence in the industry and its future was expressed by Samuel Goldwyn during a press interview at his Sherry Netherland Hotel suite here yesterday.



Samuel Goldwyn

Just returned from a seven-week trip to Europe, Goldwyn said he is "more convinced today than ever before that Hollywood will go on."

"Television," he said, "has been a challenge, but I think we have met that challenge. Our producers made better pictures last

(Continued on page 6)

Ruling Is Narrowed To Toledo: Hissong

COLUMBUS, O., Sept. 23.—A municipal court's ruling on a constitutional issue is not binding outside its jurisdiction, said Dr. Clyde Hissong, chief state film censor, in a statement in which he said that the state censor board is continuing to censor newsreels despite the fact that Judge Frank Wiley of Toledo ruled such censorship unconstitutional.

"It would have been a different matter had a Common Pleas Court or an Appellate Court ruled such censorship is unconstitutional," said Dr. Hissong. He indicated that newsreel censorship will continue without any statewide change whether the state appeals the Toledo decision or not.

Tells 20th 'Holders To Exchange Stock

Twentieth Century-Fox stockholders were notified yesterday to surrender their common stock in the corporation in exchange for stock in the two new corporations to be formed in accordance with the divorcement plan, by 20th Century-Fox president Spyros P. Skouras.

Texas Compo Tells of 'World Exposition' Plans at '53 Fair

DALLAS, Sept. 23.—Plans for the presentation of a "Motion Picture World Exposition," to be held at the 1953 State Fair of Texas, were disclosed here by R. J. O'Donnell, spokesman for the executive board of the Texas Council of Motion Picture Organizations.

The exposition will pursue the story of the motion picture industry from its nickelodeon days through the slide

(Continued on page 3)

MPA Sets Special Ike, Adlai Reels

As a public service of the motion picture industry, two newsreel issues each dealing with one the Presidential candidates will be released nationally in theatres next week, Eric A. Johnston, Motion Picture Association of America president, reported yesterday.

All five major newsreel organizations will distribute the reels to theatres throughout the U. S. Costs involved in the preparation and pro-

(Continued on page 3)

Title Bout Sets Records At Theatre Box-offices

By MURRAY HOROWITZ

The first trans-continental theatre telecast—last night's Jersey Joe Walcott-Rocky Marciano heavyweight title bout—attracted a record number of theatres and outgrossed every other theatre TV event in the history of the medium.

The network of 50 theatres, which offered a seating capacity of an estimated 120,000, had a potential gross of about $400,000, compared to the estimated $200,000 gross realized for the Robinson-Maxim bout last June which attracted 38 theatres.

Despite a black-out during a first-round knockdown, reception of the bout, which Marciano won by a K.O. in the 13th, was generally good, as seen at the Warner Theatre here. Thousands were turned away from the

(Continued on page 3)

Mono. Out to Repay Exhibitor Support

CHICAGO, Sept. 23.—Morey Goldstein, Monogram-Allied Artists distribution vice-president, emphasized in his keynote address before the company's national sales convention here today that Monogram-AA is intent on paying back "in superior screen

(Continued on page 2)

Personal Mention

CLARENCE BROWN, M-G-M producer-director, is due here today from England.

•

ALEX STEIN, Columbia Pictures International general manager in France, and MRS. STEIN arrived here yesterday from Europe aboard the *S. S. Queen Mary*. STEIN is the first winner of the company's "Round the World" sales drive to take advantage of the prize of a 16-day trip abroad.

•

JOE FRIEDMAN of the Warner Brothers' home office field exploitation staff, is in Springfield, Mass., from New York.

•

IRVING SOCHIN, Universal short subjects sales manager, has left here for the Midwest.

•

RODNEY BUSH, 20th Century-Fox exploitation manager, is in Atlanta from here.

Proclamation by Gov. for 'Fatima'

The highlight of the campaign for the first New England engagements of Warner Brothers' "The Miracle of Our Lady of Fatima" in New Bedford and Boston is a proclamation issued by Massachusetts' Governor Paul A. Dever for a "Pray for Peace Day" today and tomorrow to coincide with both premieres. The production will open today at the State Theatre, New Bedford, and tomorrow at the Astor in Boston.

Modeling the campaign after the world premiere on Broadway, advance interest in both premieres was created by TV and radio spot announcements for the past two weeks. Local civic, social and educational groups, in addition to religious groups of all faiths, have been cooperating, with special mailing pieces to respective contacts, along with specially prepared bookmarks heralding the playdates. Student parties for blocks of 100 seats, or more within a radius of 20 miles of both engagements, have already been set. Special screenings of the picture have resulted in feature picture and story layouts and editorials in New England dailies.

'Our Lady of Fatima' Opens in Detroit Friday

DETROIT, Sept. 23.—"The Miracle of Our Lady of Fatima" will open at the Madison Theatre here Friday backed by an extensive advertising, publicity and promotion campaign modeled after the world premiere promotion on Broadway.

The advance campaign included special screening of the production for leaders of all faiths resulting in advance word-of-mouth publicity. Commendations were received from interchurch councils, public and parochial school officials and the Detroit press.

Skouras Honored on 10th Anniversary

Twentieth Century-Fox's exchange heads who will be honored in the company's annual branch managers' sales drive testimonial starting Sept. 28, will pay tribute to Spyros P. Skouras, president, Oct. 12-18, by naming that period "Spyros P. Skouras Week."

The period will mark Skouras' 10th anniversary as company president. During it, the company will have in release some of its top productions of the year, headed by Darryl F. Zanuck's "The Snows of Kilimanjaro."

It is expected that the 20th Century-Fox trademark will be seen on the screens of virtually every theatre in the country during the week, with branch heads and sales personnel currently gearing themselves toward that goal.

Industry Leaders at Goldenson Tribute

Entertainment industry leaders will join with members of New York's Cinema Lodge of B'nai B'rith and their guests at the Hotel Astor here tonight to pay tribute to Leonard H. Goldenson, president of United Paramount Theatres, "for his years of service to humanity as a leader in the fight against intolerance and bigotry through the Anti-Defamation League and as a pioneer in helping to awaken Americans to the plight of the physically handicapped afflicted with cerebral palsy," said a statement from the Lodge.



Leonard Goldenson

Judge to Present Scroll

Judge Samuel Leibowitz will present the Cinema Lodge "Honor Scroll" to Goldenson. Robert M. Weitman and S. Arthur Glixoh, past presidents of the Lodge, will preside in the absence of Martin Levine, Lodge president, who is ill. Other speakers will include Alfred W. Schwalberg, honorary president of Cinema Lodge, and Louis A. Novins.

Among those scheduled to be present and on the dais are Adolph Zukor, Ned E. Depinet, William J. German, Harry Brandt, S. H. Fabian, Jack Cohn, Abe Montague, Herman Robbins, Sol A. Schwartz, Ben Kalmenson, Robert Mochrie, Harry Kalmine, William Heineman, Martin Mullen, Earl Hudson, Judge Arthur H. Schwartz, Jinx and Tex McCrary, Peter Grimm, Jack Hausman, William Kyle, Edward J. Noble, Jane Pickens, Walter Marshall, Mrs. Albert Lasker, and others. Rabbi Bernard Birstein of the Actors' Temple, will deliver the invocation.

French Problem Up Before Presidents Again Next Tuesday

Motion Picture Association of America member companies' presidents and foreign managers will meet here next Tuesday specifically for the purpose of discussing the problems posed for distribution in France and Japan. However, it is understood that at that meeting the presidents may also reassess developments in connection with the long-standing attempt to set up an industry system of arbitration.

On the question of France and the break-off of negotiations looking to a new Franco-American film agreement, it is likely to be decided at the meeting when Eric A. Johnston, MPAA president, and Ellis G. Arnall, president of the Society of Independent Motion Picture Producers, together should go to Paris with a view to resuming talks with the French.

The problem in Japan concerns the refusal of that country to allocate for the six-month period starting Oct. 1, more than 59 import permits for use by Motion Picture Export Association companies. The companies had asked for at least 63 permits.

Friars Show Tonight For 'Loves' Opening

Climaxed by a special Friars Club show honoring Blossom Seeley and Benny Fields, the premiere of "Somebody Loves Me," based on the careers of these two veterans of vaudeville and Broadway, will be held here this evening at the Roxy Theatre.

More than 1,500 members of the Friars and their guests will attend the show at which the Friars will present Blossom and Benny with a scroll citing them for their achievements.

Mono. to Repay

(*Continued from page* 1)

merchandise" the support given the company by exhibitors.

The three-day meetings opened at the Blackstone Hotel for 200 executives, branch managers, bookers and salesmen.

Invitations have been issued to a number of exhibitors in this area for the convention banquet Thursday night, at which time Nat Nathanson, new sales executive, will be introduced.

Harold Mirisch, vice-president, another speaker today, said that "for the first time we are now able to plan far ahead not only in our production program, but in our distribution timetable too."

Sees Success

(*Continued from page* 1)

(Goldwyn Productions) have the right to approve or disapprove all deals. I have no misgivings. I am sure no responsible executives would want to disturb a distribution organization as good as RKO Radio's."

Newsreel Parade

AT LEAST one current newsreel issue has included the Nixon fund affair among its subjects. All the reels offer speechmaking by candidates Stevenson and Eisenhower. Korean fighting, aviation, weather violence and sport topics round out the presentations. Complete synopses follow:

MOVIETONE NEWS, No. 78 — Eisenhower and Nixon. Stevenson at AFL meeting. Navy fliers over volcano. Typhoon at Wake Island. Robot missiles hit Korean Reds. New U. S. air base near North Pole.

NEWS OF THE DAY, No. 208—Nixon issue stirs nation. New Korea weapon. Pacific volcano. Typhoon hits Wake Island. Dynamite daredevil. Italian city of Naples takes a dip.

PARAMOUNT NEWS, No. 11 — West Berlin police stage show. Wake Island typhoon. Air Force base in Greeland. Florence Chadwick in new swimming feat. Stunt-man risks dynamite blasts. Eisenhower and Stevenson.

TELENEWS DIGEST, No. 39-A—Stevenson speaks. Greenland air base. Truman at Coast Guard base. East Germans visit Bonn. Dynamite daredevil. India fights locusts. Tots' baseball.

UNIVERSAL NEWS, No. 598—Eisenhower and Stevenson. Guided missiles in Korea. New Greeland base. Wake Island typhoon. Florence Chadwick swim feat. Football.

WARNER PATHE NEWS, No. 13 — Guided missiles in Korea. U. S. unveils Greenland base. Eisenhower in Midwest. Stevenson at Quantico and AFL meet. Wake Island typhoon. Volcano. Football.

3-Day Paramount Meet in Chicago

A three-day meeting of Paramount's domestic and Canadian division sales managers will be held in Chicago at the Bismarck Hotel beginning Oct. 6, it was announced by A. W. Schwalberg, president of Paramount Film Distributing corp., who will conduct the sessions.

Principal topic on the agenda is a discussion of sales and merchandising plans for the balance of 1952, and an appraisal of the product being readied for release in 1953.

Scheduled to attend are J. J. Donohue, Central division manager; A. M. Kane, South-Central division manager; Howard Minsky, Mid-Eastern; Hugh Owen, Eastern-Southern; George A. Smith, and Gordon Lightstone, Canadian general manager.

Present from the home office, in addition to Schwalberg, will be: Adolph Zukor, E. K. O'Shea, Jerry Pickman, Oscar A. Morgan, Sid Blumenstock, Robert J. Rubin, and Monroe R. Goodman.

Sam Shain Named to Compo Field Post

Sam Shain, formerly exhibitor relations contact for 20th Century-Fox, has been engaged as a special representative for the Council of Motion Picture Organizations, it was announced here yesterday by Robert W. Coyne, special counsel of the all-industry agency.

Coyne said Shain will serve mainly in the field.

MOTION PICTURE DAILY. Martin Quigley. Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrele 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

U-I Acquires Four Rank Productions

Universal-International has acquired four new top-budget productions from the J. Arthur Rank Organization for distribution in the United States, it was announced by Alfred E. Daff, UI executive vice-president. The four films are "The Importance of Being Earnest," "Mandy," "The Penny Princess" and "Something Money Can't Buy."

Ike, Adlai Reels

(*Continued from page* 1)

duction of the footage are being shared by all members of the MPAA.

The purpose of the two reels is "to bring to America's movie-going millions an objective look at the two presidential aspirants and a resume of their respective views on major issues," Johnston said.

First of the two subjects to appear on the nation's screens will be the reel dealing with Gen. Dwight D. Eisenhower, the Republican candidate. It will go out as the regular mid-week issue of each of the five newsreel companies. The reel covering Adlai E. Stevenson, the Democratic candidate, will follow as the weekend issue.

Texas Compo

(*Continued from page* 1)

and silent days and the era of sound and talking pictures to today's film and color triumphs.

A modern theatre building is being especially designed to house the display on the State Fair Grounds. H. Stanley Marcus, Dallas merchant, will cooperate in bringing the exposition to Dallas and Neiman Marcus models will conduct guest tours of the affair during the 16 days of showings. An estimated 3,000,000 persons are expected to attend the fair.

SAVE $48 ON EXCURSION FARES TO HAWAII!

ONLY $438 ROUND TRIP!*

Luxury flights from California to Hawaii have been substantially reduced in fare during United's Excursion period of Oct. 1 to Dec. 10, 1952.

1st class comfort, service, meals. "Package" tours available, too.

UNITED AIR LINES

One of The Scheduled Airlines of the U. S.

80 E. 42nd St., call MUrray Hill 2-7300.

**From New York. Via Air Tourist to California. 16-day limit on Excursian tickets. Fores plus fed. tax.*

FREE EXCITING SHOWS

1952 CARS—Tickets or Contest with Big names as Judges ups attendance for additional entry blanks. No Work—No Cost to Theatre. Other Big Promotions. Legal Everywhere.

PREMIUM HOUSE FILMS, Inc.

1841 Broadway (60th St.), New York 23, N. Y. Circle 7-3880

Bout Sets Records

(*Continued from page* 1)

Warner, with some standing-room sold at $3.60. It was strictly a fight crowd.

The cities with the greatest number of theatres taking the bout, New York and Chicago, did a brisk business. The eight theatres in New York were sold out before fight time, while Chicago reported before fight time that the Windy City was definitely headed for "its most impressive box-office showing." The box-office take for the four Chicago theatres taking the telecast and the one theatre in Hammond, Ind., was said to likely hit over $40,000 after taxes.

Pittsburgh, too, reported that its two theatres carrying the bout was completely sold out hours before fight time.

Get Kinescope

Theatres west of Omaha were scheduled to receive the telecast from a kinescope transmitted from New York's NBC-TV studios as soon as long-line facilities were made available, at about 11:15 P.M. (EDT). The kinescope, or simultaneous film recording made at the site of the fight, Philadelphia's Municipal Stadium, marked the first time a film had been distributed nationally by theatre TV.

The eight sold-out New York theatres were: RKO Fordham, Bronx; Fabian's Fox, Century Circuit's Marine, Brooklyn; Century Circuit's Marine, Queens Village, L. I.; Warner, Loew's Victoria and Skouras's Academy of Music, Manhattan.

The following are field reports from MOTION PICTURE DAILY correspondents:

PITTSBURGH, Sept. 23.—Pittsburgh's two theatres, the J. P. Harris and the Stanley theatres, had complete sell-outs and a few standees for the Marciano-Walcott fight here tonight.

The Harris, with a seating capacity of 2,104, and the Stanley which seats 3,680, both charged $3.50 and issued rain checks should the fight be postponed.

Both houses opened at 7:30 P.M. and had a feature on the screen together with shorts until fight time. Both also made arrangements to televise one of the preliminaries at Philadelphia should the title event terminate in the first few rounds.

The fight telecast didn't hurt theatre business elsewhere in the city.

ALBANY, Sept. 23. — Appearance of counterfeit tickets was an unusual feature of the 1500-seat Grand's sellout, at $3.60 (record high here), tonight for the telecast of the Walcott-Marciano heavyweight championship bout.

The spurious stubs apparently were printed in Schenectady, when Fabian city manager Guy Graves spotted four as a man tried to exchange them at Proctor's, for cash. He reportedly had paid $2 for each ticket.

Grand manager Paul Wallen said the racks were clear by 5 P.M. He estimated 1,000 additional tickets could have been sold.

Attendance at other downtown theatres was not affected.

BALTIMORE, Sept. 23.—The State, seating 1,600, sold out two days in advance at $2.50 general admission for the Walcott-Marciano bout. The Stanley, seating 2,900 sold out 24 hours in advance at $3.00 general admission and turned away 2,500. State also turned away 1,000. Both houses sold standing room at 10 o'clock to capacity. The Met, a negro house, 1,400 seats, sold out at $2.50 general and a few reserved at $3.30. This, despite Stevenson speaking here at armory with a 9,000 capacity. Regular business is slightly off except in a couple of instances where major attractions are showing.

DENVER, Sept. 23.—With the house practically sold out before the door opened a hour in advance, Paramount, with 2,200 seats, filled them at $1.80, tax included, for theatre television of Walcott-Marciano fight. Those unable to get in boosted attendance at close by first runs.

CINCINNATI, Sept. 23.—The RKO Albee, seating 3,300, has near capacity, for the Walcott-Marciano fight telecast. Entire house scaled at three dollars. Business at other houses is below normal. This is a more or less natural Tuesday night condition.

WASHINGTON, Sept. 23.—All three houses here showing the telecast of the Walcott-Marciano title bout had sold out early in the evening and were admitting a limited number of standing-room admissions. All tickets went at $3.60.

The three houses were the 2,000-seat RKO Keith, the 1,800-seat Linclon, and the 2,200-seat Warner, which was telecasting a bout for the first time.

Other houses reported business running from above normal to average.

CHICAGO, Sept. 23.—As anticipated, the Walcott-Marciano theatre telecast was selling out at four theatres here tonight. First to sell out was the Essaness Crown, selling tickets at $4.80 and $3.60, including tax, at six P.M. The B. & K. Marbro went clean at seven P.M. with the Tivoli following suit at 7:45 P.M., and the Uptown expected to do likewise at 8:30 P.M. One half hour before the starting gong, the four houses here have a total of 13,000 seats. Admission at the three B. & K. houses was $3.60, including tax.

British-Lion Loss at At $415,582 for '51

LONDON, Sept. 23.—British Lion Films today reported a net loss of £148,422 ($415,582) for the fiscal year ended last March 31, thereby increasing its previous debit balance to £2,070,566 ($5,797,485). National Film Finance Co. loans to B-L are estimated to amount to £3,000,000 ($8,400,000).

2,000 Theatres in Rogers Fund Drive

The number of theatres now participating in the Will Rogers Memorial Hospital collection-can project has passed the 2,000 mark and within a week will hit 2,500—half-way in the goal to enlist 5,000 theatres, according to the collection committee headed by Joseph R. Vogel, Loew's vice-president. More than 500 theatres were "signed up" during the Theatre Owners of America convention in Washington.

The aim of the campaign is to place a small collection-box on the candy stands of 5,000 theatres. These receptacles can gather in coins at the rate of $2 to $3.50 per week.

National Pre-Selling

PARAMOUNT'S new color Technicolor musical, "Just For You," gets top billing, a full-page, four-picture layout in "McCall's Goes to the Movies," October issue, on the stands tomorrow. *McCall's* front-of-the-book selection also recommends RKO Radio's "One Minute to Zero," Warner's deeply moving "Miracle of Our Lady of Fatima," and Columbia's chronicle of a French-Canadian family, "The Happy Times." . . . *Look*, dated Oct. 7 and on the stands today, features a double-truck center-spread in four-colors on "The Snows of Kilimanjaro," almost as spectacular as the film itself. And the same issue tells newsmen who turned down that flying trip to Alaska last June, for the world premiere of Universal's "World in His Arms" at far-North military bases—because it took 14 days and covered 12,000 miles of flying time—it was "something for the boys," with pictures by *Look's* photographer, to prove that "Northern hospitality was the finest ever seen."

•

Theatrical press agents are generally better paid than movie press agents, so it's comforting to note that "Guys and Dolls"—a show that's been playing two years—has finally gotten around to a tie-up with "Guys and Dolls" fashions, which, incidentally, originated in Los Angeles. . . . *Holiday* for October compares "The Merry Widow" with a pastry you find in Viennese restaurants known as *Pischinger Torte*—"endlessly delicious layers of vari-colored sweet pastry with a crust of angelic evanescense." Al Hine says, "If you don't like sweets, stay away, but you're missing something."

•

Louella Parsons tells intimate details of Arlene Dahl's business activities other than picture work in Pictorial Review, *published Sept. 28. Miss Dahl was interviewed on the set of "Desert Legion," the new Universal-International film which also stars Alan Ladd. Miss Dahl is sponsoring a new nylon hosiery which will be placed on the market for Christmas. She is also interested in a lingerie firm and her name appears on a beauty hint column.*

•

A vast advertising campaign, one of the largest ever set by 20th Century-Fox for a single picture, has been scheduled through Hearst magazines and newspaper supplements for "Snows of Kilimanjaro." The drive, designed to saturate a total readership of 130,000,000, will coincide with the pre-release engagement of the Technicolor production. Four color spreads will hit monthly issues and Sunday supplements. Included in the Hearst roster are *Cosmopolitan, Good Housekeeping, Harper's Bazaar, House Beautiful* and *Town and Country. The American Weekly, Pictorial Review* and *Puck*, the *Comic Weekly* will feature full pages in the newspaper field. Hearst field representatives will contact sales staffs, theatre managers and editors in hundreds of cities to pinpoint local playdates. In addition, 7,500 newspapers will be serviced with a variety of mats and glossy stills, and 1,000 radio stations will receive a program based on the picture.

WALTER BROOKS

"QUIET MAN" WIN
VENICE INTERNATIO

FAST

ACCURATE

RCA

RADIOGRAM

RADIOMARINE CORPORATION OF AMERICA

A SERVICE OF RADIO CORPORATION OF AMERICA

SHORE TO SHIP

SHIP TO SHIP

SHIP TO SHORE

SEP 13 1952 195

S/S UNITED STATES VIA AT M. DATE

1 WSL AA VENEZIA 75

HERBERT YATES SS UNITED STATES WSL

THE QUIET MAN WON TONIGHT THE BIG INTERNATIONAL AWARD AND CRITICS AWARD AND INTERNATIONAL CATHOLIC AWARD STOP QUIET MAN IS ONLY PICTURE WINNING THREE AWARDS STOP JOHN FORD TO BE CONGRATULATED ALONG WITH YOU FOR THIS GREAT MOTION PICTURE MASTERPIECE WE VERY PROUD REPUBLICS ACCOMPLISHMENT AND SINCERELY BELIEVE YOUR PRESENCE VENICE GREATLY CONTRIBUTED SUCCESS OF REPUBLIC AND AMERICAN FILM INDUSTRY PARTICIPATION THIS INTERNATIONAL EVENT CONGRATULATIONS AND KIND REGARDS

H. LOMBROSO
GENERAL MANAGER
REPUBLIC PICTURES OF ITALY, INC.

S GREAT ACCLAIM
NAL FILM FESTIVAL!

AND

Critics are already hailing "QUIET MAN" for American Academy honors

ED SULLIVAN.... JOHN FORD'S "THE QUIET MAN" IS A TERRIFIC COMEDY OF ACADEMY AWARD CALIBER. JOHN WAYNE AND BARRY FITZGERALD ARE AT THEIR PEAKS; TECHNICOLOR REVEALS MAUREEN O'HARA AS ONE OF THE CLASSIC BEAUTIES OF THE SCREEN!
N. Y. DAILY NEWS

JACK GAVER.... HERBERT J. YATES AND HIS REPUBLIC PICTURES HAVE STRONG CANDIDATE IN JOHN FORD'S "THE QUIET MAN" FOR PRACTICALLY 'BEST EVERYTHING' WHEN OSCAR TIME ROLLS AROUND IN HOLLYWOOD NEXT SPRING.
UNITED PRESS

FRANK QUINN... THREE-TIME ACADEMY AWARD WINNER JOHN FORD MAKES A STRONG BID AT THE CAPITOL THEATRE FOR HIS FOURTH OSCAR WITH "THE QUIET MAN."
N. Y. DAILY MIRROR

HERBERT J. YATES
presents
John Ford's Greatest Triumph

THE Quiet Man

Color by TECHNICOLOR
starring

JOHN **WAYNE** • MAUREEN **O'HARA** • BARRY **FITZGERALD**

with WARD BOND • VICTOR McLAGLEN • MILDRED NATWICK • FRANCIS FORD • ARTHUR SHIELDS and ABBEY THEATRE PLAYERS

Directed by **JOHN FORD**

Screen Play by FRANK S. NUGENT • Story by MAURICE WALSH • Produced by MERIAN C. COOPER • AN ARGOSY PRODUCTION • A REPUBLIC PICTURE
Republic Pictures Corporation

Goldwyn

(Continued from page 1)

year than they have for some time. Our fine pictures are doing better business than ever before. Despite some 18,000,000 television sets now in use, with perhaps 50,000,000 viewers the public is paying to see the good pictures in theatres rather than staying home to see poor ones on TV without charge."

Goldwyn said he has no intention of discontinuing his own production activities and will begin preparations for his next picture before leaving here for the Coast. He said he had encountered reports while abroad that he planned to "rest on his laurels" after completing "Hans Christian Andersen."

"That is not true," Goldwyn said. "My next picture will be ready to start about May 1."

It will be his 89th production since becoming an independent. Beyond stating that music will play an important part in the picture and that it will be in color, Goldwyn declined to divulge any information about it.

"It takes me so long to make a picture," he said, "I have to be quiet about it at first. It will be made mostly in Hollywood," he said, "but will use some foreign exteriors."

"Andersen" will have New York and Los Angeles premieres shortly before Christmas. Theatres have not been set yet but "bidding" for the picture is under way, Goldwyn said. In reply to a question whether it would be sold at "advanced admission prices," Goldwyn said "some exhibitors have suggested that." He added, "I don't know how I would get back my investment otherwise. I need $8,000,000 to break even."

He said the sales policy for the picture has not been set yet and that it might await the outcome of the premieres and perhaps some additional test engagements. Goldwyn said a $500,000 advertising campaign for "Andersen" in magazines has been approved and that perhaps $1,000,000 might be spent for newspaper advertising.

The producer pointed out that his own money is in "Andersen" and will go into his next picture. "What better evidence of my confidence in the future of the industry could anyone ask for?" he enquired.

Goldwn said his observations in Europe convinced him there are not proportionately as many good pictures being made abroad as in Hollywood. "We still lead the world in good pictures," he said.

Goldwyn came to the defense of Charles Chaplin in the latter's current difficulties with the Attorney General and Immigration Bureau. "Chaplin," he said, "is a genius. He has contributed much to our industry. We need him and I hope the threat to bar him from returning to this country is not fulfilled."

On politics, Goldwyn declared himself enthusiastically for General Eisenhower. "It's time for a change," he said. "It's wrong for people, a whole generation, to grow up thinking only one party is capable of running the country."

The producer waved aside the complaint made last week by Roy Brewer of the A. F. of L. Hollywood Labor Council that pressure was being brought to bear on employes at the Warner studio for contributions to the Eisenhower campaign fund.

"Brewer is for Stevenson," Goldwyn said. "He has a perfect right to complain about collections for Ike. However, Warners are for Ike, but they're not knocking anvone on the head to get contributions."

On American subsidies to foreign producers: "Subsidies are bad for any creative workers. If foreign producers would spend more time making pictures and less sitting on the steps of Embassies waiting for subsidies, their pictures would be better."

On the proposed industry arbitration plan: "If exhibitors spent more time in their theatres and less in meetings like that, business would be better. I am against all nonsense like arbitration. We have no problems that good pictures and proper merchandising can't take care of."

On the government's 16mm antitrust suit to force the sale of films to television: "It's silly. It must have been inspired by some underlings in the TV business. The head men are too smart to be involved in anything like that."

RKO Pictures Control

(Continued from page 1)

Burke of San Antonio, Texas, Ray Ryan of San Antonio and Evansville, Ind. and Sherrill C. Corwin, has Angeles exhibitor.

Announcing the consummation of the deal, Hughes said: "The buyers have assured me that they will present a program of top grade product of motion pictures for exhibition in motion picture theatres. Their plans encompass a strong policy of distribution in this country and throughout the world, utilizing the full facilities of the entire RKO distribution organization."

Purchasing Group Statement

Amplifying Hughes' remarks on the intentions of the purchasing group, the group itself issued the following statement: "We expect to continue to produce motion pictures as a major studio operation. We believe a number of substantial economies can be effeted, and at the same time, we expect to add to the present staff, the ablest management and talent available. While we are studying carefully production and distribution of television films, we want to make it clear that at this time we have no intention of releasing any of the studio's stock of films for the use of television. Such a move is a part of a much broader economic question involving a tremendous investment on the part of theatre owners, and it is our intention to assist exhibitors in every way possible to protect such investments. We feel there is a great motion picture audience that must be served; and while we have not overlooked the fact that both motion pictures and television are related we would probably go no further than to state that for the time being there may be an engagement but no marriage."

In addition to the purchase of Hughes' stock, the group also acquired an estimated 38,000 shares of RKO Pictures common from Ned E. Depinet, company president, also at $7 per share, or a total of $266,000. With that purchase. the group's stock ownership is 1,050,420 shares and an investment of $7,359,940.

RKO Pictures shares closed at 4½ on the New York Stock Exchange yesterday, off one-eighth from the previous day's closing.

There was no immediate indication of the new owner's policy with respect to continuing or effecting changes in company management. Hughes has had no corporate office but has been head of production at the studio and a member of the board of directors. He will resign both posts. His associate, Noah Dietrich, is chairman of the board and he, too, it is believed likely will resign. Other members of the board are Depinet, J. Miller Walker, vice-president, secretary and general counsel, and Francis J. O'Hara. All are Hughes' designees.

A local report is that the new owners will not take over for about two weeks and that no decisions have been made yet concerning management, so that the present operating executives will continue in their posts indefinitely.

Stolkin reportedly owns a small group of theatres in Wisconsin. Under the name of Ralph Stolkin & Associates the group has operated an investment office here and financed the Martin-Lewis film, "At War with the Army."

The negotiations with Hughes were begun almost two months ago, with the local law firm of Bautzer, Grant, Youngman & Silbert representing the purchasers. Gordon Youngman, of the law firm, formerly was general counsel and vice-president of RKO, having resigned about a year ago. Hughes was represented by Tom Slack, his personal attorney. Several unqualified denials that the sale of the stock was being negotiated were issued by Hughes while the talks were in progress.

Bought from Atlas

Hughes acquired 929,020 shares of RKO common at approximately $10 per share from Atlas Corp. in 1948. With the divorcement of RKO's picture and theatre operations last year, Hughes received 929,020 shares in both the new picture and the new theatre company. He subsequently added almost 100,000 shares of RKO Pictures stock to his holdings. His 929,-020 shares of RKO Theatres stock, about 24 per cent of the total, and also representing control of that company, are held in trust by Irving Trust Co., New York, under a restriction of the RKO divorcement, which permitted Hughes to retain ownership of his stock in either, but not both of the companies.

Hughes was given until next Feb. 20 to sell his theatre stock when, it appeared, he had elected to retain ownership of the picture company shares. Had the stock not been sold by that time, Irving Trust was directed to sell it within the next two years. Hughes, however, was contesting the sale provisions and planned to take the case to the U. S. Supreme Court should a forced sale be ordered.

Now, however, having disposed of the picture company stock. Hughes is free to apply to the Federal court in New York for the release of his theatre stock from trusteeship. Whether or not that stock also will be sold by Hughes is not known. RKO Theatres shares closed at 3¾ on the New York Stock Exchange yesterday but, inasmuch as they, too, represent control, they should command a price of $6 to $6.50 per share. Thus, for his four-year old investment of approximately $9,000,000, Hughes stands to realize about $13,700,000.

Due to curtailed releases, RKO Pictures reported a loss of $3,700,000 for the first half of this year. However, with good pictures in release since and with a high profit margin being realized on the reissue of "King Kong," the trade expects profits for the current and subsequent quarter to be greatly improved.

47-Year History To RKO Pictures

Another chapter was added to the long and intricate corporate history of RKO yesterday with the purchase of control from Howard Hughes by a group headed by Ralph Stolkin of Chicago.

RKO's corporate beginnings can be traced back to a $900 investment made by John R. Freuler of Milwaukee in 1905 in a nickelodeon there. The deal led to the formation of the Western Film Exchange there and its expansion into the nucleus of the Mutual Film Corp. in 1913. Out of that, successively, grew Exhibitors Mutual Corp., the Robertson-Cole company and FBO. In 1928, under the aegis of Joseph P. Kennedy, Keith-Albee-Orpheum was organized, bringing the venerable B. F. Keith and Martin Beck Orpheum companies into the Albee fold. Later, RCA entered the picture, giving the company the Radio-Keith-Orpheum name.

In 1933, RKO was reorganized in bankruptcy and RCA sold out. The principal investor subsequently was Atlas Corp., headed by Floyd B. Odlum, which, in 1948, sold its controlling interest to Hughes.

The divorcement last year split the company into separate picture and theatre companies.

Stolkin, Ted Gamble Are TV Partners

Ralph Stolkin, head of the group which yesterday acquired control of RKO Pictures from Howard Hughes, is a partner with Ted R. Gamble, head of Gamble Enterprises, in the operation of television-radio stations KOIN and KOIN-FM in Portland, Ore., and station KJR, Seattle. The stations were purchased from the Marshal Field interests for $1,500,000 several months ago.

Stolkin has small theatre operations and has been associated with Sherrill Corwin, Los Angeles exhibitor and a member of the purchasing group, in financing operations there. Several years ago when exhibitors, fearful of a product shortage, planned National Exhibitors Finance Co., to sponsor their own production, Stolkin, reportedly on Corwin's recommendation, subscribed $100,000 to NEFC.

Carlisle Jones, Publicist

HOLLYWOOD, Sept. 23. — Carlisle Jones, 55, long time studio publicist, died here this morning at Wadsworth Hospital, following a brain operation. Surviving are: the widow, a sister, and three daughters.

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 61 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 25, 1952 TEN CENTS

Hail Box-office Showing of Fight Telecast

Gross Put at $400,000; Academy Sole Breakdown

Theatremen across the country, with few exceptions, yesterday hailed the box-office performance of Tuesday night's Walcott-Marciano bout, which grossed nearly $400,000.

The first trans-continental telecast lined up by Theatre Network Television went to 49 theatres in 30 cities and attracted an estimated 120,000 patrons, breaking all previous theatre TV records.

Lack of enthusiasm was registered at the Academy Theatre in New York, where exposed wires in the TV equipment resulted in a short, black-

(*Continued on page 6*)

Allied Artists Schedules 35

CHICAGO, Sept. 24.—Beginning with releases for the 1953 program, the Monogram name will be dropped from that company's product, Steve Broidy, president, announced here today with the disclosure that 35 features have been scheduled for the new season under the Allied Artists banner.

The trade-mark of Allied Artists, subsidiary formed in 1946 to handle only major calibre pictures, will be used on all future relases, Broidy told the 200 company executives, salesmen and bookers who are in convention at the Blackstone Hotel.

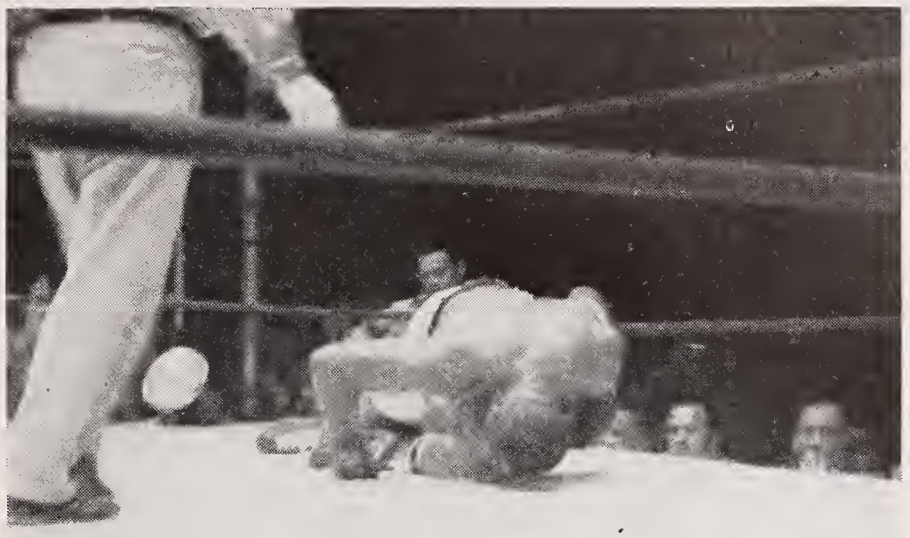
The announcement that the company

(*Continued on page 5*)

Johnston Reply on TV Films Delayed

Eric Johnston, Motion Picture Association of America president, currently on the West Coast on Point Four business, is unlikely to reply immediately to the request of several Texas theatre owners for clarification of his statement, in his address to the Theatre Owners of America convention banquet in Washington last week, that "the motion picture industry will make films especially for

(*Continued on page 7*)



KNOCK-OUT! Now playing to big grosses everywhere. Wire or phone your nearest RKO Exchange for official Rocky Marciano-Jersey Joe Walcott heavyweight championship fight pictures. *Advt.*

STOLKIN DESCRIBED AS 'NEW RICH' BY *FORTUNE*

Chicago, Sept. 24.—Ralph Stolkin, who heads the syndicate which yesterday purchased a controlling interest in RKO Pictures, graduated from Hyde Park High School and attended the University of Illinois for one year. He borrowed $10,000 to go into the punch-board business in 1945 and sold the business in 1947 for over $1,000,000.



Ralph Stolkin

Stolkin, now 34, was written up by *Fortune Magazine* in Jan., 1952, in an article entitled "New Rich," as one of the outstanding young industrialists in the U. S.

He went into oil prospecting with Ray Ryan, struck oil, and expanded into cattle, TV parts manufacturing (National Video Corp.), and motion picture production (he owned a piece of "At War with the Army). He has long been interested in films. He has a private screening room in his suburban Highland Park house and screens Hollywood pictures before they are released on the local market.

He is married to Ruth Koolish, daughter of A. L. Koolish, who is associated with him in Empire Industries (Chicago mail order concern)

(*Continued on page 7*)

Appeal Puente Case To Supreme Court

WASHINGTON, Sept. 24.—Ten motion picture distributors and two independent theatre owners today asked the Supreme Court to deny the appeal of a California theatre owner who charged them with a conspiracy which resulted in his receiving inferior play-

(*Continued on page 7*)

A.T. & T. Asks Meet On Theatre TV Data

WASHINGTON, Sept. 24. — The American Telephone and Telegraph Co. has requested a meeting between its technical people and the engineers working on the industry's theatre television presentation.

In a letter written to Vincent Welch

(*Continued on page 7*)

Balaban Sees A Further Business Rise

Bases View on Prospects For Paramount, Others

Following his return to New York from two weeks in Hollywood, Barney Balaban, Paramount president, yesterday expressed confidence that the present box-office upswing will be maintained and undoubtedly increased.



Barney Balaban

He based his optimistic outlook on conferences he had on the Coast with Paramount production executives and on recent discussions with several other company heads.

With the public strongly demonstrating the desire to increase its pat-

(*Continued on page 7*)

NEWS FLASHES

CHICAGO, Sept. 24.--Albert Dezel, who purchased the Detroit franchise of Lippert Pictures recently, today disclosed the purchase of Lippert's Chicago franchise. The deal was consummated at a meeting here of Dezel and Robert Lippert and becomes effective on Oct. 4.

•

After racking up a record $1,259,000 gross for an eight-week stand, "Ivanhoe" bowed out of Radio City Music Hall here last night. A few other pictures at the Hall have earned more, it was explained, but over a longer period. Another M-G-M film, "Because You're Mine," is the new Hall attraction.

Personal Mention

JOYCE O'HARA, Motion Picture Association of America vice-president, was in New York yesterday from Washington.

•

PETER G. PERAKOS, head of the Perakos Theatres Circuit, New Britain, Conn., and his son, PETER G. PERAKOS, JR., assistant district manager, have returned there from a visit to Greece.

•

STIRLING SILLIPHANT, 20th Century-Fox publicity director and producer of "The Joe Louis Story," and BOB SYLVESTER, screen writer, will fly to Chicago from here over the weekend.

•

LARRY GOODMAN, former *Film Daily* reporter, will join Filmack, Chicago trailer company headed by IRVING MACK, as a copy writer in the Chicago office beginning next week.

•

HAROLD TYPER, owner of the Delphia Theatre in Chittenango, N. Y., has been nominated as Republican candidate for the state assembly from Madison County.

•

JERRY LOEB, Warner Brothers' home office purchasing agent, became a grandfather with the birth of a son to his daughter, MRS. LAWRENCE COHEN, at Doctors Hospital here.

•

J. MILTON SALZBURG, president of Pictorial Films, Inc. and of Cornell Film Co., will leave here for Europe Tuesday aboard the *S. S. Queen Elizabeth.*

•

LAURA KOVACH, secretary to PETER ROSIAN, Universal district manager in Cleveland, was married to ROBERT DEMENT, also of that city.

•

ED SMITH, managing director of the Paramount Theatre, Springfield, Mass., and MRS. SMITH are back from a New Hampshire vacation.

•

UDA B. ROSS, Westrex's regional manager for Latin America, has returned here from a three-month trip through South America.

•

RAY COOKE, formerly with Golden State Theatres, San Francisco, is now editor and publisher of *Showtime and Gourmet Guide,* Oakland.

•

JULES LAPIDUS, Warner's Eastern and Canadian division sales manager, will be in Gloversville today from New York.

•

WILLIAM SOBOL, manager of the Starlite Drive-in Theatre, Stamford, Conn., is recuperating from surgery.

•

BILL LANNING, Columbia head booker in San Francisco, is on vacation in Montana with his wife.

•

ALLEN M. WIDEM, motion picture editor of the Hartford *Times,* is in New York this week.

Paramount's TV Findings Are Submitted to FCC

WASHINGTON, Sept. 24.—Citing the record of Paramount Pictures in the development of television, Paramount's attorneys today asked the Federal Communications Commission to renew the license of KTLA, Paramount Television Productions' Los Angeles television station.

In proposed findings filed today Paramount also asked for commission consent to the transfer of control of P.T.P. and Allen B. Du Mont Laboratories, Inc., from the parent company, Paramount Pictures, to the new production company formed under the consent decree, Paramount Pictures Corp. The findings also requested the renewal of licenses of the three Du Mont network television stations.

In requesting the renewal of licenses Paramount's proposed findings pointed out that the company "has been instrumental in the development of a television company which is a manufacturer of television transmitting and receiving eqiupment." They went on to say that Paramount "is expending tremendous effort and money in the development of a color tube and a pay-as-you-see system of subscription television." Everything in the record, the document said, proves the fact that Paramount sees no conflict between theatres and television and does not have a "restrictive" or an "antagonistic" attitude toward TV.

The proposed findings declared that Paramount has made its stories and stars freely available to television. So far as making films available to television, the findings said, that will happen "as soon as the economic condition of television is such that it can pay a price for the films comparable to that which the moving picture industry can pay."

Argentine Officials At 'Gaucho' Opening

A delegation of Argentine government officials headed by Ambassador Hipolito Jesu Paz, is expected to join with over 400 guests at the world premiere of 20th Century-Fox's "Way of a Gaucho," to be held aboard the *S.S. Argentine* on Tuesday evening.

Invitations have been sent also to Gorje A. Nicolini, Consul General in New York; First Secretary Santos Gona; Economic Counselor Dr. Ovidio Z. Schiopetto; Embassy Attache Gustavo A. Dan Gelderan, and Third Secretaries Leopoldo H. Deddanandi and Hector Candos.

New York Mayor Vincent R. Impellitteri, United Nations delegates, and representatives from other South American nations, along with Hollywood screen stars, Broadway stage and television stars and newspapermen, are also being asked to the premiere.

The event, to include cocktails, dancing, dinner, and a Latin-American fashion show, will be co-sponsored by the Moore-McCormick Lines. "Way of a Gaucho," will open next month in New York. The motion picture was filmed in Argentina with color in Technicolor.

4 Circuit Ad Heads to Judge 20th Contest

Four advertising-publicity chiefs of circuits will judge 20th Century-Fox's $7,500 showmanship contest for "Something for the Birds."

The judges are Ernest Emerling of Loew's Theatres; Harry Goldberg of Warner Theatres; Harry Mandel of RKO Theatres, and Seymour L. Morris of Schine Theatres, who will select the winners from campaigns to be submitted starting with the release of the comedy in October and running through January. The prizes will be awarded in defense bonds with a $1,000 bond as first prize.

Chicago Wins 2nd Lap of UA Drive

United Artists' Chicago, Charlotte and New Haven exchanges have taken first-prize money in the second six-week lap of the company's "Bill Heineman Sales Drive," in each of the three exchange groups into which all branches have been classified, it was announced by vice-president Max E. Youngstein, who is drive captain.

Chicago won in the first group, Charlotte in the second and New Haven in the third. Second-prize money went to Philadelphia in the first group, New Orleans in the second and Milwaukee in the third, while third prizes were won by San Francisco in the first group, St. Louis in the second and Vancouver in the third.

Completion of the second lap now cleans the slate. All exchanges start from scratch in battling for prizes in the third six-week lap. The drive will wind up with a fourth lap of seven weeks, at the end of which grand prizes will be awarded. The drive is named for William J. Heineman, sales vice-president.

AMPA School Rates Cut for Members

The Associated Motion Picture Advertisers showmanship courses, which will get under way this evening at the RKO Radio home office screening room, have been offered to AMPA members in good standing at the reduced tuition of $10, in accordance with an AMPA board directive. Nonmembers will be charged $15.

Objects to Drive-in Signs

DENVER, Sept. 24.—Mark Watrous, state highway engineer, intends asking the state legislature, which meets in January, for a law that would prohibit the erection of a screen where it could possibly be seen from a major highway.

Says Thanks For Palsy Aid

Gratitude to all branches of show business and the press for making it possible for him to successfully launch United Cerebral Palsy was expressed by Leonard H. Goldenson, president of United Paramount Theatres, as the entertainment industry joined with New York's Cinema Lodge of B'nai B'rith at the Hotel Astor here last night in paying tribute to him for his years of service to humanity.

Goldenson was presented the Cinema Lodge "Honor Scroll' by Judge Samuel Leibowitz for his leadership in the fight against intolerance and bigotry through the Anti-Defamation League of B'nai B'rith and for his pioneering in helping to awaken Americans to the plight of the physically handicapped afflicted with cerebral palsy.

Martin Levine, president of the Lodge, recovering from a recent illness, presided at the ceremonies witnessed by a capacity turnout of more than 350. Other speakers included S. Arthur Glixon, Robert M. Weitman, Louis A. Novins and Alfred W. Schwalberg. Adolph Zukor delivered a brief tribute.

SIMPP Officers Are Re-elected

HOLLYWOOD, Sept. 24.—The Society of Independent Motion Picture Producers re-elected all officers and directors today at the annual meeting of the membership and directorate in honor of Ellis Arnall's return to the presidency.

Arnall, who will leave for Georgia tonight or tomorrow, told members the foreign market now is yielding almost 50 per cent of the industry revenue and the rise in the percentage is still progressing.

Reporting on the Anglo-American film agreement and on the Franco-American pact negotiations, Arnall added his personal observation that independent films he's seen in production, both abroad and here, are among the reasons he has for a belief that the future is bright for the industry.

2-Theatre Opening Here for 'Limelight'

Charles Chaplin's "Limelight" will have its American premiere here on Thursday, Oct. 23, at the Astor on Broadway and the Trans-Lux 60th St., it was announced by William J. Heineman, United Artists distribution vice-president.

"Limelight" will be shown on a continuous-performance schedule at the Astor and on a two-a-day, road show basis at the Trans-Lux. Performances at the latter theatre will be at 2:30 and 8:30 P.M., with an additional matinee at 5:30 P.M. on Saturdays, Sundays and holidays and a special 11:30 P.M. showing on Saturdays.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



In
the
top
spot
across
the land!
This is
the week
WARNER
BROS.
give
you

BURT LANCASTER

AS THE

CRIMSON PIRATE

COLOR BY TECHNICOLOR

WITH
NICK CRAVAT · EVA BARTOK · TORIN THATCHER · WRITTEN BY ROLAND KIBBEE · PRODUCED BY HAROLD HECHT · DIRECTED BY ROBERT SIODMAK · A NORMA PRODUCTION · DISTRIBUTED BY WARNER BROS.

BEN KALMENSON DRIVE

Roadshow Cinerama In a Few Months

While conceding that Cinerama still has "a long way to go technically," producer Merian C. Cooper and radio reporter Lowell Thomas, partners in the enterprise, reported here yesterday that the new triple-projection technique could be "roadshown" in a few months following its initial public demonstration "run" at the Broadway Theatre here.

The Broadway showing will commence next Tuesday with a two-hour program under the title "This Is Cinerama." The screen subjects will include roller-coaster riding, opera scenes, a symphony orchestra, etc. Advance ticket sales at the Broadway, where top price for the show will be $2.80, thus far indicate an eight-week sell-out, it was reported.

Cooper said Cinerama's dramatic problems have been "licked," and while technical problems still exist, they are insurmountable. He reported that many exhibitors and producers have been consulted concerning future plans for the new medium, which combines a three-dimensional visual effect with "stereophonic" sound.

Easily Done

"Roadshowing" of Cinerama, Cooper explained, would involve transportation of the special projectors, screen and sound equipment from theatre to theatre. This, he added, could be done with relative ease and installations would not pose any particular challenge, nor would they be expensive.

Cooper expects to put a new Cinerama picture into production 30 days following the Broadway opening. He said he has several story properties under consideration for the next picture. The picture at the Broadway will be in Eastman color, the prints having been made by Technicolor, Cooper said.

Greenfield and Piro Are Promoted by 'U'

The promotion of Arthur Greenfield to the post of Universal branch manager in Seattle and the elevation of Ernest J. Piro, a salesman in Portland, Ore., to branch manager in Portland, was announced here by Charles J. Feldman, general sales manager.

Greenfield had been branch manager in Portland since July, 1951. Piro had been a member of the Universal organization from 1941 to 1945. He rejoined "U" in Portland in July, 1951.

Greenfield replaces Donald Gillin who resigned recently to join Sol Lesser Productions.

3 Percentage Suits Filed in Pittsburgh

PITTSBURGH, Sept. 24.—Paramount, Warner and Columbia have filed separate percentage suits in Federal Court here against the operators of the Majestic Theatre in Ellwood City, Pa. Defendants are Frank, Andy B., Hildebrand E. and Irma Biordi and Ida Colavincenza. Each action asks recovery for damages based on alleged under-reporting of reecipts on percentage engagements.

Reed, Smith, Shaw & McClay of Pittsburgh, represent the distributors, with Sargoy & Stein, New York, of counsel.

Reviews

"Everything I Have Is Yours"

(Metro-Goldwyn-Mayer) *Hollywood, Sept. 24*

MARGE AND GOWER CHAMPION, gay and gifted members of the generation that buys 90-odd percent of today's admission tickets, make of this all-around excellent M-G-M musical a major audience experience. The nimblest duo ever burdened with a clumsy and confusing name (from the billing point of view) fulfill here in abundance all the promise they've shown and the predictions made for them. They would be personally tremendous in this even if it were a bad picture. Happily, however, it is one of the finest in the long, glittering procession of color by Technicolor musicals from the House of Leo—stunningly danced, quite as well sung, correctly timed, paced and assembled, in short a superbly balanced production in a category where balance is often the insoluble problem that licks the project. Don't be surprised if "Everything I Have Is Yours" exceeds even M-G-M's box-office expectations.

Back-stopping the Champions, as to billing, are Dennis O'Keefe, as a successful producer of stage musicals, and Monica Lewis, as an understudy for the leading lady in one of his shows. And back-stopping these, just short of incredibly well, are singers and dancers in number, in and out of formation, in small groups and large, who supply the skilled support that only top talents like the Champions can top.

The story, a warm little family narrative, plausible far beyond the par for musicals, is by George ("Three Little Words") Wells, who also produced, and the direction is by Robert Z. Leonard, whose list of successes is too long for this page. Musical direction is by the distinguished, dependable David Rose, with Gower Champion and Nick Castle staging the musical numbers, of which there are eight—all terrific.

The musical numbers are by such estimable, renowned and able gentlemen as Johnny Green, Johnny Mercer, the late Walter Donaldson and Gus Kahn, and when you're talking about music for the plain people who love a tender sentiment and a hot-beat equally well, these are the gentlemen whose works you're referring to—with the name of M-G-M's No. 1 music man, Johnny Green, leading all the rest.

Running time, 96 minutes. General audience classification. Release date, Oct. 31.

WILLIAM R. WEAVER

"Springfield Rifle"

(Warner Brothers) *Hollywood, Sept. 24*

GARY COOPER, man and boy, has been making big money for exhibitors in pictures presenting him in various uniforms of this country's armed services, and there is no reason for supposing that he will do less than that on this occasion. This time he portrays a cavalry officer in the Union Army during the Civil War, with such experienced players as David Brian, Paul Kelly, Lon Chaney, "Big Boy" Williams, Alan Hale, Jr., Philip Carey and Vince Barnett providing support, and with Phyllis Thaxter furnishing distaff interest, which is a minority factor in the story. Major factors are splendid horsemanship displayed in sensationally staged conflicts in mountain terrain, intricate twists in a complex script, and dramatic use of WarnerColor.

Producer Louis F. Edelman got a maximum yield from Sloan Nibley's story via a screenplay by Charles Marquis Warren and Frank Davis, who steered clear of cliche and commonplace throughout. The direction by Andre Detoth was a unique choice for this type of subject. It is a bit slow in spots but snaps into tension whenever, as happens frequently and violently, the characters break into fisticuffs as a better means than dialogue for settling moot points. The film is at its best when fighting rages full blast.

In the story Cooper is a cavalry officer who pretends disobediances to orders and gets himself cashiered from the army so he can join raiders stealing horses from Union forces and thus learn the identity of a traitor who is supplying raiders (in Confederate employ) with information. Following a number of clashes and surprises, he learns his own commandant is the traitor responsible, and he clears up the situation with the use of a newly-invented Winchester rifle, receiving honors also for establishing American army counter-espionage.

Running time, 93 minutes. General audience classification. Release date, Oct. 25.

New York 'Mirror' Promoting Product

The New York *Daily Mirror* is publishing every Monday morning an up-front bold-face box strongly recommending attendance at motion picture theatres, as follows:

"Are you a living-room captive? If night after night you tie yourself down at home, you are denying yourself many pleasures. For example, the joy of going to the movies. Relax in a luxurious, modern theatre, see the first releases on a giant screen, without eyestrain; thrill to wonderful music. The amusement pages of the *Mirror* will help you decide what picture to see and where to see it. Leading theatres advertise here every day. Don't miss their current showings, which are announced in this issue."

Kramer Unit Off To Israel Tonight

The entire production unit of Stanley Kramer's Columbia production, "The Juggler," comprising 32 persons, will arrive at Idlewild Airport here this morning, preparatory to leaving tonight by plane for Tel Aviv.

Heading the group are Milly Vitale, Italian actress, and director Edward Dmytryk. Kirk Douglas will leave by air on Saturday.

Plans Dixie Reopening

LOUISVILLE, Sept. 24.—Edward Davis, owner and manager of the neighborhood subsequent-run Dixie Theatre here, has announced plans to reopen the theatre in the near future. The house has been dark for two months.

Starr and McCraw to Attend Florida Meet

JACKSONVILLE, Sept. 24.—A lineup of industry speakers were announced here for the annual convention of the Motion Picture Exhibitors of Florida which will be held Oct. 19-21 at the Roosevelt Hotel in Jacksonville, by Maurice B. Hensler, president. Featured at the main banquet will be an address by William McCraw, Variety International executive.

Alfred Starr, of Bijou Amusement Co., Nashville, recently elected national president of the Theatre Owners of America, will be the principal speaker at the closing business session of the meeting. Starr will speak on TOA as well as theatre operations in general. From the national headquarters of TOA will also come Herman Levy, general counsel, and Dick Pitts, executive director.

A highlight of the convention will be a "School for Drive-In Theatre Owners," which will be conducted by Jack Braunagel, Commonwealth Theatres, Kansas City. Various concession firms will have exhibits. Lineup of stars who will attend the sessions will be announced next week.

Kickoff speaker will be Mitchell Wolfson of Miami, past president of TOA, and one of the founders of the local group. The board of directors of the organization invite interested parties from all over the country to attend the meetings.

40 Manufacturers In 'Andersen' Tieups

What is described as one of the most comprehensive merchandising campaigns ever accorded a picture is being arranged for Samuel Goldwyn's production of "Hans Christian Andersen" through the joint efforts of RKO Radio and the Samuel Goldwyn offices.

Although release of the Goldwyn film is still months away, the tie-ups already include more than 40 manufacturers of clothing and accessories, toys and fabrics, all of which will be co-ordinated with the promotional departments of several leading department store chains. Meanwhile, both the RKO and Goldwyn offices are developing separate promotions in the music and book publishing fields.

Tie-ups are being made by Geraldine Cooper of RKO and Martin Davis of the Goldwyn office.

125 Set for Variety Tourney at Tuckahoe

Approximately 125 from the industry here will be on hand for the New York Variety Club's first annual golf tournament today at the Vernon Hills Country Club, Tuckahoe, N. Y.

Edward Lachman, club property master, and Edward Fabian of Fabian Theatres handled the arrangements.

Variety Host to Press

Variety Clubs International will hold a luncheon at the Hotel Astor here today for the trade press. Jack Beresin, international chief barker, and Jack Chisholm, international press-guy, will attend from Philadelphia and Toronto, respectively. This luncheon is unrelated to the local tent's golf tournament and party set for the same day.

Allied Artists

(*Continued from page* 1)

decided to discard the use of the Monogram name from all but corporate transactions came as a surprise to the delegates to the national convention.

Broidy told the gathering that the industry "now is entering a new era." He said "the period of despondency of doom and gloom is behind us. We are moving ahead into an era of enthusiastic showmanship in which the world's theatre screens will soon be reflecting the greatest buy per entertainment dollar ever offered. The entire film industry is now being geared not only to keep customers coming back to the box-office but to offer the kind of packages that will entice new audiences."

He continued: "The reaching of these new heights can't be realized by wishful thinking. Genuine efforts have to be made to bring this about. The producers have to provide the right kind of product. The distributors have to sell this product to its fullest potential value, and in turn the exhibitors have to merchandise it in a manner that will bring in the greatest returns."



Steve Broidy

He said that each year Monogram-AA strived to play a more prominent part in the industry and that "we have now reached a position where we are regarded as a very important cog in the overall picture." He said the position held at present by the company "is the result of three years of intensive planning for the expansion of our distribution and production operations."

Terming the 35-feature program one that is aimed "at every theatre in the country, from the largest metropolitan show cases to the smallest rural situations," Broidy said many of the pictures will be given the heaviest exploitation yet undertaken.

BATTLE ZONE, starring John Hodiak, Linda Christian and Stephen McNally; KANSAS PACIFIC, starring Sterling Hayden, and FORT CALAGARY, starring James Craig, all produced by Walter Wanger.

TORPEDO, a Lindsley Parsons-John Burrows production starring Mark Stevens and Dorothy Malone; COW COUNTRY, produced by Scott R. Dunlap; AFFAIR IN MONTE CARLO, in color by Technicolor, starring Richard Todd and Merle Oberon; POCAHONTAS, produced by Dunlap and James S. Burkett.

ROAR OF THE CROWD, WICHITA and THE SIREN JEZEBEL, all produced by Richard Heermance; SON OF BELLE STARR, produced by Peter Scully, and THE BLACK KNIGHT and THE ANNAPOLIS STORY, both produced by Walter Mirisch.

JALOPY, CLIPPED WINGS, LOOSE IN LONDON and DESERT KNIGHTS, Bowery Boys comedies produced by Jerry Thomas and starring Leo Gorcey and Huntz Hall.

LEOPOLD LAND and THE GOLDEN IDOL, both produced by Mirisch and starring Johnny Sheffield; TANGIER INCIDENT and OFF THE RECORD, produced by Parsons and starring George Brent; JOPLIN, MOJAVE PASS, THE HOMESTEADERS and BOOT HILL, starring Bill Elliott, and THE COPPERHEADS, OKLAHOMA MANHUNT, THE MARKSMAN and WILD CATTLE, starring Wayne Morris, all eight produced by Vincent M. Fennelly.

WHITE LIGHTNING and HIGH TENSION, produced by Ben Schwalb; WOLF DOG and THE BIG WILDERNESS, produced by Parsons and William F. Broidy, and MURDER WITHOUT TEARS and WANTED BY THE F.B.I., produced by Broidy.

Also, the company will continue to release the one- and two-reel Little Rascals comedies.

$600,000 Profit Reported by Mono.

CHICAGO, Sept. 24.—Monogram Pictures Corp. and its consolidated companies will show net earnings just short of $600,000 for the fiscal year just ended, George D. Burrows, executive vice-president and treasurer, today reported to the company's national convention here in a message read to the meeting by Steve Broidy, president.

Burrow's message described the company's financial prospects as "exceedingly bright." He added that "every indication points to our having profits for the current year that will at least equal the earnings we will show for the year just ended."

The message continued: "The combined effect of accumulated earnings and materializing of financial plans under consideration will permit coordination of operations in the company that have been somewhat lacking in the past because of our lack of working capital. Our present financial condition now permits the intelligent planning of production, distribution and financing, all coordinated to the best interests of the company, its management, employes and stockholders."

Theatre Men Join Pop Corn Promotion

CHICAGO, Sept. 24.—The first day of the eighth annual Pop Corn Industries convention, at the Hotel La Salle here Nov. 12-14, will be featured by a discussion of handling, merchandising, and selling pop corn at theatre concession stands, it was announced by Thomas J. Sullivan, executive vice-president of the National Association of Pop Corn Manufacturers.

Scheduled to participate in a panel discussion on "Getting Maximum Returns from Concessions Operations" are Harold J. Fitzgerald, Fox-Wisconsin Amusement Corp., Milwaukee; Abner Horn, Rainbow, Inc., Lake Charles, La.; Charles Manley, Manley, Inc., Kansas City, Mo.; J. J. Fitzgibbons, Jr., Theatre Confections, Toronto, and L. A. Dunn, New England Theatres Service Corp., Boston.

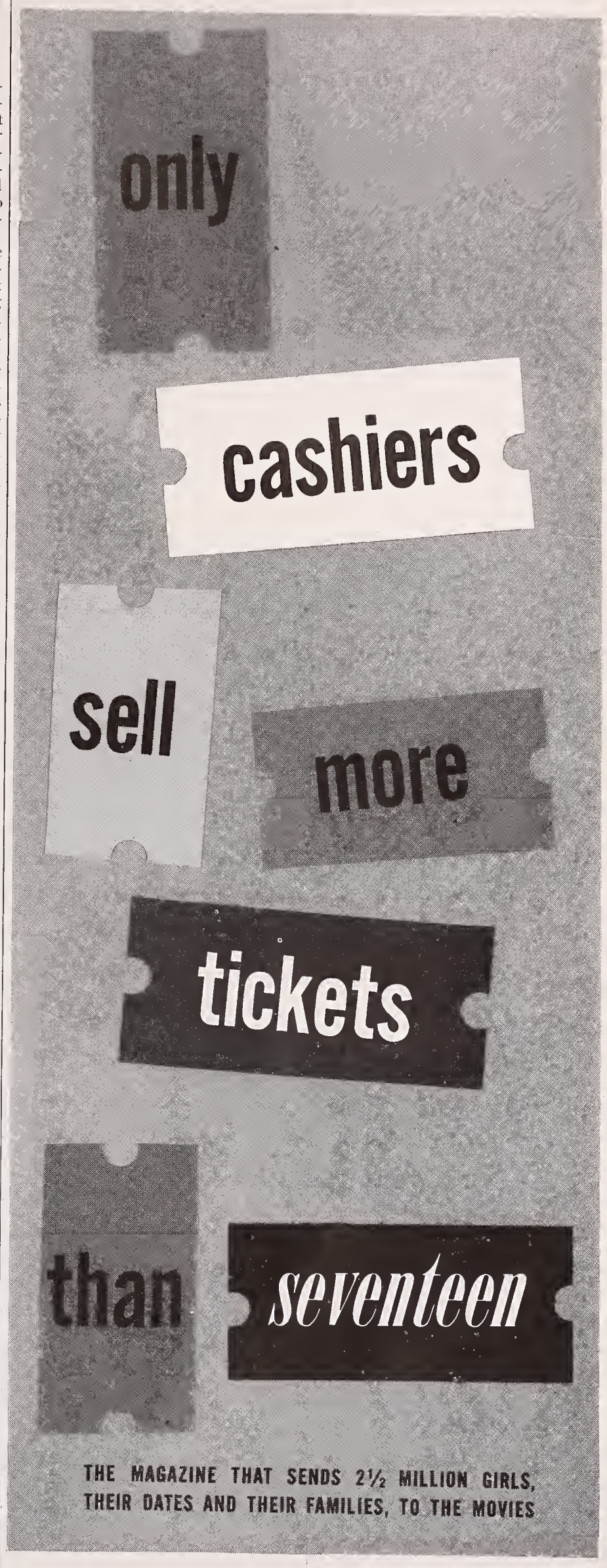
Gary Honors 20th For 'Lydia' Film

A special citation of merit from the city of Gary, Ind., was presented this week to Spyros P. Skouras, president of 20th Century-Fox, honoring the company for its production of "Lydia Bailey." The presentation was made by Charles H. Bonner, president of Community Services of Gary, which is the home town of William Marshall, star of the picture. The citation, signed by Mayor Peter Mandich, and representatives of the Gary Chamber of Commerce, the United Steelworkers of America and other community leaders, marked the first time that all Gary civic groups joined to honor a motion picture.

Similar certificates of merit will be forwarded to production chief Darryl F. Zanuck, producer Jules Schermer, director Jean Negulesco, and writers Philip Dunne and Michael Blankfort.

Technicolor Dividend

The board of directors of Technicolor, Inc., has declared a dividend of 50 cents a share, payable Oct. 20, to stockholders of record on Oct. 6. This will be the third dividend of 50 cents paid by Technicolor in 1952.



Fight Film Does 'Brisk Business'

A top notch fight film of the Walcott-Marciano bout, produced by RKO Pathe, drew in crowds yesterday afternoon at the seven Broadway houses here, where it had enjoyed its first run.

Managers at the Palace, Embassy, 46th Street Trans-Lux, 49th Street Trans-Lux, Globe, Times Square and the New York reported brisk business. The film was put on the screens of the houses a little after 3:00 P. M.

The dramatic quality of the bout, which saw the heavyweight title pass to Marciano, is fully captured in the film, which runs 21 minutes. The blistering first round when Walcott sent the challenger to the canvas for the count of three, sets the tempo. From there on in, virtually every second of the film is exciting.

The 13th round, when Walcott is kayoed by Marciano, climaxes the film. Shots of the 13th and first round are also done in slow-motion, allowing the audience to see the big punches of the evening more closely.

The eight camera crews which filmed the fight at Philadelphia's Municipal stadium deserve a round of applause and commendation should also be passed on for the fine job of editing.

The RKO Pathe film is much superior to the fight telecast as viewed at the Warner Theatre, which on the whole was quite good. The lighting and definition of the film surpasses that of the telecast.

Sidney Kramer, RKO short subjects sales manager, announced that he expected the print order to exceed that of "any fight film RKO has ever handled." Last year, 1,350 prints were made for the Robinson-Turpin bout. The film began playing at all neighborhood RKO Theatres last evening in New York. More than 1,500 theatres, according to RKO Pathe, are slated to take the fight film.

M. Horowitz

Gold Defends Video Programming Here

The economics of the television industry dictate "good taste" in programming, Melvin L. Gold, president of the National Television Film Council, told the House sub-committee probing TV programming here.

He defended the number of crime shows on TV as an expression of the public's demand for such programming which, he said, features "action" and "drama." He saw no need for additional legislation governing the content of programming, calling attention to present Federal Communications Commission regulations.

Gold appeared before the special sub-committee of the House Interstate and Foreign Commerce Committee investigating radio and television programs. The radio and TV industry was also defended in testimony by Charles R. Denny, vice-president of National Broadcasting.

The committee was informed by Jack L. Van Volkenburg, Columbia Broadcasting president, that the company has received no complaints lately from any source concerning the apparel of actresses on TV. Criticism in the past centered around the "scantiness" of actresses' costumes.

Hail Fight Telecast

(Continued from page 1)

ing out the telecast completely. Beginning yesterday morning, the theatre began returning $12,963 to disappointed fight patrons. The management assured the patrons, who remained in their seats to hear the commentary of the fight, that they would receive the money spent on tickets.

The installation at the Academy, which was rushed in a few days towards completion, was the only TV-equipped house to suffer a complete breakdown.

Of the 50 theatres carrying the telecast, 36 were equipped with RCA large-screen television, the manufacturing company reported yesterday. All of the 36 reported "good performance," the company said, including the Warner Theatre here which experienced a momentary blackout during the first round which was corrected within a matter of seconds.

Troubles of another sort was experienced by the S-3 Drive-in, Rutherford, N. J., the only open-air theatre in the country to carry the bout. It stemmed from the huge overflow which clamored to get in, causing in addition to a traffic jam, damage to the theatre. Fences were torn down, fires were built on the grounds, and the concession stand had to be closed to forestall theft.

Enthusiasm for the performance, however, was expressed by Philip Smith, of Smith Management Co., and president of Midwest Drive-in Theatres, Inc. of Boston, which operates the S-3. He said the fight grossed $14,000 and at least 5,000 cars were turned away. Added Smith, "If it weren't for our consideration for the more than 7,000 people on foot that stormed our entrance and exit roadways, we could easily have taken care of another four or five hundred cars in our waiting room space."

Theatre Network Television's success in moving up the time of the main attraction from 10 to 10:30 P.M. assured an exclusive to West Coast theatres. The kinescope to theatres West of Omaha was transmitted from New York starting at 11:15 P.M. (EDT), while the fight was in its seventh round. This forestalled any West Coast breaks in the radio and TV blackout, allowing West Coast fight fans to hear news flashes at the end of the bout before it appeared on theatre screens.

Enthusiasm was also the reaction of the International Boxing Club, which stands to receive about $140,000 for the theatre TV rights, about $35,000 above the minimum due to its box-office draw.

The S-3 Drive-in used RCA's instantaneous theatre TV equipment, which projected a picture 24 by 36 feet, the largest theatre-TV picture ever thrown on the screen. Its projection throw of more than 125 feet was also the longest ever used in theatre TV.

Smith, commenting further on the S-3's experience, declared "theatre television of big fights and other outstanding attractions is here to stay and I don't see how any group of sponsors can compete successfully with a sufficient number of theatre outlets. The drive-in theatres of America alone will one day in the near future gross over $10,000,000 on one night on a top attraction. Don't sell your theatre short—both conventional and drive-in theatres have a wonderful future to look forward to."

As to the fight performance in other sections of the country, here are late reports from Motion Picture Daily correspondents:

Los Angeles—Sherrill Corwin's Orpheum Theatre played the fight telecast to a virtual capacity audience of 2,200, grossing about $8,000. Management was enthusiastic about the event.

Seattle—Reception at the Orpheum here was good, with a capacity audience of about 2,600 in attendance.

Indianapolis—The theatre telecast of the Walcott-Marciano fight was seen by a capacity crowd of 3,200 at the Indiana here. All seats were $2.50, yielding an estimated gross of $8,000. Management said 4,000 persons were turned away. The overflow evidently boosted business at all other first-run theatres. They reported grosses up above Monday night and also Tuesday of last week.

Cleveland—For the first time three local theatres carried a telecast of a fight. Attendance for the Walcott bout was satisfactory, but not sensational.

Approximate attendance at the Hippodrome was 2,200; Palace, 1,700; State, 1,500. Non-fight theatres had average week-day attendance. Concession sales were excellent and the crowds orderly at the three theatres.

Kansas City, Mo. — The Ashland, only television equipped theatre in Kansas City, sold out its 1,200 seats by 7:30 yesterday evening. For the fight, admission was $3.30, including tax and no reserved seat basis.

Some other theatres in Kansas City had average or better Tuesday evening business, but attendance at some was light relative to the previous attendance for the current programs. The Nixon broadcast might have affected theatre attendance.

Milwaukee—There was a complete sell-out at the Warner and Riverside theatres here, topped by standing in the aisles. Reception was good. Prices were $2.40 and $3.00. Business at other downtown theatres was average.

Minneapolis—Radio City Theatre, a Minnesota Amusement Co. first-run house with 4,038 seats was the only theatre in the twin cities to telecast the Walcott-Marciano fight. Every seat was sold at $2.50, including tax, one of the lowest prices in the country.

Three hundred persons were turned away at Radio City. Three other Minnesota Amusement Co. first-run houses, the Century, State and Lyric, benefitted with good business from the Radio City overflow. Other first-run houses reporting were RKO Orpheum with average business. The Karatz reported business below normal because of the fight telecast.

Minnesota Amusement Co. president Harry French said the fight was an "outstanding demonstration of future possibilities of theatre television."

Omaha — The Walcott-Marciano fight drew a capacity 3,000 crowd to the Orpheum for the theatre's second TV ring offering. Tri-States manager William Miskeel said it was more than 1,000 above the Robinson bout. The price was $2.50, plus tax.

San Francisco — The Telenews here was a complete sell-out for the fight. Its 399 seats were scaled at $4.80, all reserved.

No increase in concession business was noted. Seats were scaled as high as $27. A hundred persons waited outside hoping to buy even standing room tickets. Business at other houses was reported to be normal.

Earl Long's 2,735-seat Paramount, with loges reserved at $3.60 and others $3.00 sold out before fight time. No increase in concession business was reported. Primo Carnera, Willie Ritchie, Bobo Olson and other fight personalities appeared on the Paramount's stage prior to the fight. The picture was good. Earl Long expressed confidence that future sporting events will pay their way.

Miami Beach—A sell-out for the Walcott-Marciano closed circuit telecast was chalked up by the Carib Theatre here tonight. Fight fans filled the theatre's 2,070 seats long before the start of the bout. The house was scaled at $3 and $4.00.

The telecast had no appreciable effect upon other first-run houses in the greater Miami area. Managers of these outlets reported average Tuesday night attendance in all cases.

Detroit, Sept. 24.—SRO signs were out at United Detroit Theatres' Palms, and W & W Theatres', Eastown, last night for the Walcott-Marciano fight. Tickets sold for $3.60 at the theatres with no reserved seats. The 2,700-seat Eastown and the 2,900-seat Palms both reported a full house.

23 Legislators from Ohio Favor Repeal

Columbus, O., Sept. 24.—Official listing of Ohio candidates' attitudes on repeal of the Federal admission tax by the Independent Theatre Owners of Ohio shows not one Senatorial or Congressional candidate listed as opposing the proposal.

The list gives 18 candidates definitely committed to repeal, five favorably inclined, one for reduction and seven who promised to give "serious consideration" to arguments by theatremen for repeal. This makes 31 candidates out of 49 in the state. The remaining 18 have not replied to queries by Robert Wile, ITOO secretary.

Requests Public Aid Against Tax, Censors

Albany, N. Y., Sept. 24.—The American public has two great stakes in the industry today, Maurice A. Bergman, Universal Pictures public relations director, told the Kiwanis Club at a luncheon at the Hotel Ten Eyck here.

Citing these stakes as the repeal of the 20 per cent admission tax and the fight against censorship, Bergman urged his listeners to join with the industry in their community to help achieve a successful adjudication of these two issues.

Calls US 16mm. Suit 'Not Unusual Charge'

Los Angeles, Sept. 24.— Chief William C. Dixon of the West Coast offices of the anti-trust division of the Department of Justice told a noonday meeting of the National Society of Television Film Producers and guests that the Government's 16mm. suit is "not an unusual charge," and is based on the Department of Justice view that a trade practice becomes conspiracy "when conscious parallel action of participants is demonstrable." In a question-answer period, Dixon said, "Based on other cases, it might take two years to get this one to District Court and another year to reach the Supreme Court."

Balaban Sees

(*Continued from page* 1)

tern of frequent and regular attendance at motion picture theatres, Balaban said, Paramount and the other production companies "today, more than ever before in the history of the motion pictures are responding with a type of screen entertainment specifically designed to meet the tastes and demands of the public. All of this indicates a very healthy situation and outlook for the motion picture industry."

Met With Freeman

While in Hollywood, Balahan held a "series of intensive conferences" with Y. Frank Freeman, Paramount vice-president and studio head; Don Hartman, production head, and other studio executives.

"I cannot remember a trip to Hollywood that has given me so much cause for genuine optimism about the future of our business and of our company," the Paramount president declared.

"The realistic attention to the box-office needs of exhibitors and to the present day tastes of world audiences, combined with vigorous and imaginative showmansip, with which every picture-maker on our lot is going about his job is truly inspiring," he added.

Based on Finished Films

"Based upon the finished pictures I have seen, coupled with our current successes, pace setters for the industry as well as Paramount," said Balaban, "I am confident that our company's present box-office momentum will be maintained, if not exceeded, with resulting increased patronage from the public and increased box-office receipts for our customers."

Balaban cited pictures produced or to be produced by Cecil B. DeMille, Hal Wallis, Perlberg-Seaton, William Wyler, George Stevens and others as responsible for much of his optimistic outlook for Paramount.

FREE EXCITING SHOWS
KIDDIES' CARNIVAL—Free Every Saturday. 253 Keenly-wanted Prizes. Includes Bicycles, Life-size Dolls, Ranger Wagons. Can run 52 Weeks. Other Bib Promotions. No Work—No Cost to Theatres. Legal Everywhere.
PREMIUM HOUSE FILMS, Inc.
1841 Broadway (60th St.), New York 23, N. Y.
Circle 7-3880

Stolkin Described

(*Continued from page* 1)

and other enterprises, including RKO Pictures.' He has three children.

His rise to wealth, estimated by *Fortune* at $35,000,000 to $40,000,000 with an annual income of $4,000,000, is one of the most spectacular success stories of the postwar period.

Stolkin is also vice-president of Kleen-Stik, manufacturers of adhesive labels and tape; U-Arc Corp., arc lamp producer, and Postal Finance Corp. He is co-owner of a 20,000-acre beef cattle ranch in Kerrville, Texas, with Robert S. Hays of San Antonio, and recently purchased a controlling interest in stations KJR, Seattle, and KOIN, Portland, Ore. He is president of Screen Associates, Beverly Hills, Cal., producers of films for television.

Prior to going into the mail order punch-board business, Stolkin was progressively a runner, salesman, and customers' man for a Chicago brokerage firm.

His attorneys are Sidney Korshak, Chicago; Arnold Grant, New York, and Gregson Bautzer, Los Angeles.

Koolish heads Empire Industries, and is the originator of the automobile license facsimiles for key chains which are distributed by disabled veterans.

There was still no official word yesterday concerning the new RKO Pictures' owners views concerning management. However, it is widely believed that Stolkin will be named chairman of the board, replacing Noah Dietrich, Howard Hughes' associate, and that Ned E. Depinet, president, will be continued in that post. Stolkin is due here from the Coast tomorrow and will leave for New York over the weekend to visit and inspect RKO Pictures headquarters on Monday. While there he hopes to arrange a board meeting for late in the week.

Sherrill Corwin, Los Angeles exhibitor and a member of the purchasing group, is expected to be added to the RKO Pictures board, along with other members of the group or their representatives. It is also reported in Hollywood that Corwin may be identified with the studio in an executive capacity, replacing Hughes' appointee, C. J. Tevlin.

A. T. & T. Asks

(*Continued from page* 1)

and James Fly, attorneys for the Motion Picture Association of America, and Marcus Cohn, attorney for the National Exhibitors Theatre Television Council, A T and T declared that such a meeting "would provide an opportunity to reach a mutual understanding of our respective problems." The letter suggested that the A T and T and industry "technical people" get together as soon as possible.

Welch said today that the meeting would probably take place next week, since the industry's theatre television lawyers and engineers are agreeable to the idea.

A T and T's letter was the latest in a series of exchanges marked by the attempts of Welch, Fly and Cohn to obtain cost and equipment information on theatre television transmission.

Puente Case

(*Continued from page* 1)

ing positions and unreasonable clearance. Both the California District court and Court of Appeals found for the defendants in the case, who argued that the playing positions and clearances given to the Puente Theatre in Puente were the result of independent action by each defendant and not the result of understanding or conspiracy.

The suit was brought by Steve and Emma M. Chorak, owners of the Puente Theatre. The distributor defendants are: RKO Radio Pictures, Warner Brothers, 20th Century-Fox, Columbia, Universal, Loew's, Paramount, United Artists, and Monogram. Exhibitor defendants are: A. L. San Orn, owner of the El Monte Theatre, and James Edwards, Jr., whose Edwards circuit operates the Valley and Tumblewood theatres.

Hughes Loan Part of RKO Sales Pact

Hollywood, Sept. 24. — A spokesman for Howard Hughes today confirmed overnight reports that "as part of a sales agreement with the Stolkin syndicate, Howard Hughes agreed that if he is called upon by RKO Pictures Company he will loan RKO eight million dollars."

Although the spokesman declined to elaborate, the trade here was quick to observe that Hughes had not bound himself to make such a loan to the syndicate purchasing his stock, but to the company in whole, and that no date specifications or limitations were included in the statement.

Johnston Reply

(*Continued from page* 1)

television," it was indicated at the MPAA offices here yesterday.

Johnston, now in San Francisco, is expected to go to Hollywood today for a brief visit before returning to Washington over the weekend. Meanwhile, the Texas exhibitors' protest has not reached him, it was said. Johnston undoubtedly will reply on his return and, meanwhile, MPAA spokesmen pointed out that Johnston's staement did not infer that the TV film production he forecast inferred any "immediate" such activity.

The protesting Texas exhibitors, H. J. Griffith, Julius Gordon, Phil Isley and Claude Ezell, asked Johnston how Hollywood can serve two masters.

AMPA'S
Course in Showmanship
Advertising, Publicity, Exploitation — 12-Week Course, 6-8 p.m. every Thursday, beginning Sept. 25. Classes in Times Square area. Register by sending check for $15, name, business and home addresses and telephones to Edgar Goth, Fabian Theatres, 1501 Broadway.



Night in day...

The best moonlight is the light of the noonday sun . . .

Obvious, of course, to an industry trained in modern cinematographic technics. Equally obvious is the need for infinite care in the choice of film and filters—in keying film and situation . . . in co-ordinating method and result desired in processing.

To help solve problems such as these, representatives of the Eastman Technical Service for Motion Picture Film are trained to advise—are ready and able to roll up their sleeves and lend a hand wherever necessary.

In maintaining this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address: Motion Picture Film Department, **Eastman Kodak Company**, Rochester 4, N. Y. *East Coast Division,* 342 Madison Avenue, New York 17, N. Y. *Midwest Division,* 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division,* 6706 Santa Monica Blvd., Hollywood 38, California.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 61 NEW YORK, U. S. A., THURSDAY, SEPTEMBER 25, 1952 TEN CENTS

Hail Box-office Showing of Fight Telecast

Gross Put at $400,000; Academy Sole Breakdown

Theatremen across the country, with few exceptions, yesterday hailed the box-office performance of Tuesday night's Walcott-Marciano bout, which grossed nearly $400,000.

The first trans-continental telecast lined up by Theatre Network Television went to 49 theatres in 30 cities and attracted an estimated 120,000 patrons, breaking all previous theatre TV records.

Lack of enthusiasm was registered at the Academy Theatre in New York, where exposed wires in the TV equipment resulted in a short, black-

(*Continued on page 6*)

Allied Artists Schedules 35

CHICAGO, Sept. 24.—Beginning with releases for the 1953 program, the Monogram name will be dropped from that company's product, Steve Broidy, president, announced here today with the disclosure that 35 features have been scheduled for the new season under the Allied Artists banner.

The trade-mark of Allied Artists, subsidiary formed in 1946 to handle only major calibre pictures, will be used on all future relases, Broidy told the 200 company executives, salesmen and bookers who are in convention at the Blackstone Hotel.

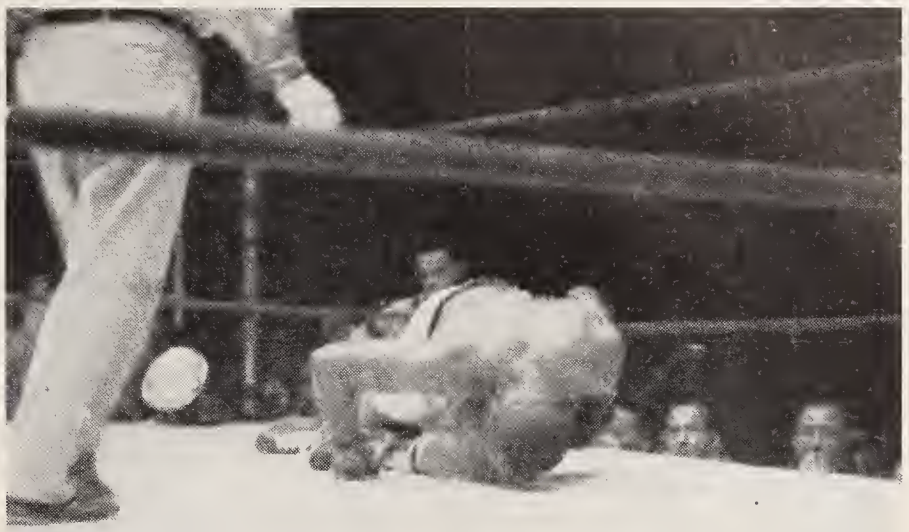
The announcement that the company

(*Continued on page 5*)

Johnston Reply on TV Films Delayed

Eric Johnston, Motion Picture Association of America president, currently on the West Coast on Point Four business, is unlikely to reply immediately to the request of several Texas theatre owners for clarification of his statement, in his address to the Theatre Owners of America convention banquet in Washington last week, that "the motion picture industry will make films especially for

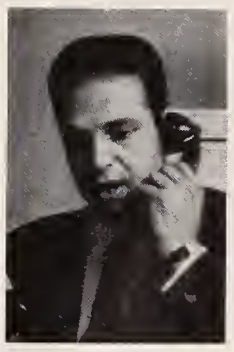
(*Continued on page 7*)



KNOCK-OUT! Now playing to big grosses everywhere. Wire or phone your nearest RKO Exchange for official Rocky Marciano-Jersey Joe Walcott heavyweight championship fight pictures. *Advt.*

STOLKIN DESCRIBED AS 'NEW RICH' BY *FORTUNE*

Chicago, Sept. 24.—Ralph Stolkin, who heads the syndicate which yesterday purchased a controlling interest in RKO Pictures, graduated from Hyde Park High School and attended the University of Illinois for one year. He borrowed $10,000 to go into the punch-board business in 1945 and sold the business in 1947 for over $1,000,000.



Ralph Stolkin

Stolkin, now 34, was written up by *Fortune Magazine* in Jan., 1952, in an article entitled "New Rich," as one of the outstanding young industrialists in the U. S.

He went into oil prospecting with Ray Ryan, struck oil, and expanded into cattle, TV parts manufacturing (National Video Corp.), and motion picture production (he owned a piece of "At War with the Army). He has long been interested in films. He has a private screening room in his suburban Highland Park house and screens Hollywood pictures before they are released on the local market.

He is married to Ruth Koolish, daughter of A. L. Koolish, who is associated with him in Empire Industries (Chicago mail order concern)

(*Continued on page 7*)

Appeal Puente Case To Supreme Court

WASHINGTON, Sept. 24.—Ten motion picture distributors and two independent theatre owners today asked the Supreme Court to deny the appeal of a California theatre owner who charged them with a conspiracy which resulted in his receiving inferior play-

(*Continued on page 7*)

A.T. & T. Asks Meet On Theatre TV Data

WASHINGTON, Sept. 24. — The American Telephone and Telegraph Co. has requested a meeting between its technical people and the engineers working on the industry's theatre television presentation.

In a letter written to Vincent Welch

(*Continued on page 7*)

Balaban Sees A Further Business Rise

Bases View on Prospects For Paramount, Others

Following his return to New York from two weeks in Hollywood, Barney Balaban, Paramount president, yesterday expressed confidence that the present box-office upswing will be maintained and undoubtedly increased.



Barney Balaban

He based his optimistic outlook on conferences he had on the Coast with Paramount production executives and on recent discussions with several other company heads.

With the public strongly demonstrating the desire to increase its pat-

(*Continued on page 7*)

Dezel Buys Lippert Chicago Franchise

CHICAGO, Sept. 24.—Albert Dezel has purchased the Chicago Lippert Pictures franchise and the deal, consummated in a meeting here of Dezel and Robert Lippert, becomes effective Oct. 4.

John Rubin, Lippert county salesman, continues in that capacity, and Sam Kaplan, Dezel city salesman and booker, retains those duties under the new set-up. Harris Dudelson remains as Lippert Midwest manager.

'Ivanhoe' Hits Big $1,259,000 at Hall

"Ivanhoe" bowed out of Radio City Music Hall here last night, racking up a record $1,259,000 gross for the eight-week period. A few other pictures at the Hall have earned more, but over a longer period, it was explained.

Another M-G-M picture, "Because You're Mine" is the new Hall attraction.

Personal Mention

JOYCE O'HARA, Motion Picture Association of America vice-president, was in New York yesterday from Washington.

•

PETER G. PERAKOS, head of the Perakos Theatres Circuit, New Britain, Conn., and his son, PETER G. PERAKOS, JR., assistant district manager, have returned there from a visit to Greece.

•

STIRLING SILLIPHANT, 20th Century-Fox publicity director and producer of "The Joe Louis Story," and BOB SYLVESTER, screen writer, will fly to Chicago from here over the weekend.

•

LARRY GOODMAN, former *Film Daily* reporter, will join Filmack, Chicago trailer company headed by IRVING MACK, as a copy writer in the Chicago office beginning next week.

•

HAROLD TYPER, owner of the Delphia Theatre in Chittenango, N. Y., has been nominated as Republican candidate for the state assembly from Madison County.

•

JERRY LOEB, Warner Brothers' home office purchasing agent, became a grandfather with the birth of a son to his daughter, MRS. LAWRENCE COHEN, at Doctors Hospital here.

•

J. MILTON SALZBURG, president of Pictorial Films, Inc. and of Cornell Film Co., will leave here for Europe Tuesday aboard the *S. S. Queen Elizabeth.*

•

LAURA KOVACH, secretary to PETER ROSIAN, Universal district manager in Cleveland, was married to ROBERT DEMENT, also of that city.

•

ED SMITH, managing director of the Paramount Theatre, Springfield, Mass., and MRS. SMITH are back from a New Hampshire vacation.

•

UDA B. ROSS, Westrex's regional manager for Latin America, has returned here from a three-month trip through South America.

•

RAY COOKE, formerly with Golden State Theatres, San Francisco, is now editor and publisher of *Showtime and Gourmet Guide,* Oakland.

•

JULES LAPIDUS, Warner's Eastern and Canadian division sales manager, will be in Gloversville today from New York.

•

WILLIAM SOBOL, manager of the Starlite Drive-in Theatre, Stamford, Conn., is recuperating from surgery.

•

BILL LANNING, Columbia head booker in San Francisco, is on vacation in Montana with his wife.

•

ALLEN M. WIDEM, motion picture editor of the Hartford *Times,* is in New York this week.

Paramount's TV Findings Are Submitted to FCC

WASHINGTON, Sept. 24.—Citing the record of Paramount Pictures in the development of television, Paramount's attorneys today asked the Federal Communications Commission to renew the license of KTLA, Paramount Television Productions' Los Angeles television station.

In proposed findings filed today Paramount also asked for commission consent to the transfer of control of P.T.P. and Allen B. Du Mont Laboratories, Inc., from the parent company, Paramount Pictures, to the new production company formed under the consent decree, Paramount Pictures Corp. The findings also requested the renewal of licenses of the three Du Mont network television stations.

In requesting the renewal of licenses Paramount's proposed findings pointed out that the company "has been instrumental in the development of a television company which is a manufacturer of television transmitting and receiving eqiupment." They went on to say that Paramount "is expending tremendous effort and money in the development of a color tube and a pay-as-you-see system of subscription television." Everything in the record, the document said, proves the fact that Paramount sees no conflict between theatres and television and does not have a "restrictive" or an "antagonistic" attitude toward TV.

The proposed findings declared that Paramount has made its stories and stars freely available to television. So far as making films available to television, the findings said, that will happen "as soon as the economic condition of television is such that it can pay a price for the films comparable to that which the moving picture industry can pay."

Argentine Officials At 'Gaucho' Opening

A delegation of Argentine government officials headed by Ambassador Hipolito Jesu Paz, is expected to join with over 400 guests at the world premiere of 20th Century-Fox's "Way of a Gaucho," to be held aboard the *S.S. Argentine* on Tuesday evening.

Invitations have been sent also to Gorje A. Nicolini, Consul General in New York; First Secretary Santos Gona; Economic Counselor Dr. Ovidio Z. Schiopetto; Embassy Attache Gustavo A. Dan Gelderan, and Third Secretaries Leopoldo H. Deddanandi and Hector Candos.

New York Mayor Vincent R. Impellitteri, United Nations delegates, and representatives from other South American nations, along with Hollywood screen stars, Broadway stage and television stars and newspapermen, are also being asked to the premiere.

The event, to include cocktails, dancing, dinner, and a Latin-American fashion show, will be co-sponsored by the Moore-McCormick Lines. "Way of a Gaucho," will open next month in New York. The motion picture was filmed in Argentina with color in Technicolor.

4 Circuit Ad Heads to Judge 20th Contest

Four advertising-publicity chiefs of circuits will judge 20th Century-Fox's $7,500 showmanship contest for "Something for the Birds."

The judges are Ernest Emerling of Loew's Theatres; Harry Goldberg of Warner Theatres; Harry Mandel of RKO Theatres, and Seymour L. Morris of Schine Theatres, who will select the winners from campaigns to be submitted starting with the release of the comedy in October and running through January. The prizes will be awarded in defense bonds with a $1,000 bond as first prize.

Chicago Wins 2nd Lap of UA Drive

United Artists' Chicago, Charlotte and New Haven exchanges have taken first-prize money in the second six-week lap of the company's "Bill Heineman Sales Drive," in each of the three exchange groups into which all branches have been classified, it was announced by vice-president Max E. Youngstein, who is drive captain.

Chicago won in the first group, Charlotte in the second and New Haven in the third. Second-prize money went to Philadelphia in the first group, New Orleans in the second and Milwaukee in the third, while third prizes were won by San Francisco in the first group, St. Louis in the second and Vancouver in the third.

Completion of the second lap now cleans the slate. All exchanges start from scratch in battling for prizes in the third six-week lap. The drive will wind up with a fourth lap of seven weeks, at the end of which grand prizes will be awarded. The drive is named for William J. Heineman, sales vice-president.

AMPA School Rates Cut for Members

The Associated Motion Picture Advertisers showmanship courses, which will get under way this evening at the RKO Radio home office screening room, have been offered to AMPA members in good standing at the reduced tuition of $10, in accordance with an AMPA board directive. Nonmembers will be charged $15.

Objects to Drive-in Signs

DENVER, Sept. 24.—Mark Watrous, state highway engineer, intends asking the state legislature, which meets in January, for a law that would prohibit the erection of a screen where it could possibly be seen from a major highway.

Says Thanks For Palsy Aid

Gratitude to all branches of show business and the press for making it possible for him to successfully launch United Cerebral Palsy was expressed by Leonard H. Goldenson, president of United Paramount Theatres, as the entertainment industry joined with New York's Cinema Lodge of B'nai B'rith at the Hotel Astor here last night in paying tribute to him for his years of service to humanity.

Goldenson was presented the Cinema Lodge "Honor Scroll' by Judge Samuel Leibowitz for his leadership in the fight against intolerance and bigotry through the Anti-Defamation League of B'nai B'rith and for his pioneering in helping to awaken Americans to the plight of the physically handicapped afflicted with cerebral palsy.

Martin Levine, president of the Lodge, recovering from a recent illness, presided at the ceremonies witnessed by a capacity turnout of more than 350. Other speakers included S. Arthur Glixon, Robert M. Weitman, Louis A. Novins and Alfred W. Schwalberg. Adolph Zukor delivered a brief tribute.

SIMPP Officers Are Re-elected

HOLLYWOOD, Sept. 24.—The Society of Independent Motion Picture Producers re-elected all officers and directors today at the annual meeting of the membership and directorate in honor of Ellis Arnall's return to the presidency.

Arnall, who will leave for Georgia tonight or tomorrow, told members the foreign market now is yielding almost 50 per cent of the industry revenue and the rise in the percentage is still progressing.

Reporting on the Anglo-American film agreement and on the Franco-American pact negotiations, Arnall added his personal observation that independent films he's seen in production, both abroad and here, are among the reasons he has for a belief that the future is bright for the industry.

2-Theatre Opening Here for 'Limelight'

Charles Chaplin's "Limelight" will have its American premiere here on Thursday, Oct. 23, at the Astor on Broadway and the Trans-Lux 60th St., it was announced by William J. Heineman, United Artists distribution vice-president.

"Limelight" will be shown on a continuous-performance schedule at the Astor and on a two-a-day, road show basis at the Trans-Lux. Performances at the latter theatre will be at 2:30 and 8:30 P.M., with an additional matinee at 5:30 P.M. on Saturdays, Sundays and holidays and a special 11:30 P.M. showing on Saturdays.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel. Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.



In the top spot across the land! This is the week WARNER BROS. give you

BURT LANCASTER

AS THE

CRIMSON PIRATE

COLOR BY TECHNICOLOR

WITH NICK CRAVAT · EVA BARTOK · TORIN THATCHER · WRITTEN BY ROLAND KIBBEE · PRODUCED BY HAROLD HECHT · DIRECTED BY ROBERT SIODMAK · A NORMA PRODUCTION · DISTRIBUTED BY WARNER BROS.

BEN KALMENSON DRIVE

Roadshow Cinerama In a Few Months

While conceding that Cinerama still has "a long way to go technically," producer Merian C. Cooper and radio reporter Lowell Thomas, partners in the enterprise, reported here yesterday that the new triple-projection technique could be "roadshown" in a few months following its initial public demonstration "run" at the Broadway Theatre here.

The Broadway showing will commence next Tuesday with a two-hour program under the title "This Is Cinerama." The screen subjects will include roller-coaster riding, opera scenes, a symphony orchestra, etc. Advance ticket sales at the Broadway, where top price for the show will be $2.80, thus far indicate an eight-week sell-out, it was reported.

Cooper said Cinerama's dramatic problems have been "licked," and while technical problems still exist, they are insurmountable. He reported that many exhibitors and producers have been consulted concerning future plans for the new medium, which combines a three-dimensional visual effect with "stereophonic" sound.

Easily Done

"Roadshowing" of Cinerama, Cooper explained, would involve transportation of the special projectors, screen and sound equipment from theatre to theatre. This, he added, could be done with relative ease and installations would not pose any particular challenge, nor would they be expensive.

Cooper expects to put a new Cinerama picture into production 30 days following the Broadway opening. He said he has several story properties under consideration for the next picture. The picture at the Broadway will be in Eastman color, the prints having been made by Technicolor, Cooper said.

Greenfield and Piro Are Promoted by 'U'

The promotion of Arthur Greenfield to the post of Universal branch manager in Seattle and the elevation of Ernest J. Piro, a salesman in Portland, Ore., to branch manager in Portland, was announced here by Charles J. Feldman, general sales manager.

Greenfield had been branch manager in Portland since July, 1951. Piro had been a member of the Universal organization from 1941 to 1945. He rejoined "U" in Portland in July, 1951.

Greenfield replaces Donald Gillin who resigned recently to join Sol Lesser Productions.

3 Percentage Suits Filed in Pittsburgh

PITTSBURGH, Sept. 24.—Paramount, Warner and Columbia have filed separate percentage suits in Federal Court here against the operators of the Majestic Theatre in Ellwood City, Pa. Defendants are Frank, Andy B., Hildebrand E. and Irma Biordi and Ida Colavincenza. Each action asks recovery for damages based on alleged under-reporting of receipts on percentage engagements.

Reed, Smith, Shaw & McClay of Pittsburgh, represent the distributors, with Sargoy & Stein, New York, of counsel.

Reviews

"Everything I Have Is Yours"

(Metro-Goldwyn-Mayer) *Hollywood, Sept. 24*

MARGE AND GOWER CHAMPION, gay and gifted members of the generation that buys 90-odd percent of today's admission tickets, make of this all-around excellent M-G-M musical a major audience experience. The nimblest duo ever burdened with a clumsy and confusing name (from the billing point of view) fulfill here in abundance all the promise they've shown and the predictions made for them. They would be personally tremendous in this even if it were a bad picture. Happily, however, it is one of the finest in the long, glittering procession of color by Technicolor musicals from the House of Leo—stunningly danced, quite as well sung, correctly timed, paced and assembled, in short a superbly balanced production in a category where balance is often the insoluble problem that licks the project. Don't be surprised if "Everything I Have Is Yours" exceeds even M-G-M's box-office expectations.

Back-stopping the Champions, as to billing, are Dennis O'Keefe, as a successful producer of stage musicals, and Monica Lewis, as an understudy for the leading lady in one of his shows. And back-stopping these, just short of incredibly well, are singers and dancers in number, in and out of formation, in small groups and large, who supply the skilled support that only top talents like the Champions can top.

The story, a warm little family narrative, plausible far beyond the par for musicals, is by George ("Three Little Words") Wells, who also produced, and the direction is by Robert Z. Leonard, whose list of successes is too long for this page. Musical direction is by the distinguished, dependable David Rose, with Gower Champion and Nick Castle staging the musical numbers, of which there are eight—all terrific.

The musical numbers are by such estimable, renowned and able gentlemen as Johnny Green, Johnny Mercer, the late Walter Donaldson and Gus Kahn, and when you're talking about music for the plain people who love a tender sentiment and a hot-beat equally well, these are the gentlemen whose works you're referring to—with the name of M-G-M's No. 1 music man, Johnny Green, leading all the rest.

Running time, 96 minutes. General audience classification. Release date, Oct. 31.

WILLIAM R. WEAVER

"Springfield Rifle"

(Warner Brothers) *Hollywood, Sept. 24*

GARY COOPER, man and boy, has been making big money for exhibitors in pictures presenting him in various uniforms of this country's armed services, and there is no reason for supposing that he will do less than that on this occasion. This time he portrays a cavalry officer in the Union Army during the Civil War, with such experienced players as David Brian, Paul Kelly, Lon Chaney, "Big Boy" Williams, Alan Hale, Jr., Philip Carey and Vince Barnett providing support, and with Phyllis Thaxter furnishing distaff interest, which is a minority factor in the story. Major factors are splendid horsemanship displayed in sensationally staged conflicts in mountain terrain, intricate twists in a complex script, and dramatic use of WarnerColor.

Producer Louis F. Edelman got a maximum yield from Sloan Nibley's story via a screenplay by Charles Marquis Warren and Frank Davis, who steered clear of cliche and commonplace throughout. The direction by Andre Detoth was a unique choice for this type of subject. It is a bit slow in spots but snaps into tension whenever, as happens frequently and violently, the characters break into fisticuffs as a better means than dialogue for settling moot points. The film is at its best when fighting rages full blast.

In the story Cooper is a cavalry officer who pretends disobediances to orders and gets himself cashiered from the army so he can join raiders stealing horses from Union forces and thus learn the identity of a traitor who is supplying raiders (in Confederate employ) with information. Following a number of clashes and surprises, he learns his own commandant is the traitor responsible, and he clears up the situation with the use of a newly-invented Winchester rifle, receiving honors also for establishing American army counter-espionage.

Running time, 93 minutes. General audience classification. Release date, Oct. 25.

New York 'Mirror' Promoting Product

The New York *Daily Mirror* is publishing every Monday morning an up-front bold-face box strongly recommending attendance at motion picture theatres, as follows:

"Are you a living-room captive? If night after night you tie yourself down at home, you are denying yourself many pleasures. For example, the joy of going to the movies. Relax in a luxurious, modern theatre, see the first releases on a giant screen, without eyestrain; thrill to wonderful music. The amusement pages of the *Mirror* will help you decide what picture to see and where to see it. Leading theatres advertise here every day. Don't miss their current showings, which are announced in this issue."

Kramer Unit Off To Israel Tonight

The entire production unit of Stanley Kramer's Columbia production, "The Juggler," comprising 32 persons, will arrive at Idlewild Airport here this morning, preparatory to leaving tonight by plane for Tel Aviv.

Heading the group are Milly Vitale, Italian actress, and director Edward Dmytryk. Kirk Douglas will leave by air on Saturday.

Plans Dixie Reopening

LOUISVILLE, Sept. 24.—Edward Davis, owner and manager of the neighborhood subsequent-run Dixie Theatre here, has announced plans to reopen the theatre in the near future. The house has been dark for two months.

Starr and McCraw to Attend Florida Meet

JACKSONVILLE, Sept. 24. — A lineup of industry speakers were announced here for the annual convention of the Motion Picture Exhibitors of Florida which will be held Oct. 19-21 at the Roosevelt Hotel in Jacksonville, by Maurice B. Hensler, president. Featured at the main banquet will be an address by William McCraw, Variety International executive.

Alfred Starr, of Bijou Amusement Co., Nashville, recently elected national president of the Theatre Owners of America, will be the principal speaker at the closing business session of the meeting. Starr will speak on TOA as well as theatre operations in general. From the national headquarters of TOA will also come Herman Levy, general counsel, and Dick Pitts, executive director.

A highlight of the convention will be a "School for Drive-In Theatre Owners," which will be conducted by Jack Braunagel, Commonwealth Theatres, Kansas City. Various concession firms will have exhibits. Lineup of stars who will attend the sessions will be announced next week.

Kickoff speaker will be Mitchell Wolfson of Miami, past president of TOA, and one of the founders of the local group. The board of directors of the organization invite interested parties from all over the country to attend the meetings.

40 Manufacturers In 'Andersen' Tieups

What is described as one of the most comprehensive merchandising campaigns ever accorded a picture is being arranged for Samuel Goldwyn's production of "Hans Christian Andersen" through the joint efforts of RKO Radio and the Samuel Goldwyn offices.

Although release of the Goldwyn film is still months away, the tie-ups already include more than 40 manufacturers of clothing and accessories, toys and fabrics, all of which will be co-ordinated with the promotional departments of several leading department store chains. Meanwhile, both the RKO and Goldwyn offices are developing separate promotions in the music and book publishing fields.

Tie-ups are being made by Geraldine Cooper of RKO and Martin Davis of the Goldwyn office.

125 Set for Variety Tourney at Tuckahoe

Approximately 125 from the industry here will be on hand for the New York Variety Club's first annual golf tournament today at the Vernon Hills Country Club, Tuckahoe, N. Y.

Edward Lachman, club property master, and Edward Fabian of Fabian Theatres handled the arrangements.

Variety Host to Press

Variety Clubs International will hold a luncheon at the Hotel Astor here today for the trade press. Jack Beresin, international chief barker, and Jack Chisholm, international press-guy, will attend from Philadelphia and Toronto, respectively. This luncheon is unrelated to the local tent's golf tournament and party set for the same day.

Allied Artists

(*Continued from page* 1)

decided to discard the use of the Monogram name from all but corporate transactions came as a surprise to the delegates to the national convention.

Broidy told the gathering that the industry "now is entering a new era." He said "the period of despondency of doom and gloom is behind us. We are moving ahead into an era of enthusiastic showmanship in which the world's theatre screens will soon be reflecting the greatest buy per entertainment dollar ever offered. The entire film industry is now being geared not only to keep customers coming back to the box-office but to offer the kind of packages that will entice new audiences."

He continued: "The reaching of these new heights can't be realized by wishful thinking. Genuine efforts have to be made to bring this about. The producers have to provide the right kind of product. The distributors have to sell this product to its fullest potential value, and in turn the exhibitors have to merchandise it in a manner that will bring in the greatest returns."



Steve Broidy

He said that each year Monogram-AA strived to play a more prominent part in the industry and that "we have now reached a position where we are regarded as a very important cog in the overall picture." He said the position held at present by the company "is the result of three years of intensive planning for the expansion of our distribution and production operations."

Terming the 35-feature program one that is aimed "at every theatre in the country, from the largest metropolitan show cases to the smallest rural situations," Broidy said many of the pictures will be given the heaviest exploitation yet undertaken.

Battle Zone, starring John Hodiak, Linda Christian and Stephen McNally; Kansas Pacific, starring Sterling Hayden, and Fort Calagary, starring James Craig, all produced by Walter Wanger.

Torpedo, a Lindsley Parsons-John Burrows production starring Mark Stevens and Dorothy Malone; Cow Country, produced by Scott R. Dunlap; Affair in Monte Carlo, in color by Technicolor, starring Richard Todd and Merle Oberon; Pocahontas, produced by Dunlap and James S. Burkett.

Roar of the Crowd, Wichita and The Siren Jezebel, all produced by Richard Heermance; Son of Belle Starr, produced by Peter Scully, and The Black Knight and The Annapolis Story, both produced by Walter Mirisch.

Jalopy, Clipped Wings, Loose in London and Desert Knights, Bowery Boys comedies produced by Jerry Thomas and starring Leo Gorcey and Huntz Hall.

Leopold Land and The Golden Idol, both produced by Mirisch and starring Johnny Sheffield; Tangier Incident and Off the Record, produced by Parsons and starring George Brent; Joplin, Mojave Pass, The Homesteaders and Boot Hill, starring Bill Elliott, and The Copperheads, Oklahoma Manhunt, The Marksman and Wild Cattle, starring Wayne Morris, all eight produced by Vincent M. Fennelly.

White Lightning and High Tension, produced by Ben Schwalb; Wolf Dog and The Big Wilderness, produced by Parsons and William F. Broidy, and Murder Without Tears and Wanted by the F.B.I., produced by Broidy.

Also, the company will continue to release the one- and two-reel Little Rascals comedies.

$600,000 Profit Reported by Mono.

Chicago, Sept. 24.—Monogram Pictures Corp. and its consolidated companies will show net earnings just short of $600,000 for the fiscal year just ended, George D. Burrows, executive vice-president and treasurer, today reported to the company's national convention here in a message read to the meeting by Steve Broidy, president.

Burrow's message described the company's financial prospects as "exceedingly bright." He added that "every indication points to our having profits for the current year that will at least equal the earnings we will show for the year just ended."

The message continued: "The combined effect of accumulated earnings and materializing of financial plans under consideration will permit coordination of operations in the company that have been somewhat lacking in the past because of our lack of working capital. Our present financial condition now permits the intelligent planning of production, distribution and financing, all coordinated to the best interests of the company, its management, employes and stockholders."

Theatre Men Join Pop Corn Promotion

Chicago, Sept. 24.—The first day of the eighth annual Pop Corn Industries convention, at the Hotel La Salle here Nov. 12-14, will be featured by a discussion of handling, merchandising, and selling pop corn at theatre concession stands, it was announced by Thomas J. Sullivan, executive vice-president of the National Association of Pop Corn Manufacturers.

Scheduled to participate in a panel discussion on "Getting Maximum Returns from Concessions Operations" are Harold J. Fitzgerald, Fox-Wisconsin Amusement Corp., Milwaukee; Abner Horn, Rainbow, Inc., Lake Charles, La.; Charles Manley, Manley, Inc., Kansas City, Mo.; J. J. Fitzgibbons, Jr., Theatre Confections, Toronto, and L. A. Dunn, New England Theatres Service Corp., Boston.

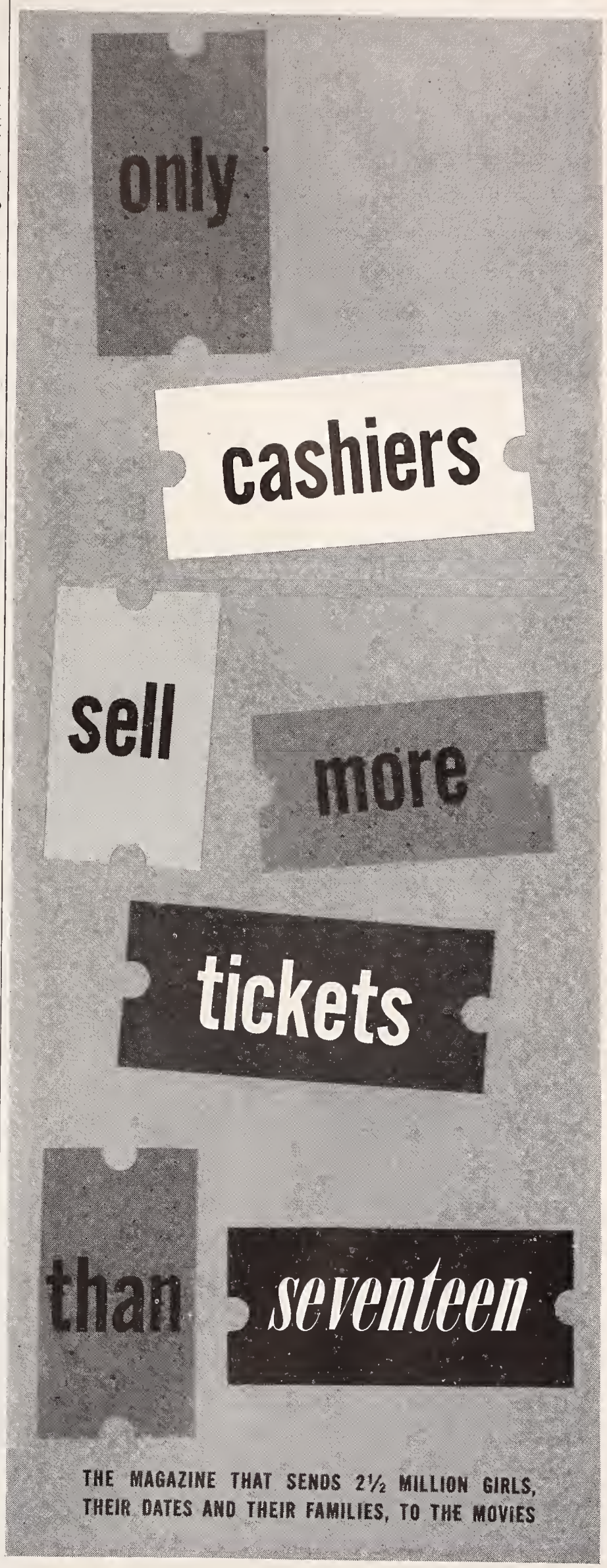
Gary Honors 20th For 'Lydia' Film

A special citation of merit from the city of Gary, Ind., was presented this week to Spyros P. Skouras, president of 20th Century-Fox, honoring the company for its production of "Lydia Bailey." The presentation was made by Charles H. Bonner, president of Community Services of Gary, which is the home town of William Marshall, star of the picture. The citation, signed by Mayor Peter Mandich, and representatives of the Gary Chamber of Commerce, the United Steelworkers of America and other community leaders, marked the first time that all Gary civic groups joined to honor a motion picture.

Similar certificates of merit will be forwarded to production chief Darryl F. Zanuck, producer Jules Schermer, director Jean Negulesco, and writers Philip Dunne and Michael Blankfort.

Technicolor Dividend

The board of directors of Technicolor, Inc., has declared a dividend of 50 cents a share, payable Oct. 20, to stockholders of record on Oct. 6. This will be the third dividend of 50 cents paid by Technicolor in 1952.



Fight Film Does 'Brisk Business'

A top notch fight film of the Walcott-Marciano bout, produced by RKO Pathe, drew in crowds yesterday afternoon at the seven Broadway houses here, where it had enjoyed its first run.

Managers at the Palace, Embassy, 46th Street Trans-Lux, 49th Street Trans-Lux, Globe, Times Square and the New York reported brisk business. The film was put on the screens of the houses a little after 3:00 P. M.

The dramatic quality of the bout, which saw the heavyweight title pass to Marciano, is fully captured in the film, which runs 21 minutes. The blistering first round when Walcott sent the challenger to the canvas for the count of three, sets the tempo. From there on in, virtually every second of the film is exciting.

The 13th round, when Walcott is kayoed by Marciano, climaxes the film. Shots of the 13th and first round are also done in slow-motion, allowing the audience to see the big punches of the evening more closely.

The eight camera crews which filmed the fight at Philadelphia's Municipal stadium deserve a round of applause and commendation should also be passed on for the fine job of editing.

The RKO Pathe film is much superior to the fight telecast as viewed at the Warner Theatre, which on the whole was quite good. The lighting and definition of the film surpasses that of the telecast.

Sidney Kramer, RKO short subjects sales manager, announced that he expected the print order to exceed that of "any fight film RKO has ever handled." Last year, 1,350 prints were made for the Robinson-Turpin bout. The film began playing at all neighborhood RKO Theatres last evening in New York. More than 1,500 theatres, according to RKO Pathe, are slated to take the fight film.

M. Horowitz

Gold Defends Video Programming Here

The economics of the television industry dictate "good taste" in programming, Melvin L. Gold, president of the National Television Film Council, told the House sub-committee probing TV programming here.

He defended the number of crime shows on TV as an expression of the public's demand for such programming which, he said, features "action" and "drama." He saw no need for additional legislation governing the content of programming, calling attention to present Federal Communications Commission regulations.

Gold appeared before the special sub-committee of the House Interstate and Foreign Commerce Committee investigating radio and television programs. The radio and TV industry was also defended in testimony by Charles R. Denny, vice-president of National Broadcasting.

The committee was informed by Jack L. Van Volkenburg, Columbia Broadcasting president, that the company has received no complaints lately from any source concerning the apparel of actresses on TV. Criticism in the past centered around the "scantiness" of actresses' costumes.

Hail Fight Telecast

(Continued from page 1)

ing out the telecast completely. Beginning yesterday morning, the theatre began returning $12,963 to disappointed fight patrons. The management assured the patrons, who remained in their seats to hear the commentary of the fight, that they would receive the money spent on tickets.

The installation at the Academy, which was rushed in a few days towards completion, was the only TV-equipped house to suffer a complete breakdown.

Of the 50 theatres carrying the telecast, 36 were equipped with RCA large-screen television, the manufacturing company reported yesterday. All of the 36 reported "good performance," the company said, including the Warner Theatre here which experienced a momentary blackout during the first round which was corrected within a matter of seconds.

Troubles of another sort was experienced by the S-3 Drive-in, Rutherford, N. J., the only open-air theatre in the country to carry the bout. It stemmed from the huge overflow which clamored to get in, causing in addition to a traffic jam, damage to the theatre. Fences were torn down, fires were built on the grounds, and the concession stand had to be closed to forestall theft.

Enthusiasm for the performance, however, was expressed by Philip Smith, of Smith Management Co., and president of Midwest Drive-in Theatres, Inc. of Boston, which operates the S-3. He said the fight grossed $14,000 and at least 5,000 cars were turned away. Added Smith, "If it weren't for our consideration for the more than 7,000 people on foot that stormed our entrance and exit roadways, we could easily have taken care of another four or five hundred cars in our waiting room space."

Theatre Network Television's success in moving up the time of the main attraction from 10 to 10:30 P.M. assured an exclusive to West Coast theatres. The kinescope to theatres West of Omaha was transmitted from New York starting at 11:15 P.M. (EDT), while the fight was in its seventh round. This forestalled any West Coast breaks in the radio and TV blackout, allowing West Coast fight fans to hear news flashes at the end of the bout before it appeared on theatre screens.

Enthusiasm was also the reaction of the International Boxing Club, which stands to receive about $140,000 for the theatre TV rights, about $35,000 above the minimum due to its box-office draw.

The S-3 Drive-in used RCA's instantaneous theatre TV equipment, which projected a picture 24 by 36 feet, the largest theatre-TV picture ever thrown on the screen. Its projection throw of more than 125 feet was also the longest ever used in theatre TV.

Smith, commenting further on the S-3's experience, declared "theatre television of big fights and other outstanding attractions is here to stay and I don't see how any group of sponsors can compete successfully with a sufficient number of theatre outlets. The drive-in theatres of America alone will one day in the near future gross over $10,000,000 on one night on a top attraction. Don't sell your theatre short—both conventional and drive-in theatres have a wonderful future to look forward to."

As to the fight performance in other sections of the country, here are late reports from Motion Picture Daily correspondents:

Los Angeles—Sherrill Corwin's Orpheum Theatre played the fight telecast to a virtual capacity audience of 2,200, grossing about $8,000. Management was enthusiastic about the event.

Seattle—Reception at the Orpheum here was good, with a capacity audience of about 2,600 in attendance.

Indianapolis—The theatre telecast of the Walcott-Marciano fight was seen by a capacity crowd of 3,200 at the Indiana here. All seats were $2.50, yielding an estimated gross of $8,000. Management said 4,000 persons were turned away. The overflow evidently boosted business at all other first-run theatres. They reported grosses up above Monday night and also Tuesday of last week.

Cleveland—For the first time three local theatres carried a telecast of a fight. Attendance for the Walcott bout was satisfactory, but not sensational.

Approximate attendance at the Hippodrome was 2,200; Palace, 1,700; State, 1,500. Non-fight theatres had average week-day attendance. Concession sales were excellent and the crowds orderly at the three theatres.

Kansas City, Mo. — The Ashland, only television equipped theatre in Kansas City, sold out its 1,200 seats by 7:30 yesterday evening. For the fight, admission was $3.30, including tax and no reserved seat basis.

Some other theatres in Kansas City had average or better Tuesday evening business, but attendance at some was light relative to the previous attendance for the current programs. The Nixon broadcast might have affected theatre attendance.

Milwaukee—There was a complete sell-out at the Warner and Riverside theatres here, topped by standing in the aisles. Reception was good. Prices were $2.40 and $3.00. Business at other downtown theatres was average.

Minneapolis—Radio City Theatre, a Minnesota Amusement Co. first-run house with 4,038 seats was the only theatre in the twin cities to telecast the Walcott-Marciano fight. Every seat was sold at $2.50, including tax, one of the lowest prices in the country.

Three hundred persons were turned away at Radio City. Three other Minnesota Amusement Co. first-run houses, the Century, State and Lyric, benefitted with good business from the Radio City overflow. Other first-run houses reporting were RKO Orpheum with average business. The Karatz reported business below normal because of the fight telecast.

Minnesota Amusement Co. president Harry French said the fight was an "outstanding demonstration of future possibilities of theatre television."

Omaha — The Walcott-Marciano fight drew a capacity 3,000 crowd to the Orpheum for the theatre's second TV ring offering. Tri-States manager William Miskeel said it was more than 1,000 above the Robinson bout. The price was $2.50, plus tax.

San Francisco — The Telenews here was a complete sell-out for the fight. Its 399 seats were scaled at $4.80, all reserved.

No increase in concession business was noted. Seats were scaled as high as $27. A hundred persons waited outside hoping to buy even standing room tickets. Business at other houses was reported to be normal.

Earl Long's 2,735-seat Paramount, with loges reserved at $3.60 and others $3.00 sold out before fight time. No increase in concession business was reported. Primo Carnera, Willie Ritchie, Bobo Olson and other fight personalities appeared on the Paramount's stage prior to the fight. The picture was good. Earl Long expressed confidence that future sporting events will pay their way.

Miami Beach—A sell-out for the Walcott-Marciano closed circuit telecast was chalked up by the Carib Theatre here tonight. Fight fans filled the theatre's 2,070 seats long before the start of the bout. The house was scaled at $3 and $4.00.

The telecast had no appreciable effect upon other first-run houses in the greater Miami area. Managers of these outlets reported average Tuesday night attendance in all cases.

Detroit, Sept. 24.—SRO signs were out at United Detroit Theatres' Palms, and W & W Theatres', Eastown, last night for the Walcott-Marciano fight. Tickets sold for $3.60 at the theatres with no reserved seats. The 2,700-seat Eastown and the 2,900-seat Palms both reported a full house.

23 Legislators from Ohio Favor Repeal

Columbus, O., Sept. 24.—Official listing of Ohio candidates' attitudes on repeal of the Federal admission tax by the Independent Theatre Owners of Ohio shows not one Senatorial or Congressional candidate listed as opposing the proposal.

The list gives 18 candidates definitely committed to repeal, five favorably inclined, one for reduction and seven who promised to give "serious consideration" to arguments by theatremen for repeal. This makes 31 candidates out of 49 in the state. The remaining 18 have not replied to queries by Robert Wile, ITOO secretary.

Requests Public Aid Against Tax, Censors

Albany, N. Y., Sept. 24.—The American public has two great stakes in the industry today, Maurice A. Bergman, Universal Pictures public relations director, told the Kiwanis Club at a luncheon at the Hotel Ten Eyck here.

Citing these stakes as the repeal of the 20 per cent admission tax and the fight against censorship, Bergman urged his listeners to join with the industry in their community to help achieve a successful adjudication of these two issues.

Calls US 16mm. Suit 'Not Unusual Charge'

Los Angeles, Sept. 24.— Chief William C. Dixon of the West Coast offices of the anti-trust division of the Department of Justice told a noonday meeting of the National Society of Television Film Producers and guests that the Government's 16mm. suit is "not an unusual charge," and is based on the Department of Justice view that a trade practice becomes conspiracy "when conscious parallel action of participants is demonstrable." In a question-answer period, Dixon said, "Based on other cases, it might take two years to get this one to District Court and another year to reach the Supreme Court."

Balaban Sees

(*Continued from page* 1)

tern of frequent and regular attendance at motion picture theatres, Balaban said, Paramount and the other production companies "today, more than ever before in the history of the motion pictures are responding with a type of screen entertainment specifically designed to meet the tastes and demands of the public. All of this indicates a very healthy situation and outlook for the motion picture industry."

Met With Freeman

While in Hollywood, Balahan held a "series of intensive conferences" with Y. Frank Freeman, Paramount vice-president and studio head; Don Hartman, production head, and other studio executives.

"I cannot remember a trip to Hollywood that has given me so much cause for genuine optimism about the future of our business and of our company," the Paramount president declared.

"The realistic attention to the box-office needs of exhibitors and to the present day tastes of world audiences, combined with vigorous and imaginative showmansip, with which every picture-maker on our lot is going about his job is truly inspiring," he added.

Based on Finished Films

"Based upon the finished pictures I have seen, coupled with our current successes, pace setters for the industry as well as Paramount," said Balaban, "I am confident that our company's present box-office momentum will be maintained, if not exceeded, with resulting increased patronage from the public and increased box-office receipts for our customers."

Balaban cited pictures produced or to be produced by Cecil B. DeMille, Hal Wallis, Perlberg-Seaton, William Wyler, George Stevens and others as responsible for much of his optimistic outlook for Paramount.

FREE EXCITING SHOWS

KIDDIES' CARNIVAL—Free Every Saturday. 253 Keenly-wanted Prizes. Includes Bicycles, Life-size Dolls, Ranger Wagons. Can run 52 Weeks. Other Bib Promotions. No Work—No Cost to Theatres. Legal Everywhere.

PREMIUM HOUSE FILMS, Inc.
1841 Broadway (60th St.), New York 23, N. Y.
Circle 7-3880

Stolkin Described

(*Continued from page* 1)

and other enterprises, including RKO Pictures. He has three children.

His rise to wealth, estimated by *Fortune* at $35,000,000 to $40,000,000 with an annual income of $4,000,000, is one of the most spectacular success stories of the postwar period.

Stolkin is also vice-president of Kleen-Stik, manufacturers of adhesive labels and tape; U-Arc Corp., arc lamp producer, and Postal Finance Corp. He is co-owner of a 20,000-acre beef cattle ranch in Kerrville, Texas, with Robert S. Hays of San Antonio, and recently purchased a controlling interest in stations KJR, Seattle, and KOIN, Portland, Ore. He is president of Screen Associates, Beverly Hills, Cal., producers of films for television.

Prior to going into the mail order punch-board business, Stolkin was progressively a runner, salesman, and customers' man for a Chicago brokerage firm.

His attorneys are Sidney Korshak, Chicago; Arnold Grant, New York, and Gregson Bautzer, Los Angeles.

Koolish heads Empire Industries, and is the originator of the automobile license facsimiles for key chains which are distributed by disabled veterans.

There was still no official word yesterday concerning the new RKO Pictures' owners views concerning management. However, it is widely believed that Stolkin will be named chairman of the board, replacing Noah Dietrich, Howard Hughes' associate, and that Ned E. Depinet, president, will be continued in that post. Stolkin is due here from the Coast tomorrow and will leave for New York over the weekend to visit and inspect RKO Pictures headquarters on Monday. While there he hopes to arrange a board meeting for late in the week.

Sherrill Corwin, Los Angeles exhibitor and a member of the purchasing group, is expected to be added to the RKO Pictures board, along with other members of the group or their representatives. It is also reported in Hollywood that Corwin may be identified with the studio in an executive capacity, replacing Hughes' appointee, C. J. Tevlin.

A. T. & T. Asks

(*Continued from page* 1)

and James Fly, attorneys for the Motion Picture Association of America, and Marcus Cohn, attorney for the National Exhibitors Theatre Television Council, A T and T declared that such a meeting "would provide an opportunity to reach a mutual understanding of our respective problems." The letter suggested that the A T and T and industry "technical people" get together as soon as possible.

Welch said today that the meeting would probably take place next week, since the industry's theatre television lawyers and engineers are agreeable to the idea.

A T and T's letter was the latest in a series of exchanges marked by the attempts of Welch, Fly and Cohn to obtain cost and equipment information on theatre television transmission.

Puente Case

(*Continued from page* 1)

ing positions and unreasonable clearance. Both the California District court and Court of Appeals found for the defendants in the case, who argued that the playing positions and clearances given to the Puente Theatre in Puente were the result of independent action by each defendant and not the result of understanding or conspiracy.

The suit was brought by Steve and Emma M. Chorak, owners of the Puente Theatre. The distributor defendants are: RKO Radio Pictures, Warner Brothers, 20th Century-Fox, Columbia, Universal, Loew's, Paramount, United Artists, and Monogram. Exhibitor defendants are: A. L. San Orn, owner of the El Monte Theatre, and James Edwards, Jr., whose Edwards circuit operates the Valley and Tumblewood theatres.

Hughes Loan Part of RKO Sales Pact

Hollywood, Sept. 24. — A spokesman for Howard Hughes today confirmed overnight reports that "as part of a sales agreement with the Stolkin syndicate, Howard Hughes agreed that if he is called upon by RKO Pictures Company he will loan RKO eight million dollars."

Although the spokesman declined to elaborate, the trade here was quick to observe that Hughes had not bound himself to make such a loan to the syndicate purchasing his stock, but to the company in whole, and that no date specifications or limitations were included in the statement.

Johnston Reply

(*Continued from page* 1)

television," it was indicated at the MPAA offices here yesterday.

Johnston, now in San Francisco, is expected to go to Hollywood today for a brief visit before returning to Washington over the weekend. Meanwhile, the Texas exhibitors' protest has not reached him, it was said. Johnston undoubtedly will reply on his return and, meanwhile, MPAA spokesmen pointed out that Johnston's staement did not infer that the TV film production he forecast inferred any "immediate" such activity.

The protesting Texas exhibitors, H. J. Griffith, Julius Gordon, Phil Isley and Claude Ezell, asked Johnston how Hollywood can serve two masters.

AMPA'S

Course in Showmanship

Advertising, Publicity, Exploitation — 12-Week Course, 6-8 p.m. every Thursday, beginning Sept. 25. Classes in Times Square area. Register by sending check for $15, name, business and home addresses and telephones to Edgar Goth, Fabian Theatres, 1501 Broadway.



Night in day...

The best moonlight is the light of the noonday sun . . .

Obvious, of course, to an industry trained in modern cinematographic technics. Equally obvious is the need for infinite care in the choice of film and filters—in keying film and situation . . . in co-ordinating method and result desired in processing.

To help solve problems such as these, representatives of the Eastman Technical Service for Motion Picture Film are trained to advise—are ready and able to roll up their sleeves and lend a hand wherever necessary.

In maintaining this service, the Eastman Kodak Company has branches at strategic centers . . . invites inquiry on all phases of film use from all members of the industry. Address: Motion Picture Film Department, **Eastman Kodak Company,** Rochester 4, N. Y. *East Coast Division,* 342 Madison Avenue, New York 17, N. Y. *Midwest Division,* 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division,* 6706 Santa Monica Blvd., Hollywood 38, California.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 62 NEW YORK, U. S. A., FRIDAY, SEPTEMBER 26, 1952 TEN CENTS

Accept French Remittance of $1,200,000

'Goodwill' Offer Viewed As Bid for Early Talks

A French government "no-strings-attached" offer to remit at once to American distributors $1,200,000 of their frozen earnings has been accepted by the companies, it was learned here yesterday following a meeting of foreign managers. Conversion will be at the official rate of exchange.

The surprise offer, following by less than three weeks the collapse of Franco-American film pact negotiations, was interpreted here as a goodwill gesture designed to hasten a resumption of negotiations.

Actually, the move by France represented nothing more than that country had intended to do when the talks in Paris between officials of the

(*Continued on page 2*)

'Re-Tool' AA Studio For New Product

HOLLYWOOD, Sept. 25. — Some 200 delegates to the national sales convention of Allied Artists were told today by executive producer Walter Mirisch that "re-tooling" studios facilities for stronger product comprised one of the most difficult projects in company history. "We are crossing our barriers in Hollywood, and by doing so we are

(*Continued on page 4*)

More Trade Ads Needed: AA's Flinn

Chicago, Sept. 25. — John Flinn, Allied Artists national director of advertising and publicity, declared here today that a definite need exists for more trade advertising for the company's forthcoming product.

Flinn said that during the past year AA trade paper advertising increased 60 per cent over the previous year, but that the outstanding 1953 AA product requires an even greater amount of trade ads. Flinn addressed the Allied Artists sales convention.

Pit European Variety Club Tent Vs. 'Red' Influence

Viewing the humanitarian work of the International Variety Clubs as a formidable potential weapon for counteracting Communist propaganda in Europe and the Middle East, the U. S. State Department has suggested to the entertainment industry organization that efforts be made to establish tents in those overseas areas.

This was revealed here yesterday by Variety's international chief barker Jack Beresin at a meet-the-trade-press luncheon at the Hotel Astor. He added that Variety was quick to act on the suggestion with the result that charters are about to be granted to tents which have been set up in Madrid, Hamburg and Frankfort. In due course, Beresin added, Variety clubs will be organized in Paris and Rome.

Meanwhile, the chief barker said, no time is being lost in planning for

(*Continued on page 2*)

Schenck Hits News Report on Merger

Nicholas M. Schenck, president of Loew's, Inc. and Metro-Goldwyn-Mayer, yesterday denied that there is any truth in the published rumor that there would be a merger between M-G-M and 20th Century-Fox.

"The rumor is without any possible foundation," he said. "It is ridiculous, absurd, untrue, never been thought of, a complete invention. You cannot make the denial strong enough."

The rumor was published in yesterday's New York *Daily News* under a Hollywood date-line with Hedda Hopper's byline.

A similar denial was issued by 20th Century-Fox officials here and on the Coast, which also covered the report that Darryl F. Zanuck might join RKO Radio.

Merger Rumor Is 'Untrue': Skouras

Spyros P. Skouras, president of 20th Century-Fox, yesterday branded a statement made in a New York newspaper that a merger was in the making between 20th-Fox and Loew's, Inc. as "completely untrue."

He made it very clear that 20th

(*Continued on page 2*)

Marilyn Monroe Is Voted Top 'Star of Tomorrow'

Exhibitors throughout the country have chosen Marilyn Monroe as the number one "Star of Tomorrow" in the 12th annual poll conducted by *Motion Picture Herald.*

The other nine elected were voted in the following order: Debbie Reynolds, Marge and Gower Champion, Mitzi Gaynor, Kim Hunter, Rock Hudson, Audie Murphy, David Wayne, Forrest Tucker and Danny Thomas.

The "Stars of Tomorrow" poll is *Motion Picture Herald's* mid-year companion survey to its 21-year-old "Money-Making Stars" poll, the industry's oldest and unanimously accredited measure of talent values. Both polls are conducted by sealed ballot, direct mail and present the aggregate findings of the nation's theatre operators, independent and circuit.

Marilyn Monroe was voted top position by the biggest margin any of the previous poll's leaders have achieved. She was also selected for the key spot by Canadian showmen.

The breakdown of the circuit and

(*Continued on page 4*)

New 20th, NT Firms To Begin Tomorrow

As of tomorrow, 20th Century-Fox and National Theatres will function as two separate corporations in accordance with the divorcement plan adopted by 20th-Fox to fulfill the terms of the consent decree.

A spokesman for 20th-Fox said yesterday that no hitches in divorcement plans have occurred and the two new corporations will begin their operations as of the target date, Saturday.

Charles Skouras, who remains as

(*Continued on page 2*)

Altered Draft Of Arbitration Is Due Today

Company Lawyers Set It for President's Meet

Distribution attorneys who have been meeting this week to incorporate suggested amendments in the exhibition-distribution draft of a projected industry arbitration system are expected to complete their work today.

The attorneys' time-table in this connection calls for completion of the work by today so that the amended draft could be placed in the hands of distribution company presidents in time to give the executives the opportunity to set as soon as possible a date for a meeting next week to act on the altered draft.

A meeting of the presidents and foreign managers has been tentatively

(*Continued on page 4*)

Sees Arbitration Within Six Months

ALBANY, N. Y., Sept. 25. — The prospects of an arbitration system being established "within six months, or by next spring" are excellent, in the opinion of Harry Lamont, president of the Albany Theatre Owners of America unit.

Lamont said that he was greatly heartened by the address which William F. Rodgers delivered at the

(*Continued on page 4*)

900 Fight Prints Already Shipped

Over 900 prints of the RKO Pathe Walcott-Marciano fight film have been shipped, and more are being processed, Sidney Kramer, RKO Radio short subjects sales manager, reported here yesterday.

He added that 101 theatres in the New York Metropolitan area are playing the short. Kramer described exhibitor demands for the film as "heavy," exceeding the requests for former fight films. The film was also made in Spanish for Latin America, he disclosed.

Personal Mention

TED CURTIS, Eastman-Kodak vice-president in charge of professional motion picture sales, will be here Tuesday from Rochester.

•

WALTER SELTZER, HAL WALLIS publicity representative, will return to Hollywood today from New York.

•

GEORGE A. HICKEY, M-G-M Western sales manager, is in New York from Los Angeles.

•

PANDRO S. BERMAN, M-G-M producer, is in Medford, Ore., from Hollywood on vacation.

•

HAL COOPER, producer, has arrived here from London.

Henry Morgan in Columbia Series

Columbia Pictures has signed Henry Morgan, radio and television comedy star, as writer-narrator of a new series of one-reel shorts, "Animal Cavalcade," "Chimp-antics," the initial offering in the set of eight subjects, will be released Oct. 30. The series is being produced and directed in New York by Harry Foster.

French Offer

(*Continued from page* 1)

two governments ended unsuccessfully. The breakdown came when France withdrew a previous offer to permit an additional $4,500,000 in blocked earnings to be remitted forthwith at the capital account rate. Thus the fate of this additional sum remains undetermined.

At the time the Franco-American negotiations were about to commence in Paris the French hit American film imports with a decree cutting them from 121 to 90 per year. Moreover, during the talks the French pressed hard for an agreement that would provide a form of subsidization of French production by the American companies. Ultimately, the Motion Picture Export Association, the Society of Independent Motion Picture Producers and the U. S. State Department stood unanimous in opposition to such an agreement.

The MPEA member companies' presidents and foreign managers are scheduled to meet here next week, possibly on Tuesday, to discuss the possibility of meeting again with the French officials. Eric A. Johnston, MPEA president, was given *carte blanche* by the company presidents to deal with the French following the negotiations break-off. He and Ellis G. Arnall, SIMPP president, are expected to journey to Paris for new talks, but when the trip will take place is something the presidents and foreign managers will have to decide. A date may be set at next week's meeting following consultation with Arnall.

The break-off of negotiations marked the cessation of American film shipments to France.

Overflow Crowd at First AMPA Course

Associated Motion Picture Advertisers' first lecture course in its projected 12-week series was held last night before an overflow crowd of about 125—or nearly double what was anticipated. In fact, the number was too large for the RKO Radio home office screening room, where Howard Dietz, M-G-M advertising-publicity vice-president, was to deliver the first lecture. Those who attended were taken in cars to the Barbizon Plaza, where a large enough room was rented.

Next week's course, to be addressed by Paul Lazarus, will be held at the larger Columbia screening room.

NY Tent's First Golf Tourney Draws 125

Over 125 members of the industry attended the New York Variety Club's first annual golf tournament yesterday at Vernon Hills Country Club, Tuckahoe, N. Y., which saw Abe Schneider and Harold Rinzler come in first and second respectively for the low gross score.

Other winners included: Ed Fabian and Monroe Greenthal, longest drive; Bill White and Bill Scully, nearest to pin; Martin Moscowitz and Max Cooper, worst gross, and Stan Kolbert, Sol Strausberg, George Hornstein, and Max Cohen in the putting contest.

Tent Va. 'Reds'

(*Continued from page* 1)

tents in the only two major U. S. cities where none exists, namely, New Orleans and Seattle. The greater progress in this connection has been made in Seattle, he said, where H. V. (Rotus) Harvey, former Western Theatre Owners president, has been handling organizing arrangements.

Present also at the luncheon, which served too as a birthday party for Beresin, were William J. German, New York tent chief barker; John Fulton, Atlanta chief barker, and John J. Chisholm of Toronto, international press guy. The Variety leaders met with press representatives to invite the latter's suggestions for improving the organization's publicity program.

Beresin described plans for the Nov. 21-23 club convention in Pittsburgh, following which a special Variety fund-raising show will depart for Dublin, Ireland, to perform. The only European cities now having chartered Variety tents are Dublin and London. Tokyo, Mexico City and Toronto are other foreign cities having tents. The 1953 international convention will be held in Mexico City next spring.

Yesterday afternoon, Beresin, German, Fulton and Chisholm met with executives of radio and TV broadcasting companies here to solicit the latter's help in propagating information about Variety.

JDA Unit Will Hold Luncheon Today to Organize for Drive

A luncheon at the Hotel Astor here is scheduled for today, at which members of the motion picture industry division of the Joint Defense Appeal will organize a drive for industry-wide support of the JDA. Leon Goldberg, Universal Pictures, and Edward L. Fabian, Fabian Theatres, are the overall JDA chairmen in the Industry.

The industry is helping to raise New York's share of the 1952 goal of $5,000,000, to finance the activities of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

The various divisions of the industry and the chairmen are: Home office, Harry Kalmine; exhibitors, Harold J. Rinzler; exchanges, Saul Gottlieb, and David Levy; laboratories, William German; publicity, Morton Sunshine; film deliveries, Ira Meinhardt; trade press, Martin Quigley; equipment supplies, Benjamin Perse; concessions, Benjamin Sherman; purchasing agents, Martin Levine; labor, Herman Gelber, Vincent Jacobi, and Thomas Murtha.

20th, NT Firms

(*Continued from page* 1)

president of National Theatres, will have headquarters at the Roxy Theatre while in New York. The home offices of NT will remain on the Coast.

Spyros P. Skouras will head the production-distribution firm, as previously announced. The management and board personnel of both organizations under divorcement remains the same.

NT's Skouras is expected here about Oct. 10 for conferences with David T. Katz, executive director of the Roxy, which has been acquired by NT from 20th-Fox, effective on Jan. 1. In the interim period, it was explained, no further changes in personnel are contemplated although general dismissal notices sent out in August are still in force.

Arthur Knorr, recently appointed producer in charge of stage productions, currently heads up the production staff with individual choreographers being hired from show to show. The star talent is being booked by Katz. Recently, a two-year contract with the musicians union was signed by the Roxy, which granted a $7.25 per man wage boost under the pattern established by Radio City Music Hall.

Merger Rumor

(*Continued from page* 1)

Century-Fox is entering upon "the most important era in its history" in the production and distribution of motion pictures.

With the recent divorcement of its theatre holdings, the company of which Skouras remains president is developing "the most ambitious plans since its founding."

Buffalo Tent to Meet Congressmen on Tax

Buffalo, Sept. 25. — Dave Miller, chief barker of Tent No. 7, Variety Clubs, has issued invitations to a "Meet Your Congressman" night in the club's headquarters on Monday evening, Oct. 6. It will be an occasion for industryites here to meet their Congressmen and to put over some good work for the elimination of the 20 per cent admission tax, says the announcement.

Levy, ACLU, Charges TV Code Illegal

WASHINGTON, Sept. 25. — Herbert Monte Levy, of the American Civil Liberties Union, today told the Harris subcommittee of the Interstate Commerce Committee that the recently adopted television standards of practice code was illegal.

Committee members, who have been relatively enthusiastic in their comments on the code during the committee's hearings on television program content, were rather unenthusiastic about Levy's contention about the code.

Bklyn. Theatre Files $630,000 Trust Suit

Charging conspiracy, block booking and other practices, Joseph Parascandola, owner of the Paras Court Theatre, Brooklyn, has filed in Federal court here a $630,000 triple-damage anti-trust action against major companies.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA in
"BECAUSE YOU'RE MINE"
introducing DORETTA MORROW
Color by TECHNICOLOR - An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION

JOHN WAYNE as BIG JIM McLAIN
in person THE MILLS BROS. RAY MALONE TOMMY REYNOLDS and his ORCHESTRA DANNY LEWIS JEAN CARROLL
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

HOWARD HUGHES presents
"ONE MINUTE TO ZERO"
Starring ROBERT MITCHUM - ANN BLYTH
CRITERION BROADWAY AND 45th ST.

MOTION PICTURE DAILY. Martin Quigley. Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative. FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

"I'M PLAYING 'PLYMOUTH ADVENTURE' THANKSGIVING!"

"I'm giving my patrons a treat for the holidays."

"I'm giving them the great M-G-M Technicolor hit."

"I'm giving them Spencer Tracy, Gene Tierney, Van Johnson, Leo Genn and a superb cast of hundreds."

"I'm giving them the most spectacular sea story of all time, from the exciting novel, in one of the most widely advertised and publicized attractions of the year."

"I'm giving them the story of Thanksgiving on Thanksgiving."

"I'm one of the several hundred showmen who will have this rare showmanship opportunity at holiday time."

"I URGE YOU TO CONSULT M-G-M TODAY!"

M-G-M presents "PLYMOUTH ADVENTURE" starring SPENCER TRACY • GENE TIERNEY • VAN JOHNSON LEO GENN • with Dawn Addams • Lloyd Bridges • Color by Technicolor • Screen Play by Helen Deutsch • From the Novel by Ernest Gébler • Directed by Clarence Brown • Produced by Dore Schary

Draft Due

(Continued from page 1)

scheduled for next Tuesday at the Motion Picture Association of America office here. Whether the meeting will be held on that day, or a day or so later, will depend on the progress the attorneys make in amending the draft. Problems in a number of foreign countries, including France, are due for discussion by the presidents and foreign managers, and the company heads are desirous of conferring at a single meeting or succession of meetings in one day on both arbitration and the foreign problems.

Suggested Last Week

The arbitration draft amendments were suggested at a meeting in Washington last week among the Theatre Owners of America, Allied, and distribution attorneys. If the new draft is approved by the presidents it will be submitted to TOA and Allied for action.

Sees Arbitration

(Continued from page 1)

recent national TOA convention in Washington.

Lamont, who attended with Lewis A. Sumberg, executive director and counsel for the local TOA, said the consensus of industry leaders there was that a workable system of arbitration would be effected. Owner of seven drive-ins and a conventional theatre, Lamont believes that arbitration machinery is "imperative" for the continued existence of exhibtors.

He and Sumberg expect to mail a report on the national convention to local members over the weekend. One of the questions which members will be asked to answer at a meeting here about Oct. 15 is whether the Albany TOA should be made a defendant in the government's 16mm. suit.

Marilyn Monroe

(Continued from page 1)

independent exhibitors selections show differences of opinion on those beyond first and second place.

In the following order, beginning with third place, here are the selections of circuit theatremen: Kim Hunter, Marge and Gower Champion, Mitzi Gaynor, Rock Hudson, Charlton Heston, David Wayne, Danny Thomas and Audie Murphy. Independent exhibitor selections, beginning with third place, follow: Mitzi Gaynor, Marge and Gower Champion, Audie Murphy, Kim Hunter, Forrest Tucker, Rock Hudson, David Wayne and Danny Thomas.

'Fatima' Is Held Over

Following two weeks in each situation, "The Miracle of Our Lady of Fatima" holds for a third week at both the Allen Theatre, Cleveland, and the Warner Theatre, Pittsburgh beginning today. The picture will be nationally distributed on Oct. 11.

FREE EXCITING SHOWS
OLDE COUNTRY STORE NITE—
"Big Bushels" of groceries, Hams, Bacon, Turkeys. Other Big Promotions. No Work—No Cost to Theatre. Legal Everywhere.
PREMIUM HOUSE FILMS, Inc.
1841 Broadway (60th St.), New York 23, N. Y.
Circle 7-3880

Reviews

"Blazing Forest"

(Pine-Thomas-Paramount) *Hollywood, Sept. 25*

WHEN THE GIANT pine forest in this color by Technicolor creation gets to blazing it burns all the other fire pictures ever made right out of memory. Before the picture gets down to the point where the fire begins those canny co-producers, William H. Pine and William C. Thomas, have fastened audience interest firmly upon a likeable set of people variously engaged in the logging business and in each others' affairs, economic and emotional. The fire starts quietly, almost incidentally, and is seen and dealt with, as it grows, from the vantage point of the Forestry Service, the fire watchers, the bulldozers, the shovel brigade, the helicopter pilot and, of course, the hero who braves the inferno to save his friend. Maybe because of the way it's worked into the story, maybe because it's a genuine forest fire in the Nevada Sierras instead of a phony on a miniature set, or maybe because Technicolor and technology have never collaborated more congenially in the interests of melodrama, the fire section of the film is the best ever produced. Coming atop a right snug piece of story-telling, in which the nonesuch Agnes Moorehead and William Demarest support John Payne, Susan Morrow and Richard Arlen in the principal roles, the climactic conflagration figures to draw like a—what else?—forest fire.

The script by Lewis R. Foster and Winston Miller, directed with steadily rising tempo by Edward Ludwig, opens on the problem of Miss Moorehead, owner of fine but remote timber land, whose niece, Miss Morrow, is determined to leave for the city and whose long-time suitor, Demarest, has a running feud with Payne, a lumber-camp boss whose men resent his relentless driving but respect his ability. Miss Moorehead cuts Payne in on a sharing basis in order to persuade him to contract to cut her land, and when he gets rolling, his brother Arlen, an irresponsible given to stealing from his employers, arrives to work on the job, being in hiding from police at the time. There is some rivalry between Payne and Arlen over Miss Morrow, and there are other plot twists of not unusual character, although credible, before the right people are brought together and the weakling brother is eliminated by the blazing forest.

Runing time, 90 minutes. General audience classification. For December release.

WILLIAM R. WEAVER

"The Thief"

(Harry M. Popkin-United Artists)

HARRY M. POPKIN, a producer with a bent for essaying departures from standard in picture-making, has come up with a decidedly unique offering in "The Thief"—unique in that during the entire 85 minutes given to telling the story of an atomic secrets spy not a single word of dialogue emanates from the screen. Neither is there any narration accompanying the action. Yet there is no shutting out of such sounds of normal, everyday city living as auto horns, doors shutting, footfalls, etc.

The prospect of the nagging curiosity potential audiences could experience concerning the novel approach of "The Thief," plus the marquee strength of star Ray Milland, should make exhibitors who book Popkin's new film confident that they have a box-office winner. If this film is promoted properly and adroitly, such confidence should prove to be wholly justified.

Apart from the novelty attending this lack of dialogue, "The Thief" is little more than the usual spy thriller studded with its moments of taut suspense and exciting pursuit. The latter element is displayed here in cat-and-mouse activity involving an FBI man and Milland, the spy, in the TV tower of the Empire State Building high above the streets of New York.

With the foregoing of dialogue the camera must necessarily be explicit and "eloquent" to a proper degree, without seeming to be. This is achieved here to perfection for the most part under the able direction of Russell Rouse who shared with producer Clarence Greene the task of preparing the script. Yet, absorbing though the story may be for the average film-goer, he will find himself preoccupied, during the unfoldment on the screen, with that which makes the picture unique.

How is dialogue avoided? Merely by virtue of the fact that the camera focuses principally on Milland, an American physicist who lives a quiet and lonely existence in Washington. He has sold out to foreign agents, presumably Russians, and his contact with them is achieved by signals delivered by ringing telephones, casually dropped pieces of paper, etc. When, by an accident of fate, the FBI gets on Milland's trail, he succeeds in escaping undetected to New York where, chased up the skyscraper's TV tower, he kills the Federal pursuer. His foreign friends arrange for his escape aboard an ocean freighter, but overcome by remorse over the FBI agent's murder as he is about to walk up the gangplank he suddenly turns back toward the city to surrender himself. There seems to be something just a little too contrived about the ending.

Milland's performance, calling for facial expressions of anxiety, fear, anguish and hysteria, is first-rate. Other players, including Martin Gabel as the principal foreign agent; Rita Gam as a silent and sultry rooming house neighbor of Milland, and Harry Bronson, John McKutcheon, Rita Vale, Rex O'Malley and Joe Conlin register with force and effect. Herschel Gilbert's musical accompaniment is good.

Running time, 85 minutes. General audience classification. Release date, Oct. 10.

CHARLES L. FRANKE

Ebersons in Video

John and Drew Eberson, architectural specialists in theatre design, have added a television department for studio and station planning and construction. Lou Climent heads the department which is equipped to serve as consultant to management.

AA Studio

(Continued from page 1)

helping to place you in a position to overcome any sales resistance," he added.

"There is no production problem, whether it concerns cost, story acquisition, technical obstacles or casting that we won't tackle during 1953 if it results in bringing to the screen the best in entertainment value," stated Mirisch.

Concerning his recent trip to Europe, Mirisch reported that plans are now in progress for future important productions to be launched jointly with Associated British-Pathe.

"Allied Artists quality has passed the proving grounds stage," Mirisch said. "It has won strong exhibitor acceptance."

Allied Artists' sound position today may be attributed in large part to its "dynamic sales force," Edward Morey, New York, vice-president, told the executives, branch managers, bookers and salesmen attending the convention, held in the Blackstone Hotel.

"During the past year when many companies reported either losses or considerably lowered earnings, Monogram and Allied Artists business improved," he said.

"This, in part, may be attributed to a better calibre of picture produced under the guidance of Walter Mirisch, but we cannot minimize the job done by the sales force in marketing our product." He singled out Morey (Razz) Goldstein, vice-president and general sales manager, for doing "an exceptional job."

At the same session, John C. Flinn, national director of advertising and publicity, promised the sales staff that his department would continue to go all out to give increased service to exhibitors.

He pointed out recent innovations which have been put into effect, including the circulation among exhibitors of thousands of "Studio News Flashes"—photo broadsides depicting off-stage highlights and special pressbooks for drive-in theatres.

The company's annual banquet, at which leading exhibitors of the Chicago territory were guests, was held tonight. At the affair, Nat Nathanson, who had headquarters for many years in Chicago and who recently joined the company as a sales executive, was welcomed to the organization.

Harry Sherman Dies

HOLLYWOOD, Sept. 25. — Producer Harry Sherman died tonight at the Cedars of Lebanon Hospital here. The veteran producer underwent a minor operation a few days ago. He is survived by two daughters.

Tiomkin Scores 'Juggler'

HOLLYWOOD, Sept. 25. — Producer Stanley Kramer has signed Dimitri Tiomkin to compose the score and conduct the music for the 10th consecutive Kramer production, "The Juggler."





Those hilarious cartoon characters in another great army comedy to match their "Up Front" kind of business!

Bill Mauldin's

WILLIE and JOE in "Back at the Front"

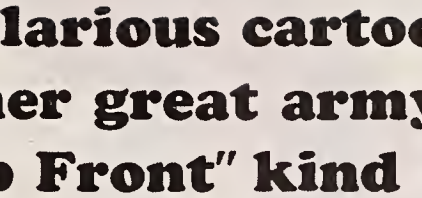


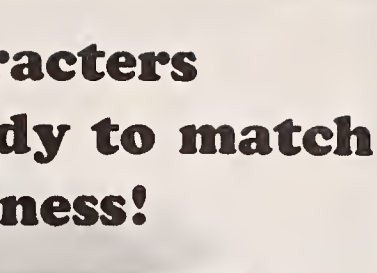
NOW...They're shaking Tokyo apart...laugh by laugh – in the wildest off-limits spree in Army History!



They've got a 10 day pass and they're making it at her!

With scenes actually filmed in TOKYO!





Starring

TOM EWELL
that fun-famed "Willie" of "UP FRONT"!

and Introducing

HARVEY LEMBECK · MARI BLANCHARD
hilarious new comedy sensation as "Joe"! dynamite – in black satin!

with **RICHARD LONG · PALMER LEE** · DIRECTED BY GEORGE SHERMAN · SCREENPLAY BY LOU BRESLOW, DON McGUIRE AND OSCAR BROONEY

BASED ON THE CHARACTERS CREATED BY BILL MAULDIN · PRODUCED BY LEONARD GOLDSTEIN · A Universal-International Picture

Universal International

Look

Collier's

Backed by U-I's powerful double-spread National Magazine Ads in LOOK and COLLIERS

20TH CENTURY-FOX'S

SNOW OF KILIMANJARO



FIRST WEEK
SMASHES EVERY
RECORD IN 35-YEAR
HISTORY OF RIVOLI, NEW YORK!

There's No Business Like SNOWS Business!

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 63 NEW YORK, U.S.A., MONDAY, SEPTEMBER 29, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE OPTIMISM and confidence that was restored to the industry last summer when it was demonstrated that good pictures have not lost their power to draw the public away from TV's peep shows and other competing forms of entertainment and recreation has been disturbed from time to time in the past three months by the question: "Will it last?"

TV's best attractions are off the air now, the quizzical reminded. What will happen when they return? Or: It's an unusually hot and humid summer. People are going to air-conditioned theatres for relief. Will they continue to go next autumn?

The answers are coming in now. TV's top attractions are back, for the most part. Summer is past. And still the nation's box offices are thriving.

For those who still are not completely convinced, last week's news columns offered reassurance for the future from two of the industry's top showmen, Samuel Goldwyn and Barney Balaban. They were not speaking of today, but of the days to come.

•

Goldwyn used a press conference to lay at rest reports that his forthcoming "Hans Christian Andersen," his 88th production since becoming an independent producer, would be his last.

Not so, he said. Even now he is working on "No. 89." Into it are going millions of his own money, as they have gone into "Andersen" and other Goldwyn pictures. The industry's future, Goldwyn holds, is secure. Television has been a challenge, he says, but that challenge has been met.

Balaban returned to New York from Hollywood, where he looked into the industry's future, not in a crystal ball but on a screen which held a goodly slice of its yet to be released product. Not a man to make glib predictions, Balaban nevertheless left Hollywood so filled with enthusiasm by what he had seen, he was impelled to share the good news with the industry.

His conclusion: that the improvement in business not only will be maintained but will be increased. That view, he reported, is shared by other executives.

The Goldwyn and Balaban state-

(Continued on page 3)

Industry, A.T. & T. Officials Meet Tomorrow on Costs

WASHINGTON, Sept. 28.—Theatre television attorneys and engineers will meet here Tuesday with representatives of the American Telephone and Telegraph Co., in an effort to obtain from A. T. and T. cost information on theatre television transmission.

The meeting was suggested last week by A. T. & T. after a series of letters from James Fly, Vincent Welch and Marcus Cohn—attorneys who will present the industry's theatre television case to the Federal Communications Commission — had failed to elicit the required facts and figures from A. T. & T. When the company suggested the meeting it said that a recent change in the specifications made by the three attorneys might enable A. T. & T. to make a "speculative" forecast of the charges for transmission.

The meeting will take place at the Motion Picture Association of America headquarters here. Representing MPAA will be Welch, Fly, Andrew Inglis and Ed Cooper. Cohn and Stuart Bailey will represent the National Exhibitors Theatre Television Committee. From A. T. & T. will be general counsel Ernest D. North and top-level company engineers.

Healthier Box-office Seen by Branton

CHICAGO, Sept. 28.—Ralph Branton, Monogram Pictures vice-president, told company distribution and executive personnel in a closing session at the weekend of the convention of Monogram-Allied Artists that he felt there would be a healthy level of theatre attendance during the months ahead. Branton said, "I don't think that the alarmists in our industry need look any further for assurance than to the program of expansion Allied Artists is making in its quality

(Continued on page 4)

N. Dakota Oil Find Lures Neb. Showmen

Minneapolis, Sept. 28. — Newly-discovered oil in North Dakota, with its consequent rise in the economic level, has lured numerous Nebraska exhibitors into that state.

There have been theatre purchases in the cities of Bismark and Valley City and Nebraska theatremen are eyeing expansion in the oil fields through Williston and Wolf Point and at Kalispel, in Montana.

Johnston Visit to France in Offing

Eric A. Johnston, MPAA president, is virtually certain to go to France for further film pact talks before he undertakes visits to any other countries, it was indicated here at the weekend. At his meeting here Thursday with company presidents and foreign managers the date of his departure for Paris will be decided.

Johnston was due to fly East from the Coast over the weekend.

Plans Skiatron Test In Philadelphia, Too

Every effort will be made to extend the projected Skiatron subscription home television test to Philadelphia, Arthur Levey, Skiatron president, said here at the weekend.

The company recently announced that it is preparing an application to the Federal Communications Commission for authorization to launch a 90-day test in the New York Metropolitan area among 300 families. Levey said the company now contemplates the inclusion of Philadelphia in the application provided suitable arrangements can be made.

Levey cited the Walcott-Marciano

(Continued on page 4)

Presidents Put Off Arbitration Confab

Because distribution attorneys who have been working on suggested amendments to the much-abused industry arbitration draft have not completed their work and do not expect to complete it for several more days, company presidents will not discuss the subject of arbitration at their scheduled meeting here on Thursday, it was indicated at the weekend.

It was pointed out that the lawyers are attempting to amend the draft in such a way that it could be ac-

(Continued on page 4)

Companies Hit By European Credit 'Mess'

French, German, Italian Exhibitors Not Paying

A particularly acute, heretofore unpublicized problem for American distributors has affected the sale of product in France, Germany and Italy. Film export officials here reported at the weekend that they are becoming increasingly concerned that exhibitors in those countries in large numbers are not paying for pictures sold to them on credit.

This withholding of payments by French, German and Italian theatres and circuits was described as widespread and represents a "staggering" outstanding sum for the American distribution industry.

It has been recommended to the Motion Picture Export Association board that it study the problem of overdue accounts in Europe. The MPEA meeting here last week reviewed the situation and agreed that

(Continued on page 4)

NEWS FLASHES

MILWAUKEE, Sept. 28. -- As a result of increased business, Fox-Wisconsin Amusement Corp. has reopened three of the four theatres which it closed for the summer. The three are the State, Venetian and Riviera, president Harold J. Fitzgerald disclosed. The lease on the fourth house, the Sherwood, had expired, said Fitzgerald.

•

In the wake of the box-office success of the Walcott-Marciano bout, many theatremen are thinking in terms of telecasts of boxing matches weekly, and it was learned that the International Boxing Club had been approached on the subject a number of times.

Personal Mention

NED E. DEPINET, RKO Radio president, is due here from the Coast today.

•

EDGAR LYNCH, who has retired after 27 years with Warner Theatres, plans to make his home in California. His last post was as manager of the Commodore Hull Theatre, Derby, Conn.

•

HARRY F. SHAW of Loew's Poli-New England Theatres, and MORTON KATZ of Connecticut Theatres, have been named to head the theatre solicitation teams for the October United Fund-Red Cross drive in New Haven.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, is scheduled to address the annual convention of the MPTO of St. Louis, Eastern Missouri and Southern Illinois, Oct. 6-7, at the Chase Hotel, St. Louis, Mo.

•

CHARLES J. SCHOOL, office manager of the M-G-M Boston branch, has been named chairman of the distribution division of the film industry in that city for the 1952 Salvation Army fund drive.

•

ARTHUR CANTON, Eastern M-G-M press representative, is in Toronto pinch hitting for DEWEY BLOOM, who is in a hospital.

•

M. L. SIMONS, assistant to H. M. RICHEY, M-G-M exhibitor relations head, is due back at his desk today after a brief illness.

•

HOWARD STRICKLING, M-G-M studio publicity head, is due here today from the Coast.

•

GEORGE A. HICKEY, M-G-M Western sales manager, will arrive back on the Coast today from New York.

•

SIDNEY BERNSTEIN of Granada Theatres, London, has returned to England from New York.

•

SOL SHAPIRO, Hollywood agent, flew to London from here over the weekend.

•

MORRIS HELPRIN of London Films of the U. S., left for England over the weekend by plane.

•

ROBERT MONTGOMERY ha's been elected a director of R. H. Macy and Co.

•

ALLEN RAINWATER, United Artists booker in Atlanta, has resigned to enter business for himself.

•

STEVE DAVIS of M-G-M's promotion department, has become engaged to HARRIET FEIN.

Starr to Meet Press

Alfred Starr of Nashville, new president of the Theatre Owners of America, has scheduled an interview with the trade press at TOA headquarters here tomorrow.

Distributors Will Present Product at Kansas City KMTA Meet Tomorrow

Kansas City, Sept. 28.—Each of a dozen distribution offices in Kansas City's film row will present product at the 34th annual convention of the Kansas-Missouri Theatre Association Tuesday and Wednesday at the Hotel President.

The branch managers and staffs will have 20 minutes to demonstrate how they would exploit their picture if they were exhibitors.

The discussion parts of the two-day convention will take up theatre television, showmanship, public relations, and Theatre Owners of America activities, the latter including a report on the recent convention.

Guest speakers will include Pat McGee, and Alfred Starr, recently elected president of TOA.

The business session, with C. E. Cook, president, presiding, will be held Wednesday morning. The convention opens at 1:30 P.M. Tuesday. R. R. Biechele, veteran exhibitor and long a respected and valuable worker in local and national film organizations, will be honored at the testimonial dinner phase of the banquet where Starr will be the speaker.

Kodak Promotes Johnson, Grauel

ROCHESTER, N. Y., Sept. 28. — A. Dexter Johnson and Edwin L. Grauel were appointed assistant directors of advertising at Eastman Kodak by director of advertising W. B. Potter and associate director L. H. Bartlett.

Johnson has handled the company's display advertising and was in charge of all merchandising operations of the advertising department. Grauel has been the assistant to advertising director Potter, and was business manager of the advertising department in charge of budget, planning, scheduling, accounting, cost control, media buying and other business operations.

$10,000 for Fight Film at Brockton

BOSTON, Sept. 28.—A big estimated $10,000 is seen for the Brockton Theatre at Brockton, Mass., the home town of heavyweight champion Rocky Marciano, from the opening of RKO Radio's fight film on Wednesday through the weekend.

Oriental Books Fight Film

CHICAGO, Sept. 28.—The Walcott-Marciano heavyweight championship fight film was booked for a one week's exclusive Chicago first run at the downtown Oriental Theatre. The fight telecast was a sell-out at four Chicago theatres and a Hammond, Indiana theatre. The film will be available to outlying theatres on Friday.

4-Theatre 'Limelight' Premiere in Paris

Charles Chaplin's "Limelight" will have its French premiere in four Paris theatres simultaneously, at the Marignan, Normandie, Rex and Marivaux, it was announced by Arnold M. Picker, United Artists foreign distribution vice-president.

The French premiere will follow by a week or two the two-theatre Oct. 23 American premiere in New York at the Astor Theatre and at the Trans-Lux 60th St. Theatre.

Wald Decries Cuts in Exploitation Crews

SAN ANTONIO, Sept. 28.—Declaring that heavier field exploitation is one of Hollywoods greatest needs in film marketing, producer Jerry Wald addressed 50 exhibitors and RKO Radio exchange men at a meeting here as part of the advance campaign for the world premiere in Dallas of "The Lusty Men."

Wald, who is making a week's tour of Texas cities with Milton Pickman, vice-president of Wald-Krasna Productions, scored those distributing companies which have cut field exploitation staffs, calling such moves "false economy."

"There is no question but that the reduction of personnel in the field deprives the industry's selling mechanism of able men whose obligation and responsibility is to provide new advertising methods, explore new channels, break new ground and maintain aggressive sales measures as a live, moving force in the business end of show business," Wald said.

"My own belief in the value of field exploitation is so strong that for 'The Lusty Men' alone 10 additional exploiteers will be dispatched throughout the county to buttress RKO's regular field force," he concluded.

MGM to Film Musical Of 'Golden West'

Dore Schary, M-G-M production chief who will arrive here this morning, blocked out details before he left Los Angeles for a musical screen version of "The Girl of the Golden West." Arthur Freed will produce, with Alan J. Lerner assigned to the screenplay.

The Belasco play has twice been the basis for motion pictures, first in 1930 as a drama in which Ann Harding starred and again in 1938 as a film musical with Jeanette MacDonald and Nelson Eddy and music by Sigmund Romberg. Schary will spend about four weeks in New York for conferences and advance plans on "Plymouth Adventure," his production which is slated to have its premiere on Nov. 24.

Newsreel Parade

THE CLEAN BILL of health given Richard Nixon by Eisenhower and the G.O.P. is given attention in current newsreels. Other political reporting includes Stevenson's Baltimore speech. Rounding out the presentations are items about a rocket experiment, boxing, baseball, the Korean war and King Farouk. Full summaries follow:

MOVIETONE NEWS, No. 79—Nixon to stay on Republican ticket. Gov. Stevenson speaks on taxes and controls. King Farouk's lost treasure. Monkey and mice on rocket ride. Greek Cross rites at Asbury Park.

NEWS OF THE DAY, No. 209—Nixon okayed by Ike and G.O.P. Stevenson in Baltimore. New underseas volcano. Reds driven from Korean hills. Mice and monkey ride. Marciano, new heavyweight champ.

PARAMOUNT NEWS, No. 12—Nixon vindicated, says Eisenhower. Truman greets Indian film celebrities. Animals in experiment in outer space.

TELENEWS DIGEST, No. 39-B—Ike meets Nixon. Animals travel in outer space. Chaplin arrives in England. Eden meets Tito. NATO troops on German maneuvers. Treasures and trinkets in Farouk palaces.

UNIVERSAL NEWS, No. 599—Politics: Ike and Adlai. Space pioneers. Farouk's palace. Marciano meets Walcott. Rodeo. Motorcycle hill climb.

WARNER PATHE NEWS, No. 14—2,000 m.p.h. rocket ride. Inside Farouk's fabulous palace. Ike and Nixon meet in Wheeling, W. Va. Stevenson in Baltimore. Dodgers win pennant. San Francisco fashions.

1,000 Key Dates for U-I's New 'Willie'

A record saturation dating of 1,000 key and sub-key situations is slated for Universal-International's "Willie and Joe Back at the Front," during the 30-day period beginning Oct. 15, general sales manager Charles J. Feldman discloses.

The film will receive the same advertising campaign given "Up Front." with the first 588 dates during the first two weeks of release being listed in two-color, double-page advertisements in the Oct. 18 issue of *Collier's* and Oct. 21 *Look Magazine.*

Lesser Gets Rights To 'Life of Jesus'

HOLLYWOOD, Sept. 28.—World distribution rights to "The Life of Jesus," and 80-minute French film composed of paintings depicting incidents in Jesus' life, have been acquired by Sol Lesser. Judith Anderson will do the English commentary.

The film will be the first handled by Lesser's new roadshow department.

New Operators of Vogue

CHICAGO, Sept. 26.—Dick Felix and Howard Lambert, head of advertising-publicity and film buyer for Essaness, respectively, have resigned in order to operate the Vogue Theatre as a "de luxe" house, starting on Friday, Oct. 3. The Vogue is no longer an Essaness house. Essaness district manager Charles Shapiro replaces Lambert and Felix's position is unfilled.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Texas Star Tours Begin on Nov. 10

Dallas, Sept. 28.—Phil Isley, chairman of the Texas Council of Motion Picture Organizations "Movietime" star tours, reports that the tours in Texas will begin on Nov. 10.

Serving on the committee with Isley are Robert J. O'Donnell, Col. H. A. Cole, William O'Donnell, R. I. Payne, Don Douglas, C. C. Ezell and Paul Short.

Will Not Ask Tour Talent to Entertain

In reply to a suggestion by actor Forrest Tucker that players on "Movietime" tours entertain their audiences, national "Movietime" director Robert J. O'Donnell and Hollywood chairman Marvin Schenck have issued a statement here, in which they said that under "Movietime's" policy regarding entertainment, "players may entertain if they wish and if they have a particular talent, such as singing or dancing, but they are not asked to nor are they expected to."

Would Be Unfair

The statement noted that "the Council of Motion Picture Organizations feels that such a broad policy would be unfair to many players whose talents do not lend themselves to on-the-spot, off-the-cuff entertainment. It is COMPO's wish and desire to present the personaltities in their best light before the public. If the Screen Actors Guild, after hearing Tucker's arguments for entertainment on the tours, asks or demands that COMPO adopt this policy, COMPO will act upon it, but otherwise it will continue to operate on what is a proven increasingly successful formula."

Dixie Papers Hit D. of J.'s 16mm. Suit

NEW ORLEANS, Sept. 28.—The question whether government officials or courts of law are competent to say when a motion picture has exhausted its theatrical value and should be shown on television is raised in an editorial in the New Orleans *Times-Picayune* and *States*, critical of the government action to force the sale of 16mm. films to television.

The editorial adds: "Movies for the most part have weathered the competition initially offered by TV. Once used to video, many people feel that the motion picture screen still has something to offer that isn't available on the screen in the parlor." However, it concludes, you can't expect them to pay admission to a theatre to see a picture which will be available on TV free later on.

SAVANNAH, GA., Sept. 28. — The Savannah *Morning News* in commenting editorially on the government suit to force the sale of 16mm. films to television expressed the opinion that the government, "in its efforts to force the movie industry to contribute to a competitive program which is against its own interests is striking at the very heart of a system (free enterprise) which has made this nation great."

Notables to Attend Cinerama Premiere Here Tomorrow

Governor Thomas E. Dewey of New York, Governor Alfred E. Driscoll of New Jersey and former President Herbert Hoover are among the distinguished guests slated to attend the world premiere of Cinerama at the Broadway Theatre here tomorrow evening.

Others invited include New York Mayor Impellitteri, Ambassador Warren Austin, Deems Taylor, Fritz Kreisler, James Melton, Admiral Richard Byrd, John Foster Dulles, Richard Rodgers and Oscar Hammerstein, David Sarnoff, Rosalind Russell, Jane Pickens, Clifton Fadiman, John Kieran, and others.

Meanwhile, WCBS-TV disclosed that Cinerama has purchased a 52-announcement saturation campaign which will close on Oct. 7.

Ernst Langemack, 69

MILWAUKEE, Sept. 28.—Ernst Langemack, 69, former Milwaukee theatre operator, died on Sept. 20 at Green Bay, Wis. Langemack operated the Colonial Theatre here for 30 years. He had left Milwaukee three years ago because of illness. Surviving are a daughter, Mrs. Harrison Brace, of Grand Rapids, Mich., and a son, Dr. William Langemack of Brillion.

Horan a WB Salesman

BOSTON, Sept. 28. — George W. Horan, at one time branch manager here and a district manager for Warner Brothers, has returned to the company as a salesman for Northeastern New England, it was disclosed by branch manager Ralph Iannuzzi.

Harry Sherman Had Planned New Firm

HOLLYWOOD, Sept. 28.—Harry Sherman, veteran producer who died here at Cedars of Lebanon Hospital late Thursday night at the age of 68, had plans well underway for a new distribution franchise organization.

The plans, which were disclosed Sept. 8 from Chicago following a meeting between Sherman and a group of independent distributors, called for the release of one picture per month. One feature of the projected organization was that the distribution franchise holders would own a part of the company, in addition to having distribution rights in their territories.

Sherman operated a theatre circuit in the Minneapolis area before turning to distribution and production. He was associated with Pathe and M-G-M prior to his forming Harry Sheman Productions in 1935 to make the Hopalong Cassidy series. Among his productions were "Ramrod," "Four Faces West," "Parson of Panamint" and "Buffalo Bill."

S. S. Krellberg's Mother

Mrs. Leona Krellberg, 75, mother of S. S. Krellberg, president of Principal Film Exchange here, died on Friday. Other survivors are two daughters, Mrs. Florence Elbern, and Mrs. Mary Phillips. Funeral services were held yesterday at Riverside Funeral Parlor.

Tradewise...

(*Continued from page* 1)

ments should do much to instill confidence throughout the industry and dispel any last, lingering doubts whether the recent upturn will last.

• •

PARLAYING a $10,000 loan through a punchboard business into oil, cattle, television and now controlling stock ownership of RKO Pictures in a matter of seven years, suggests that Ralph Stolkin, head of the group which last week replaced Howard Hughes as owners of the picture company, may have more than a bit of showmanship in his makeup.

If so, there will be no lack of opportunity for him to exercise it freely from now on.

Mutual-MGM Shows Back on Air Tonight

WOR-Mutual's group of 10 M-G-M produced programs will return as a bloc to the Monday through Saturday schedule tonight, it was announced by Julius F. Seebach, Jr., MBS-WOR vice-president in charge of programs.

Five of these shows—"Woman of the Year," "The Black Museum," "M-G-M Musical Comedy Theater," "Modern Adventures of Casanova" aand "Adventures Of Maisie" — were not heard during the summer. The other five—"Crime Does Not Pay," "Story of Dr. Kildare," "The Hardy Family," "The Gracie Fields Show" and "M-G-M Theater of the Air"—have been broadcast on the WOR schedule weekly since their debut last winter.

★ ★

Congratulations

TO the RCA-equipped and RCA serviced theatres that were so highly successful in presenting the televised heavyweight championship fight. It was a box-office smash hit.

All 37 RCA-equipped and RCA serviced theatres reported excellent sight and sound performance and enthusiastic audience reaction.

For the best showing—it's RCA all the way

RCA

RCA Theatre Equipment
Engineering Products Department
Radio Corporation of America
Camden, N. J.

RCA Service Company, Inc.
A Radio Corporation
of America Subsidiary
Camden, N. J.

★ ★

Arbitration

(Continued from page 1)

ceptable to the Theatre Owners of America and Allied States Association. In due course, TOA and Allied are likely to come up with their own recommended changes, and agreement would have to be reached by the three principles and other Arbitration Conference participants on an official, amended draft.

Would Like Changes

Both TOA and the distributors indicated at their recent meeting in Washington that they would like to make changes in the draft. Abram F. Myers, Allied general counsel, who sat in on the conference, indicated that Allied too undoubtedly would want to suggest changes, but that the Allied member units would have to be polled in this connection.

The distribution attorneys' efforts last week to compile suggested changes and fit them into the draft as it stood prior to the Washington meeting was interpreted as a manifestation of distribution's desire to see an industrywide arbitration system created.

Branton

(Continued from page 1)

of film output."

"Growing public awareness of global happenings," he added, "has opened up a wider range of exploitable story themes and intriguing location shots." He pointed out that the exploitation film has outgrown the old connotation of being a skimpily produced film based wholly on a documentary subject.

Headed by Steve Broidy, Hollywood, company president, the 200 executives, branch managers, salesmen and bookers left over the weekend to return to their offices.

Skiatron Test

(Continued from page 1)

fight, which drew an estimated 120,000 fight fans in TV-equipped theatres, as the "latest instance of how top-flight events are being denied the country's 18,0000,000 TV set owners under the present program-sponsored system.

"It is not at all far fetched," said Levey, "that the Walcott-Marciano fight might have drawn a minimum of $10,000,000 on subscription TV alone at a charge of no more than $1 per family."

Rep. Favors Tax Repeal

BOSTON, Sept. 28.—Rep. Richard B. Wigglesworth (R.,Mass.) in an interview regarding the elimination of the 20 per cent Federal admission tax, stated, "I do not care to make any definite commitment at this time but I am in favor of tax reduction. I voted specifically for the elimination or reduction of this tax when it was last considered by Congress two years ago."

Dual '4 Poster' Premiere

"The Four Poster," Stanley Kramer production for Columbia release, based upon Jan de Hartog's Broadway play, and starring Rex Harrison and Lilli Palmer, will have a dual world premier on Wednesday, Oct. 15, at the Victoria and Sutton theatres here.

100 More Theatres Join Rogers Drive

More than 100 additional theatres in Massachusetts, New Hampshire, Vermont, Connecticut, New Jersey, Ohio, Kentucky, Maryland, Virginia and New York have joined the Will Rogers Memorial Hospital collection-can drive making 750 additional theatres so far. Among the latest circuits which have sent in lists of their theatres to receive the collection-boxes for placement on candy stands are: Lazar Theatres, Buffalo, with 16 theatres; the Kallet Circuit, Oneida, N. Y., with 28 theatres; Walter Reade Theatres in New Jersey, and Interstate Theatres, Boston.

Reports to drive chairman Joseph R. Vogel indicate that in many theatres where the collection-boxes are already at work, donations are coming in much faster than anticipated.

Southern Cal. Unit Plaque to DeMille

HOLLYWOOD, Sept. 28.—Cecil B. DeMille has received a special plaque hailing him as "the greatest of all showmen" from the Southern California Motion Picture Council.

At the same time, Paramount's "Just for You" producer, Pat Duggan, and director, Elliott Nugent, were given a "gold seal" certificate of award by the Council which selected the film as "a picture of outstanding merit" for the family.

The special award to DeMille, and another to Walt Disney, are the first such honors voted by the Council.

'Stars and Stripes' A Christmas Release

Twentieth Century-Fox's "The Stars and Stripes Forever" will be the Christmas attraction from the company, it was announced here by Al Lichtman, director of distribution.

Scheduled for a world premiere in Washington, scene of Sousa's triumphs as head of the United States Marine Band, plans are now afoot to launch the picture in various military posts over the country where Sousa was stationed during his lifetime.

Hollywood Sets 1st 'Live' TV Drama

HOLLYWOOD, Sept. 28.—Next Monday night the first "live" network dramatic show to originate in Hollywood, "Hollywood Opening Night," will be seen in New York on NBC-TV. The show will also be the first dramatic show to originate from the recently opened unit of NBC's studio center in Burbank.

Fine Arts Gets 3rd Mayer-Kingsley Film

"The Magic Box," the new Robert Donat color by Technicolor feature, will be distributed nationally through Fine Arts Films. It is an Arthur Mayer-Edward Kingsley release.

Fine Arts is also the national distributor of two other Mayer-Kingsley releases, "Brandy for the Parson," which recently completed its American premiere at the Park Ave. Theatre, and Jean Cocteau's "The Strange Ones."

Credit 'Mess'

(Continued from page 1)

delayed payments are having a serious effect on the overall remittance picture. In other words, the amount of business done in any one of the three countries in a given period can show up considerably greater than sums held for remittance covering the period.

Large French, German and Italian circuits were said to be particularly serious offenders in the matter of delayed payment for product. In the case of some of these, credit has been withdrawn and product withheld pending receipt of all or part of what is owed.

One export official said that the credit situation in the three countries is without a doubt "a mess." Columbia was said to be particularly hard hit by the problem.

Further discussion of the problem is expected to take place at the meeting of MPEA companies' presidents and foreign managers scheduled for Thursday here.

'Overcoat' Is First Italian 'Salute' Film

"The Overcoat," adapted from Nicolai Gogol's short story, will be presented next Monday night as the first of seven premieres at the Little Carnegie Theatre during "Salute to Italian Films Week," Oct. 6-12.

Proceeds of each evening's showing, with the exception of the first one, will be shared equally by the American Theatre Wing and the Variety Clubs-Will Rogers Memorial Hospital at Saranac Lake.

Theatre Changes in The Chicago Area

CHICAGO, Sept. 28.—Herb Ellisburg, veteran exhibitor, has joined the Schoenstadt circuit as manager of the South Side Piccadilly Theatre. He will continue to operate the Rosewood, which he has been managing for the landlord for the past several months.

Outside Chicago, D. Callahan, who recently closed the Times, South Bend, Ind., reopened the Hebron, Hebron, Ill. Jack Butler is enlarging his Ski-Way Drive-in, Danville, Ill., from a 900 to a 1,200 car capacity.

New Snaper Acquisition

Berk and Krumgold, real estate brokers, have consummated the purchase of a long-term lease for the Palace Theatre, Netcong, N. J. for David and Wilbur Snaper, circuit operators. Wilbur Snaper is president of national Allied States Association. The 800-seat house was acquired from Fred Falkner, veteran exhibitor, who is retiring to Florida. The same brokers also recently disposed of Falkner's Liberty Theatre, Bernardsville, N. J.

Address by Novins

BOSTON, Sept. 28.—Samuel Pinanski, president of the Sentry Lodge of B'nai B'rith of Brookline, Mass., disclosed here that Louis Novins, executive secretary of Paramount Pictures, New York will be the principal speaker at a meeting to be held at the Temple Sinai in Brookline on Monday evening Oct. 6. Novins will speak on "B'nai B'rith and What it is Doing in the World."

In the THEATRE Equipment World . . .

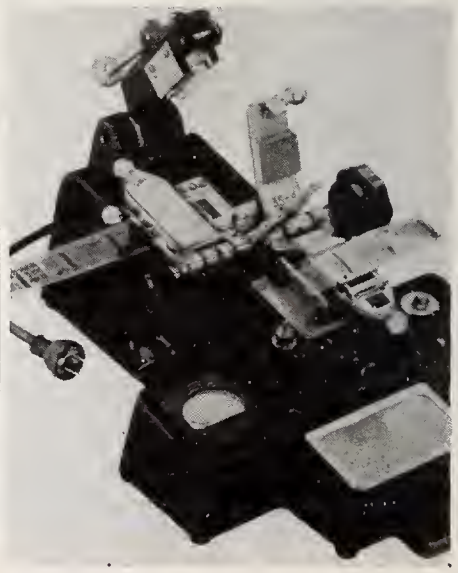
. . . *with RAY GALLO*

A NUMBER of theatre operators throughout the country are taking advantage of a new odorless paint which enables them to carry out interior decoration jobs without the usual interruptions in business or discomfort to patrons. The paint is a product of the Keystone Paint and Varnish Corp. of Brooklyn, N. Y. Through experimentation, under the leadership of Douglas C. Arnold, Keystone's president, a process was found for boiling the odor out of the oil used in the manufacture of oil-base paints. Then a thinner, which has the benefits of turpentine but none of its odor was developed. The paints are available in flat, semi-gloss, gloss, enamel, floor paint and varnish. Theatres which have already used it include the Paris in New York, the Crown and the Lincoln in New Haven and the Fine Arts in Westport, Conn.

Changes in its industrial vacuum Model VA20 have been announced by the Holt Manufacturing Co. of Oakland, Cal., and Newark, N. J. They include a 60-inch water lift and ability to handle both wet and dry pick-up without changing the bag. The vacuum has a 15-gallon tank of heavy-gauge metal with the inside rust and corrosion-proofed with rubber enamel. The electric cable is 35 feet long and the hose is 1½ inches in diameter and 10 feet long.

•

Prestoseal Manufacturing Corp. of Long Island City, N. Y., has modified its well-known splicer used in many motion picture studios and exchanges to the speedy, permanent splicing of film in theatre projection rooms. The principle of the "Presto-Splicer Pro Model" (see photo below) is a combination of controlled heat and pressure, applied in precise, automatically controlled time cycles. It is designed to splice either 35 or 16 mm. film without scraping or using cement. Dimensions are: height, 9 inches; width, 11¼; length, 17; weight, 17 pounds. The splicer plugs into a standard 120-volt outlet and is provided with a current control.



New Westrex Licensees

Nine new motion picture recording and disk licensee agreements with studios in the United States, France, Brazil, India, and Formosa have been signed during the last four months by Westrex Corp., according to E. S. Gregg, vice-president and general manager.

The studios which will install the equipment are: Seaboard Studios, Inc., New York; Glenn Sound Co., Hollywood; Photo-Magnetic Sound Studios, Inc., New York; Les Productions Fox Europa S.A.F., Paris; Cinematografica Maristela, S.A., Sao Paulo; M. & T. Films, Bombay; S.A. du Casino Royan, Paris, and Film Studios of Taiwan Information Department, Taipei, Taiwan (Formosa). Hughes Sound Films, Denver, is the new disk recording licensee.

Mexico Appears to Be Underseated

MEXICO CITY, Sept. 28.—Less than one-third of Mexico's nearly 26,000,000 inhabitants have regular 35-mm. cinema service, it is revealed by government figures. Mexico has 1,164 communities that have one or more regularly functioning theatres. These places have a total population of 8,000,000. The latest government count of theatres is 2,021 with a total seating capacity of 1,500,000. They represent a $49,700,000 investment. There are 130 regular theatres here, seating 220,000. Some 1,700 theatres throughout Mexico exhibit only 16-mm. pictures.

Mexico Will Have Color by Gevaert

MEXICO CITY, Sept. 28. — Regular production of color pictures in Mexico will be a fact in mid-December, announces Mauricio de la Serna, producer, who has contracted for the Gevaert process. Belgian technicians are teaching Mexicans to film and develop the color. De la Serna will operate independently and will provide various studios with the process.

Fete Film to Azteca

HOLLYWOOD, Sept. 28.—"The Shawl of Soledad," Mexico's sole film entrant in the recent Venice International Film Festival, has been acquired for United States distribution by Azteca Films, Inc., it was announced by Ruben Calderon, president. Rights to the production include both theatrical and television exhibition.

New Unit for Churubusco

MEXICO CITY, Sept. 28. — The Churubusco studio here is arranging for installation of the magnetic ribbon sound system. This will be the system's introduction to Mexico. Churubusco expects to have the system ready early in October.

'Matador' for Ferrer

LONDON, Sept. 28.—Actor-producer Jose Ferrer will leave here Oct. 7 by plane for New York where he will confer with Barnaby Conrad, author of "Matador," which will be filmed by John Huston Productions in Spain next spring with Ferrer as star.

FCC Okays 3 More Video Stations

WASHINGTON, Sept. 28.—The Federal Communications Commission has authorized the construction of three additional commercial television stations.

They were for the Winnebago Television Corp., Rockford, Ill.; Roanoke Broadcasting Corp., Roanoke, Va., and the Mississippi Publishers Corp., Jackson, Miss.

In addition the FCC also set for hearing the application of Greater Rockford Television, Inc., applying for channel 13 at Rockford along with Rockford Broadcasting, Inc. Milwaukee exhibitor L. F. Gran has a 14 per cent interest in Greater Rockford.

Interesting Women's SMPTE Program

WASHINGTON, Sept. 28.—A White House reception by Mrs. Truman will highlight the program for wives of members attending the Society of Motion Picture and Television Engineers convention here next week.

Mrs. Truman will meet with the SMPTE women on Wednesday afternoon, Oct. 8. On Thursday the group will lunch at the Columbia Country Club and in the evening they will be the guests of Mrs. Eric Johnston and Mrs. Joyce O'Hara at an Academia showing. On Friday afternoon Ambassador Politis will receive the wives at the Greek Embassy.

Co-chairmen of the SMPTE wives program are Mrs. Nathan Golden and Mrs. Joseph Aiken.

Party for Salzburg

A party was held here at the weekend for J. Milton Salzburg, president of Pictorial Films, Inc. and of Cornell Film Co., who will leave for Europe tomorrow on the *S.S. Queen Elizabeth*. The following attended: Jack Rosner, David B. Dash, Andy Anderson, Sam Krumholz, Jack Trop, Dave Horne, Jesse Fishell, Sid Russell, Milton Mendelwager, Morton P. Weiss, David Fisher, Larry Salzman, Edward Kaltman, Bob Crane, Dave Bader and Mrs. Salzburg.

Cohen in TV-Digest Post

PITTSBURGH, Sept. 28.—Harold V. Cohen, *Pittsburgh Post-Gazette* drama-film critic and columnist, is joining *TV Digest*, local television weekly, as a contributing columnist and editorial consultant. Cohen will continue on the morning newspaper in the same post he has held for the last 25 years.

'Plymouth' Opens Nov. 24

M-G-M will observe the 332nd anniversary of "Mayflower Compact Day" at Plymouth, Mass., on Nov. 24 with the world premiere of "Plymouth Adventure" at the Old Colony Theatre. The film was produced by Dore Schary.

Drive-in at Atomic Site

COLUMBUS, O., Sept. 28.—Lee Hofheimer and Al Sugarman of H. and S. Theatres here are the first Central Ohio theatremen to announce plans for drive-in construction near the site of the government's billion-dollar atomic energy plant in Pike County. They plan to build a drive-in on Route 23 at Waverly.

Three Broder Units to Coast

HOLLYWOOD, Sept. 28.—The bookkeeping, auditing and advertising display departments of Realart Pictures and Jack Broder Productions, Inc, have been transferred from New York to the headquarters here of Broder at General Service Studios.

Hereafter, direct supervision of these departments will be handled by Jack Broder and his vice-president, Herman Cohen. Helene Hayhurst has been appointed office manager, to head an augmented auditing staff. James Nicholson will be in charge of advertising display and press books.

The sales and print departments of both Realart and Broder Productions will still be maintained in New York under the supervision of vice-president Carroll Puciato and Miss Lee Fein.

Tax Revenue Drops In Ohio Cities

COLUMBUS, O., Sept. 28.—All but one major Ohio city having the three per cent admission tax reported drops in collections in the first six months of 1952 compared with the same period in 1951. Only Cincinnati reported a gain, of $3,346, in collections for all amusements.

Akron had the biggest decline, 14.4 per cent, Canton was next with 9.3 per cent, Youngstown had 4.7 per cent, and Columbus, 2.4 per cent. Percentages for Cleveland and Cincinnati are not available. Ten Ohio cities have repealed the tax during the past few years. They are Dayton, Bellefontaine, Bluffton, Bucyrus, Fostoria, Forest, Perrysburg, Plymouth, St. Bernard and Shelby.

3 More 'Ivanhoe' Dates

Three additional theatres have scheduled premieres for M-G-M's "Ivanhoe." In Denver, the RKO Orpheum will open the film on Wednesday, in Salt Lake City, the Villa will start showing the picture on Friday, and in Chicago, the Oriental will open with it on Oct. 9. These showings supplement the 35 previously announced for Loew's and other situations.

N.Y. State Sues Circuit

ALBANY, N. Y., Sept. 28. — New York State has charged the Fabian subsidiary Fast Theatres, Inc., with negligence and trespass in a Supreme Court action for $9,976, the roof repair cost of the State Armory, damaged in the November 1950 hurricane when a wall fragment from the adjacent ruins of the old motion picture theatre, Hermanus Bleecker Hall, was blown on it. The defendant, through Schwartz & Frohlich, New York claims it was "an act of God."

German Films in Ontario

TORONTO, Sept. 28.—All-German and all-Soviet film programs are reportedly making headway in Ontario theatres. The Odeon Savoy at Hamilton presented a German bill comprising "Gruen Ist die Heide" and "Drei Aus Einem Wurf," with a special adult price of 70 cents. At the Studio Theatre here a Soviet program was presented, including the Canadian premiere of "Bountiful Summer" and a revival of "Alexander Nevsky."

40 Productions in Work on the Coast

HOLLYWOOD, Sept. 28.—The production chart shows an increase of two points for a total of 40 pictures in work. Six new pictures were started and four finished.

Started were: "The Red Beret" (Warwick), Columbia; "A Woman Is Trouble" (Exclusive Films—Lippert release); and "The Tall Texan" (T. Frank Woods—Lippert release), independent; "Little Boy Lost," Paramount; "Blaze of Glory," 20th Century-Fox; "Thunder Bay," Universal-International.

Completed were: "Siren of Bagdad" (Esskay), Columbia; "Valley of Missing Men" and "The Sun Shines Bright," Republic; 'Come on Texas," Warner Brothers.

Red Cross Radio Series Available

"Errand of Mercy," the American Red Cross transcribed radio series, starring top Hollywood talent, is now available to local stations as a public service feature in a new issue of 26 programs.

Each program, states the Red Cross, is a dramatization of a human interest story, based on facts from Red Cross files. Stories cover national and community activities such as blood donor recruitment, first aid, disaster relief, nursing, and services to the Armed Forces and veterans.

Stein to Preside at Canadian Meeting

TORONTO, Sept. 28. — Morris Stein, Eastern division manager of Famous Players-Canadian Corp., will preside at the convention Oct. 27 at Ottawa of the National Committee of Motion Picture Exhibitors Associations, of which he is national chairman. At a directors' meeting of the association, Stein and H. C. D. Main of Sutton, Ont., both former presidents, were named delegates for the Ontario unit.

New Production Center for Canada

OTTAWA, Sept. 28.—Due to a predicted steel supply improvement here, a probable start may be made next year on the construction in St. Laurent near Montreal of a $5,000,000 film production center and headquarters for the National Film Board of Canada. Present board activities are carried on in several locations.

Roberts, MacCunn In New FP-C Posts

TORONTO, Sept. 28.—Famous Players-Canadian Corp. has named Harold E. Roberts manager of its real estate department, succeeding Angus MacCunn, who has been appointed secretary of the company.

2 More Houses Reopen

BALTIMORE, Sept. 28.—The Allied of Maryland statement that attendance is showing improvement, appears to be furthered by the fact that two subsequent-run houses here are opening. William G. Myers is turning-on the lights at his Echo Theatre while the Overlea also is reopening, after being closed all summer, with Louis Resnick as managing director.

Motion Picture Daily Feature Reviews

"The Lusty Men"

(Wald-Krasna-RKO Radio) *Hollywood, Sept. 28*

THE LUSTY MEN referred to in the title of this sprawling, drawling and sometimes brawling production by the show-wise and sure-handled Jerry Wald are the men who earn their living and often their dying in the rodeo business. The men chiefly concerned in this straight-line screenplay by Horace McCoy and David Dortort (from a story by Claude Stanish) are Robert Mitchum, Arthur Kennedy, Frank Faylen and Arthur Hunnicutt, and the woman with whom the first two of these lusty men are principally concerned is Susan Hayward, who doesn't like rodeo-ing but is stuck with it. Nice billing material.

Director Nicholas Ray seems to have paced the unfolding of his story to the slow and ambling gait of the former rodeo champion played by Mitchum, save for the frequent furious passages in which the rodeo animals galvanize the action on their own volition. The contrast between the plodding progress of the people and the lightning action of the broncs, steers and Brahma bulls is dramatically effective throughout what could have been an overlong 112 minutes otherwise.

The commercial possibilities of the picture are not readily determinable. The names obviously promise a solid opening. The box-office import of the fact that the picture deals exclusively (also intimately, informatively and extremely well) with the rodeo institution and rodeo people is open to question save in localities where predilection for that subject is known to prevail. Neither is it a simple matter to determine in advance whether the tremendous amount of expert riding, roping, bulldogging and so on in the picture is going to prove as profitable in the theatre as in the rodeo arena, especially under a title that doesn't state clearly what the picture's about.

In short, Mitchum plays a former rodeo champion whom Kennedy, the young, cowhand husband of Miss Hayward, persuades to teach him the rodeo business and manage him in it on a 50-50 basis. Kennedy becomes so successful as a rodeo performer that he refuses to retire and buy a ranch, as his wife and he intended in the beginning, and determines to go on with his hazardous career. Mitchum, following a differene with Kennedy, tells Miss Hayward of his love for her, but she says she's still in love with nobody but her husband. Next day Mitchum, who hasn't competed in rodeo since making the deal to manage Kennedy, gets himself killed in the arena, and Kennedy heeds his wife's wishes about retiring to the relative safety of ranching.

Running time, 112 minutes. General audience classification. For October release.

WILLIAM R. WEAVER

"Apache War Smoke"

(Metro-Goldwyn-Mayer)

BLENDING THE ELEMENTS of humor, farce, sophistication and "corn," this Hayes Goetz production is a Western in format. Its content, however, elevates to high moments of tenderness and humor an absolute rascal and other choice rascals, and is therefore unsuitable for youngsters whose parents have been teaching them the difference between right and wrong.

The story by Jerry Davis has Gilbert Roland enact a Mexican bad man, beloved by women, including those with husbands, and the father of numerous and often unknown progeny. One of these is Robert Horton, the upright and dedicated keeper of the Wells Fargo way station. It is the latter's bad luck that a gold cargo shepherded by company official Gene Lockhart arrives at the same time as Roland; and that the Apaches are looking for a white man who did them wrong. Roland captivates the women as usual; and even while disarmed keeps trying to get the gold. Continued Apache attacks begin to decimate the little fort; and the men are for throwing Roland to the Apaches. Horton has to make his difficult choice: to drive his bad but charming killer-father to death, or continue fighting. He chooses the latter. And Roland resolves the problem; he discovers the actual white man the Apaches are seeking, and by strategy sends him out from the fort. The Apaches kill him. This leaves peace, and the various romantic complications which have ensued become straightened: Horton is left with a good girl, the bad girl leaves with Lockhart, and Roland leaves after them.

Roland rides off after the stagecoach and the gold, and those who watch him leave are fairly certain he'll get the gold, because the boy who drives the coach also is his son.

Roland's portrayal of the bad man is good and subtle comedy; and the tense moments of gunplay and Apache attack keep the Western pace. Glenda Farrell's part as a gambling woman who carries two six-shooters with her and welcomes Roland as a fellow adventurer, is in character.

Davis' screenplay is based upon a story by Ernest Raycox. Harold Kress directed. In supporting roles are Barbara Ruick, Henry Morgan, Patricia Tiernan, Hank Worden, and others.

Running time, 67 minutes. Adult audience classification. Release date, Oct. 17.

Bernard an Importer

The opening title, "L. Barry Bernard presents," on Manor Films' "The French Way," marks the entry into the foreign-film importation field of the veteran art-house publicist. Bernard was for several years associated with Herbert Rosener Theatres on the Coast.

Mexican Loans Are Down

MEXICO CITY, Sept. 28.—The trade's own bank, the semi-official Banco Nacional Cinematografico, S. A., publishing its balance sheet as of Aug. 31, for the first time in a long while, reports loans, credits and discounts of only $1,290,375.25 and $1,970,000 worth of its bonds in circulation.

"Horizons West"

(Universal-International) *Hollywood, Sept. 28*

UNDER the above innocuous title the experienced and always expert Albert J. Cohen has put together an adult Western in the sparse "Outlaw," "Duel in the Sun" category that has made exhibitors so much money and cost them so much family patronage. This one, a bit more temperate than those in some respects but equally violative of the Autry-Rogers-Boyd screen tradition that family folk have been trained by repetition to regard as standard for Westerns, figures to make the same kind of money if similarly exploited, and to cost somewhat less family patronage, although some. From this point of view, the attraction looks like an easy money-maker for the houses that don't cultivate family trade, and a policy problem for those that do.

The people principally involved in the story are Robert Ryan, Rock Hudson, Raymond Burr, Julia Adams, James Arness and Judith Braun, who turn in strong, steady performances under the competent and sometimes remarkably adroit direction of Budd Boetticher. The story and screenplay are by Louis Stevens, a good man with a line of dialogue and obviously a staunch foe of formula. Charles P. Boyle directed the photography, with William Fritsche as Technicolor consultant, and you wouldn't ask to see finer shots of Texas terrain, streams, saloons, driven cattle, grazing sheep and good-looking women. Mighty purty.

The principal role is played by Ryan, a Texan fresh back from the war between the states, who finds the old home ranch too dull and unrewarding for his taste and sets out to get big money fast by any feasible means. He gets it, by all the means commonly employed by the heavies in Westerns, and with it the opposition of the good people of the community (Austin) including his own family. Killed off in the course of his rise to power are Burr, an equally evil but wealthier man whose wife loves Ryan at sight, and a civic officer who decides to make a Federal case of Ryan and his gang, plus numerous others. Finally, of course, Ryan gets killed, too, but for no more clearly established reason than being a split second late on the draw. It brings the picture to a close, but hardly to a conclusion, which small differentiation so often divides the stories from the tales, the successes from the also-rans.

Running time, 80 minutes. Adult audience classification. For October release.

W. R. WEAVER

"Willie and Joe Back at the Front"

(Universal-International) *Hollywood, Sept. 28*

A SERVICEABLE COMEDY, based on the two Bill Mauldin "G.I." characters, has been fashioned by Universal under the able direction of George Sherman. Tom Ewell as Joe and Harvey Lemback as Willie are in enough amusing situations to please most every audience.

Willie and Joe find themselves back not only in uniform, due to having signed up for inactive reserve, but in Tokyo and in assorted troubles, in this script by Lou Brewlow, Don McGuire and Oscar Brodney. First gales of laughter greet their attempts to "goldbrick" out of service by feigning physical infirmity, and from then on the burble of pleased customers is virtually unbroken. Scenes in a Tokyo bath house are uproarious as is the scene when the pair receives the commanding general's personal aid over protests of all officers, in order to trap smugglers. The script is constantly a laugh producer to the finish.

Leonard Goldstein produced. Others in the cast include Mari Blanchard and Barry Kelley.

Running time, 87 minutes. General audience classification. For October release.

"Under the Red Sea"

(RKO Radio)

UNUSUAL UNDERSEA PHOTOGRAPHY in black-and-white is the factor in this interesting feature that has a wide range of appeal for various audiences. For the action-minded there are close-ups of a moray eel stabbing, a conflict with a manta ray, and a crew member riding a whale shark. It features an impressive scientific experiment conducted by expedition head Hans Hass in which is shown that fish ignore all sounds of civilization including jazz but are strongly attracted by the steady waltz beat of Strauss' "The Blue Danube." Other underwater footage includes coral formations and many types of fish. Attractive Lottie Berl shows to distinct advantage above and below water in various form-revealing bathing suits.

Les Tremayne speaks the narration that explains all the pantomime action of the film which has a suggestion of a story-line. The tale concerns the expedition by Hass and the major conflict seems to be whether expedition secretary Miss Berl can succeed in replacing the photographer who is sidelined by illness. Details about obtaining proper equipment, using a special oxygen respirator, seeing the architectural ruins of Port Sudan, and finding the underwater remains of an old slave ship help maintain interest. The tailor-made climax occurs when Miss Berl is knocked unconscious by a manta ray with a 22-foot wingspread. While everyone's oxygen supply is running low, she is spotted and saved by Dr. Hass, who later marries her.

Other members of the crew who contribute to the proceedings are Gerald Weidler, Leo Rohrer, Edward Wawrowetz, Alfonso Hochhauser and Mahmoud Amir.

Running time, 67 minutes. General audience classification. For October release.

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 63 NEW YORK, U. S. A., MONDAY, SEPTEMBER 29, 1952 TEN CENTS

Tradewise . . .

By SHERWIN KANE

THE OPTIMISM and confidence that was restored to the industry last summer when it was demonstrated that good pictures have not lost their power to draw the public away from TV's peep shows and other competing forms of entertainment and recreation has been disturbed from time to time in the past three months by the question: "Will it last?"

TV's best attractions are off the air now, the quizzical reminded. What will happen when they return? Or: It's an unusually hot and humid summer. People are going to air-conditioned theatres for relief. Will they continue to go next autumn?

The answers are coming in now. TV's top attractions are back, for the most part. Summer is past. And still the nation's box offices are thriving.

For those who still are not completely convinced, last week's news columns offered reassurance for the future from two of the industry's top showmen, Samuel Goldwyn and Barney Balaban. They were not speaking of today, but of the days to come.

•

Goldwyn used a press conference to lay at rest reports that his forthcoming "Hans Christian Andersen," his 88th production since becoming an independent producer, would be his last.

Not so, he said. Even now he is working on "No. 89." Into it are going millions of his own money, as they have gone into "Andersen" and other Goldwyn pictures. The industry's future, Goldwyn holds, is secure. Television has been a challenge, he says, but that challenge has been met.

Balaban returned to New York from Hollywood, where he looked into the industry's future, not in a crystal ball but on a screen which held a goodly slice of its yet to be released product. Not a man to make glib predictions, Balaban nevertheless left Hollywood so filled with enthusiasm by what he had seen, he was impelled to share the good news with the industry.

His conclusion: that the improvement in business not only will be maintained but will be increased. That view, he reported, is shared by other executives.

The Goldwyn and Balaban state-

(Continued on page 3)

Industry, A.T. & T. Officials Meet Tomorrow on Costs

WASHINGTON, Sept. 28.—Theatre television attorneys and engineers will meet here Tuesday with representatives of the American Telephone and Telegraph Co., in an effort to obtain from A. T. and T. cost information on theatre television transmission.

The meeting was suggested last week by A. T. & T. after a series of letters from James Fly, Vincent Welch and Marcus Cohn—attorneys who will present the industry's theatre television case to the Federal Communications Commission — had failed to elicit the required facts and figures from A. T. & T. When the company suggested the meeting it said that a recent change in the specifications made by the three attorneys might enable A. T. & T. to make a "speculative" forecast of the charges for transmission.

The meeting will take place at the Motion Picture Association of America headquarters here. Representing MPAA will be Welch, Fly, Andrew Inglis and Ed Cooper. Cohn and Stuart Bailey will represent the National Exhibitors Theatre Television Committee. From A. T. & T. will be general counsel Ernest D. North and top-level company engineers.

Healthier Box-office Seen by Branton

CHICAGO, Sept. 28.—Ralph Branton, Monogram Pictures vice-president, told company distribution and executive personnel in a closing session at the weekend of the convention of Monogram-Allied Artists that he felt there would be a healthy level of theatre attendance during the months ahead. Branton said, "I don't think that the alarmists in our industry need look any further for assurance than to the program of expansion Allied Artists is making in its quality

(Continued on page 4)

N. Dakota Oil Find Lures Neb. Showmen

Minneapolis, Sept. 28. — Newly-discovered oil in North Dakota, with its consequent rise in the economic level, has lured numerous Nebraska exhibitors into that state.

There have been theatre purchases in the cities of Bismark and Valley City and Nebraska theatremen are eyeing expansion in the oil fields through Williston and Wolf Point and at Kalispel, in Montana.

Johnston Visit to France in Offing

Eric A. Johnston, MPAA president, is virtually certain to go to France for further film pact talks before he undertakes visits to any other countries, it was indicated here at the weekend. At his meeting here Thursday with company presidents and foreign managers the date of his departure for Paris will be decided.

Johnston was due to fly East from the Coast over the weekend.

Plans Skiatron Test In Philadelphia, Too

Every effort will be made to extend the projected Skiatron subscription home television test to Philadelphia, Arthur Levey, Skiatron president, said here at the weekend.

The company recently announced that it is preparing an application to the Federal Communications Commission for authorization to launch a 90-day test in the New York Metropolitan area among 300 families. Levey said the company now contemplates the inclusion of Philadelphia in the application provided suitable arrangements can be made.

Levey cited the Walcott-Marciano

(Continued on page 4)

Presidents Put Off Arbitration Confab

Because distribution attorneys who have been working on suggested amendments to the much-abused industry arbitration draft have not completed their work and do not expect to complete it for several more days, company presidents will not discuss the subject of arbitration at their scheduled meeting here on Thursday, it was indicated at the weekend.

It was pointed out that the lawyers are attempting to amend the draft in such a way that it could be ac-

(Continued on page 4)

Companies Hit By European Credit 'Mess'

French, German, Italian Exhibitors Not Paying

A particularly acute, heretofore unpublicized problem for American distributors has affected the sale of product in France, Germany and Italy. Film export officials here reported at the weekend that they are becoming increasingly concerned that exhibitors in those countries in large numbers are not paying for pictures sold to them on credit.

This withholding of payments by French, German and Italian theatres and circuits was described as widespread and represents a "staggering" outstanding sum for the American distribution industry.

It has been recommended to the Motion Picture Export Association board that it study the problem of overdue accounts in Europe. The MPEA meeting here last week reviewed the situation and agreed that

(Continued on page 4)

Business Up, Fox Reopens Theatres

MILWAUKEE, Sept. 28.—The Fox-Wisconsin Amusement Corp. has reopened three of the four theatres which it closed for the summer, as a result of increased business. The three are the State, Venetian and Riviera, Harold J. Fitzgerald, president, disclosed.

Mull Weekly Fight Theatre Telecasts

Many theatremen, in the wake of the box-office success of the Walcott-Marciano bout, are thinking in terms of telecasting a boxing match every week.

It was further disclosed that the International Boxing Club had been approached on the subject a number of times. However, an IBC spokesman said that its commitments for the current year are with home TV and nothing would probably be decided now.

Personal Mention

NED E. DEPINET, RKO Radio president, is due here from the Coast today.

•

EDGAR LYNCH, who has retired after 27 years with Warner Theatres, plans to make his home in California. His last post was as manager of the Commodore Hull Theatre, Derby, Conn.

•

HARRY F. SHAW of Loew's Poli-New England Theatres, and MORTON KATZ of Connecticut Theatres, have been named to head the theatre solicitation teams for the October United Fund-Red Cross drive in New Haven.

•

LEON J. BAMBERGER, RKO Radio sales promotion manager, is scheduled to address the annual convention of the MPTO of St. Louis, Eastern Missouri and Southern Illinois, Oct. 6-7, at the Chase Hotel, St. Louis, Mo.

•

CHARLES J. SCHOOL, office manager of the M-G-M Boston branch, has been named chairman of the distribution division of the film industry in that city for the 1952 Salvation Army fund drive.

•

ARTHUR CANTON, Eastern M-G-M press representative, is in Toronto pinch hitting for DEWEY BLOOM, who is in a hospital.

•

M. L. SIMONS, assistant to H. M. RICHEY, M-G-M exhibitor relations head, is due back at his desk today after a brief illness.

•

HOWARD STRICKLING, M-G-M studio publicity head, is due here today from the Coast.

•

GEORGE A. HICKEY, M-G-M Western sales manager, will arrive back on the Coast today from New York.

•

SIDNEY BERNSTEIN of Granada Theatres, London, has returned to England from New York.

•

SOL SHAPIRO, Hollywood agent, flew to London from here over the weekend.

•

MORRIS HELPRIN of London Films of the U. S., left for England over the weekend by plane.

•

ROBERT MONTGOMERY has been elected a director of R. H. Macy and Co.

•

ALLEN RAINWATER, United Artists booker in Atlanta, has resigned to enter business for himself.

•

STEVE DAVIS of M-G-M's promotion department, has become engaged to HARRIET FEIN.

Starr to Meet Press

Alfred Starr of Nashville, new president of the Theatre Owners of America, has scheduled an interview with the trade press at TOA headquarters here tomorrow.

Distributors Will Present Product at Kansas City KMTA Meet Tomorrow

Kansas City, Sept. 28.—Each of a dozen distribution offices in Kansas City's film row will present product at the 34th annual convention of the Kansas-Missouri Theatre Association Tuesday and Wednesday at the Hotel President.

The branch managers and staffs will have 20 minutes to demonstrate how they would exploit their picture if they were exhibitors.

The discussion parts of the two-day convention will take up theatre television, showmanship, public relations, and Theatre Owners of America activities, the latter including a report on the recent convention.

Guest speakers will include Pat McGee, and Alfred Starr, recently elected president of TOA.

The business session, with C. E. Cook, president, presiding, will be held Wednesday morning. The convention opens at 1:30 P.M. Tuesday. R. R. Biechele, veteran exhibitor and long a respected and valuable worker in local and national film organizations, will be honored at the testimonial dinner phase of the banquet where Starr will be the speaker.

Kodak Promotes Johnson, Grauel

ROCHESTER, N. Y., Sept. 28. — A. Dexter Johnson and Edwin L. Grauel were appointed assistant directors of advertising at Eastman Kodak by director of advertising W. B. Potter and associate director L. H. Bartlett.

Johnson has handled the company's display advertising and was in charge of all merchandising operations of the advertising department. Grauel has been the assistant to advertising director Potter, and was business manager of the advertising department in charge of budget, planning, scheduling, accounting, cost control, media buying and other business operations.

$10,000 for Fight Film at Brockton

BOSTON, Sept. 28.—A big estimated $10,000 is seen for the Brockton Theatre at Brockton, Mass., the home town of heavyweight champion Rocky Marciano, from the opening of RKO Radio's fight film on Wednesday through the weekend.

Oriental Books Fight Film

CHICAGO, Sept. 28.—The Walcott-Marciano heavyweight championship fight film was booked for a one week's exclusive Chicago first run at the downtown Oriental Theatre. The fight telecast was a sell-out at four Chicago theatres and a Hammond, Indiana theatre. The film will be available to outlying theatres on Friday.

4-Theatre 'Limelight' Premiere in Paris

Charles Chaplin's "Limelight" will have its French premiere in four Paris theatres simultaneously, at the Marignan, Normandie, Rex and Marivaux, it was announced by Arnold M. Picker, United Artists foreign distribution vice-president.

The French premiere will follow by a week or two the two-theatre Oct. 23 American premiere in New York at the Astor Theatre and at the Trans-Lux 60th St. Theatre.

Wald Decries Cuts in Exploitation Crews

SAN ANTONIO, Sept. 28.—Declaring that heavier field exploitation is one of Hollywoods greatest needs in film marketing, producer Jerry Wald addressed 50 exhibitors and RKO Radio exchange men at a meeting here as part of the advance campaign for the world premiere in Dallas of "The Lusty Men."

Wald, who is making a week's tour of Texas cities with Milton Pickman, vice-president of Wald-Krasna Productions, scored those distributing companies which have cut field exploitation staffs, calling such moves "false economy."

"There is no question but that the reduction of personnel in the field deprives the industry's selling mechanism of able men whose obligation and responsibility is to provide new advertising methods, explore new channels, break new ground and maintain aggressive sales measures as a live, moving force in the business end of show business," Wald said.

"My own belief in the value of field exploitation is so strong that for 'The Lusty Men' alone 10 additional exploiteers will be dispatched throughout the county to buttress RKO's regular field force," he concluded.

MGM to Film Musical Of 'Golden West'

Dore Schary, M-G-M production chief who will arrive here this morning, blocked out details before he left Los Angeles for a musical screen version of "The Girl of the Golden West." Arthur Freed will produce, with Alan J. Lerner assigned to the screenplay.

The Belasco play has twice been the basis for motion pictures, first in 1930 as a drama in which Ann Harding starred and again in 1938 as a film musical with Jeanette MacDonald and Nelson Eddy and music by Sigmund Romberg. Schary will spend about four weeks in New York for conferences and advance plans on "Plymouth Adventure," his production which is slated to have its premiere on Nov. 24.

Newsreel Parade

THE CLEAN BILL of health given Richard Nixon by Eisenhower and the G.O.P. is given attention in current newsreels. Other political reporting includes Stevenson's Baltimore speech. Rounding out the presentations are items about a rocket experiment, boxing, baseball, the Korean war and King Farouk. Full summaries follow:

MOVIETONE NEWS, No. 79—Nixon to stay on Republican ticket. Gov. Stevenson speaks on taxes and controls. King Farouk's lost treasure. Monkey and mice on rocket ride. Greek Cross rites at Asbury Park.

NEWS OF THE DAY, No. 209—Nixon okayed by Ike and G.O.P. Stevenson in Baltimore. New underseas volcano. Reds driven from Korean hills. Mice and monkey ride. Marciano, new heavyweight champ.

PARAMOUNT NEWS, No. 12—Nixon vindicated, says Eisenhower. Truman greets Indian film celebrities. Animals in experiment in outer space.

TELENEWS DIGEST, No. 39-B — Ike meets Nixon. Animals travel in outer space. Chaplin arrives in England. Eden meets Tito. NATO troops on German maneuvers. Treasures and trinkets in Farouk palaces.

UNIVERSAL NEWS, No. 599—Politics: Ike and Adlai. Space pioneers. Farouk's palace. Marciano meets Walcott. Rodeo. Motorcycle hill climb.

WARNER PATHE NEWS, No. 14—2,000 m.p.h. rocket ride. Inside Farouk's fabulous palace. Ike and Nixon meet in Wheeling, W. Va. Stevenson in Baltimore. Dodgers win pennant. San Francisco fashions.

1,000 Key Dates for U-I's New 'Willie'

A record saturation dating of 1,000 key and sub-key situations is slated for Universal-International's "Willie and Joe Back at the Front," during the 30-day period beginning Oct. 15, general sales manager Charles J. Feldman discloses.

The film will receive the same advertising campaign given "Up Front." with the first 588 dates during the first two weeks of release being listed in two-color, double-page advertisements in the Oct. 18 issue of *Collier's* and Oct. 21 *Look Magazine.*

Lesser Gets Rights To 'Life of Jesus'

HOLLYWOOD, Sept. 28.—World distribution rights to "The Life of Jesus," and 80-minute French film composed of paintings depicting incidents in Jesus' life, have been acquired by Sol Lesser. Judith Anderson will do the English commentary.

The film will be the first handled by Lesser's new roadshow department.

New Operators of Vogue

CHICAGO, Sept. 26.—Dick Felix and Howard Lambert, head of advertising-publicity and film buyer for Essaness, respectively, have resigned in order to operate the Vogue Theatre as a "de luxe" house, starting on Friday, Oct. 3. The Vogue is no longer an Essaness house. Essaness district manager Charles Shapiro replaces Lambert and Felix's position is unfilled.

MOTION PICTURE DAILY. Martin Quigley. Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel, Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Texas Star Tours Begin on Nov. 10

Dallas, Sept. 28.—Phil Isley, chairman of the Texas Council of Motion Picture Organizations "Movietime" star tours, reports that the tours in Texas will begin on Nov. 10.

Serving on the committee with Isley are Robert J. O'Donnell, Col. H. A. Cole, William O'Donnell, R. I. Payne, Don Douglas, C. C. Ezell and Paul Short.

Will Not Ask Tour Talent to Entertain

In reply to a suggestion by actor Forrest Tucker that players on "Movietime" tours entertain their audiences, national "Movietime" director Robert J. O'Donnell and Hollywood chairman Marvin Schenck have issued a statement here, in which they said that under "Movietime's" policy regarding entertainment, "players may entertain if they wish and if they have a particular talent, such as singing or dancing, but they are not asked to nor are they expected to."

Would Be Unfair

The statement noted that "the Council of Motion Picture Organizations feels that such a broad policy would be unfair to many players whose talents do not lend themselves to on-the-spot, off-the-cuff entertainment. It is COMPO's wish and desire to present the personaltities in their best light before the public. If the Screen Actors Guild, after hearing Tucker's arguments for entertainment on the tours, asks or demands that COMPO adopt this policy, COMPO will act upon it, but otherwise it will continue to operate on what is a proven increasingly successful formula."

Dixie Papers Hit D. of J.'s 16mm. Suit

New Orleans, Sept. 28.—The question whether government officials or courts of law are competent to say when a motion picture has exhausted its theatrical value and should be shown on television is raised in an editorial in the New Orleans *Times-Picayune* and *States*, critical of the government action to force the sale of 16mm. films to television.

The editorial adds: "Movies for the most part have weathered the competition initially offered by TV. Once used to video, many people feel that the motion picture screen still has something to offer that isn't available on the screen in the parlor." However, it concludes, you can't expect them to pay admission to a theatre to see a picture which will be available on TV free later on.

Savannah, Ga., Sept. 28. — The Savannah *Morning News* in commenting editorially on the government suit to force the sale of 16mm. films to television expressed the opinion that the government, "in its efforts to force the movie industry to contribute to a competitive program which is against its own interests is striking at the very heart of a system (free enterprise) which has made this nation great."

Notables to Attend Cinerama Premiere Here Tomorrow

Governor Thomas E. Dewey of New York, Governor Alfred E. Driscoll of New Jersey and former President Herbert Hoover are among the distinguished guests slated to attend the world premiere of Cinerama at the Broadway Theatre here tomorrow evening.

Others invited include New York Mayor Impellitteri, Ambassador Warren Austin, Deems Taylor, Fritz Kreisler, James Melton, Admiral Richard Byrd, John Foster Dulles, Richard Rodgers and Oscar Hammerstein, David Sarnoff, Rosalind Russell, Jane Pickens, Clifton Fadiman, John Kieran, and others.

Meanwhile, WCBS-TV disclosed that Cinerama has purchased a 52-announcement saturation campaign which will close on Oct. 7.

Ernst Langemack, 69

Milwaukee, Sept. 28.—Ernst Langemack, 69, former Milwaukee theatre operator, died on Sept. 20 at Green Bay, Wis. Langemack operated the Colonial Theatre here for 30 years. He had left Milwaukee three years ago because of illness. Surviving are a daughter, Mrs. Harrison Brace, of Grand Rapids, Mich., and a son, Dr. William Langemack of Brillion.

Horan a WB Salesman

Boston, Sept. 28. — George W. Horan, at one time branch manager here and a district manager for Warner Brothers, has returned to the company as a salesman for Northeastern New England, it was disclosed by branch manager Ralph Iannuzzi.

Harry Sherman Had Planned New Firm

Hollywood, Sept. 28.—Harry Sherman, veteran producer who died here at Cedars of Lebanon Hospital late Thursday night at the age of 68, had plans well underway for a new distribution franchise organization.

The plans, which were disclosed Sept. 8 from Chicago following a meeting between Sherman and a group of independent distributors, called for the release of one picture per month. One feature of the projected organization was that the distribution franchise holders would own a part of the company, in addition to having distribution rights in their territories.

Sherman operated a theatre circuit in the Minneapolis area before turning to distribution and production. He was associated with Pathe and M-G-M prior to his forming Harry Sheman Productions in 1935 to make the Hopalong Cassidy series. Among his productions were "Ramrod," "Four Faces West," "Parson of Panamint" and "Buffalo Bill."

S. S. Krellberg's Mother

Mrs. Leona Krellberg, 75, mother of S. S. Krellberg, president of Principal Film Exchange here, died on Friday. Other survivors are two daughters, Mrs. Florence Elbern, and Mrs. Mary Phillips. Funeral services were held yesterday at Riverside Funeral Parlor.

Tradewise...

(*Continued from page* 1)

ments should do much to instill confidence throughout the industry and dispel any last, lingering doubts whether the recent upturn will last.

• •

PARLAYING a $10,000 loan through a punchboard business into oil, cattle, television and now controlling stock ownership of RKO Pictures in a matter of seven years, suggests that Ralph Stolkin, head of the group which last week replaced Howard Hughes as owners of the picture company, may have more than a bit of showmanship in his makeup.

If so, there will be no lack of opportunity for him to exercise it freely from now on.

Mutual-MGM Shows Back on Air Tonight

WOR-Mutual's group of 10 M-G-M produced programs will return as a bloc to the Monday through Saturday schedule tonight, it was announced by Julius F. Seebach, Jr., MBS-WOR vice-president in charge of programs.

Five of these shows—"Woman of the Year," "The Black Museum," "M-G-M Musical Comedy Theater," "Modern Adventures of Casanova" aand "Adventures Of Maisie" — were not heard during the summer. The other five—"Crime Does Not Pay," "Story of Dr. Kildare," "The Hardy Family," "The Gracie Fields Show" and "M-G-M Theater of the Air"—have been broadcast on the WOR schedule weekly since their debut last winter.

★ ★

Congratulations

TO the RCA-equipped and RCA serviced theatres that were so highly successful in presenting the televised heavyweight championship fight. It was a box-office smash hit.

All 37 RCA-equipped and RCA serviced theatres reported excellent sight and sound performance and enthusiastic audience reaction.

For the best showing—it's RCA all the way

RCA

RCA Theatre Equipment
Engineering Products Department
Radio Corporation of America
Camden, N. J.

RCA Service Company, Inc.
A Radio Corporation
of America Subsidiary
Camden, N. J.

★ ★

Arbitration

(Continued from page 1)

ceptable to the Theatre Owners of America and Allied States Association. In due course, TOA and Allied are likely to come up with their own recommended changes, and agreement would have to be reached by the three principles and other Arbitration Conference participants on an official, amended draft.

Would Like Changes

Both TOA and the distributors indicated at their recent meeting in Washington that they would like to make changes in the draft. Abram F. Myers, Allied general counsel, who sat in on the conference, indicated that Allied too undoubtedly would want to suggest changes, but that the Allied member units would have to be polled in this connection.

The distribution attorneys' efforts last week to compile suggested changes and fit them into the draft as it stood prior to the Washington meeting was interpreted as a manifestation of distribution's desire to see an industrywide arbitration system created.

Branton

(Continued from page 1)

of film output."

"Growing public awareness of global happenings," he added, "has opened up a wider range of exploitable story themes and intriguing location shots." He pointed out that the exploitation film has outgrown the old connotation of being a skimpily produced film based wholly on a documentary subject.

Headed by Steve Broidy, Hollywood, company president, the 200 executives, branch managers, salesmen and bookers left over the weekend to return to their offices.

Skiatron Test

(Continued from page 1)

fight, which drew an estimated 120,000 fight fans in TV-equipped theatres, as the "latest instance of how top-flight events are being denied the country's 18,0000,000 TV set owners under the present program-sponsored system.

"It is not at all far fetched," said Levey, "that the Walcott-Marciano fight might have drawn a minimum of $10,000,000 on subscription TV alone at a charge of no more than $1 per family."

Rep. Favors Tax Repeal

Boston, Sept. 28.—Rep. Richard B. Wigglesworth (R.,Mass.) in an interview regarding the elimination of the 20 per cent Federal admission tax, stated, "I do not care to make any definite commitment at this time but I am in favor of tax reduction. I voted specifically for the elimination or reduction of this tax when it was last considered by Congress two years ago."

Dual '4 Poster' Premiere

"The Four Poster," Stanley Kramer production for Columbia release, based upon Jan de Hartog's Broadway play, and starring Rex Harrison and Lilli Palmer, will have a dual world premier on Wednesday, Oct. 15, at the Victoria and Sutton theatres here.

100 More Theatres Join Rogers Drive

More than 100 additional theatres in Massachusetts, New Hampshire, Vermont, Connecticut, New Jersey, Ohio, Kentucky, Maryland, Virginia and New York have joined the Will Rogers Memorial Hospital collection-can drive making 750 additional theatres so far. Among the latest circuits which have sent in lists of their theatres to receive the collection-boxes for placement on candy stands are: Lazar Theatres, Buffalo, with 16 theatres; the Kallet Circuit, Oneida, N. Y., with 28 theatres; Walter Reade Theatres in New Jersey, and Interstate Theatres, Boston.

Reports to drive chairman Joseph R. Vogel indicate that in many theatres where the collection-boxes are already at work, donations are coming in much faster than anticipated.

Southern Cal. Unit Plaque to DeMille

Hollywood, Sept. 28.—Cecil B. DeMille has received a special plaque hailing him as "the greatest of all showmen" from the Southern California Motion Picture Council.

At the same time, Paramount's "Just for You" producer, Pat Duggan, and director, Elliott Nugent, were given a "gold seal" certificate of award by the Council which selected the film as "a picture of outstanding merit" for the family.

The special award to DeMille, and another to Walt Disney, are the first such honors voted by the Council.

'Stars and Stripes' A Christmas Release

Twentieth Century-Fox's "The Stars and Stripes Forever" will be the Christmas attraction from the company, it was announced here by Al Lichtman, director of distribution.

Scheduled for a world premiere in Washington, scene of Sousa's triumphs as head of the United States Marine Band, plans are now afoot to launch the picture in various military posts over the country where Sousa was stationed during his lifetime.

Hollywood Sets 1st 'Live' TV Drama

Hollywood, Sept. 28.—Next Monday night the first "live" network dramatic show to originate in Hollywood, "Hollywood Opening Night," will be seen in New York on NBC-TV. The show will also be the first dramatic show to originate from the recently opened unit of NBC's studio center in Burbank.

Fine Arts Gets 3rd Mayer-Kingsley Film

"The Magic Box," the new Robert Donat color by Technicolor feature, will be distributed nationally through Fine Arts Films. It is an Arthur Mayer-Edward Kingsley release.

Fine Arts is also the national distributor of two other Mayer-Kingsley releases, "Brandy for the Parson," which recently completed its American premiere at the Park Ave. Theatre, and Jean Cocteau's "The Strange Ones."

Credit 'Mess'

(Continued from page 1)

delayed payments are having a serious effect on the overall remittance picture. In other words, the amount of business done in any one of the three countries in a given period can show up considerably greater than sums held for remittance covering the period.

Large French, German and Italian circuits were said to be particularly serious offenders in the matter of delayed payment for product. In the case of some of these, credit has been withdrawn and product withheld pending receipt of all or part of what is owed.

One export official said that the credit situation in the three countries is without a doubt "a mess." Columbia was said to be particularly hard hit by the problem.

Further discussion of the problem is expected to take place at the meeting of MPEA companies' presidents and foreign managers scheduled for Thursday here.

'Overcoat' Is First Italian 'Salute' Film

"The Overcoat," adapted from Nicolai Gogol's short story, will be presented next Monday night as the first of seven premieres at the Little Carnegie Theatre during "Salute to Italian Films Week," Oct. 6-12.

Proceeds of each evening's showing, with the exception of the first one, will be shared equally by the American Theatre Wing and the Variety Clubs-Will Rogers Memorial Hospital at Saranac Lake.

Theatre Changes in The Chicago Area

Chicago, Sept. 28.—Herb Ellisburg, veteran exhibitor, has joined the Schoenstadt circuit as manager of the South Side Piccadilly Theatre. He will continue to operate the Rosewood, which he has been managing for the landlord for the past several months.

Outside Chicago, D. Callahan, who recently closed the Times, South Bend, Ind., reopened the Hebron, Hebron, Ill. Jack Butler is enlarging his Ski-Way Drive-in, Danville, Ill., from a 900 to a 1,200 car capacity.

New Snaper Acquisition

Berk and Krumgold, real estate brokers, have consummated the purchase of a long-term lease for the Palace Theatre, Netcong, N. J. for David and Wilbur Snaper, circuit operators. Wilbur Snaper is president of national Allied States Association. The 800-seat house was acquired from Fred Falkner, veteran exhibitor, who is retiring to Florida. The same brokers also recently disposed of Falkner's Liberty Theatre, Bernardsville, N. J.

Address by Novins

Boston, Sept. 28.—Samuel Pinanski, president of the Sentry Lodge of B'nai B'rith of Brookline, Mass., disclosed here that Louis Novins, executive secretary of Paramount Pictures, New York will be the principal speaker at a meeting to be held at the Temple Sinai in Brookline on Monday evening Oct. 6. Novins will speak on "B'nai B'rith and What it is Doing in the World."

In the THEATRE Equipment World . . .

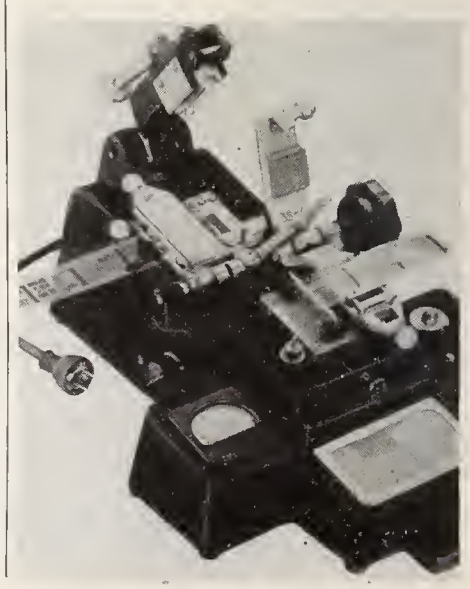
. . . *with RAY GALLO*

A NUMBER of theatre operators throughout the country are taking advantage of a new odorless paint which enables them to carry out interior decoration jobs without the usual interruptions in business or discomfort to patrons. The paint is a product of the Keystone Paint and Varnish Corp. of Brooklyn, N. Y. Through experimentation, under the leadership of Douglas C. Arnold, Keystone's president, a process was found for boiling the odor out of the oil used in the manufacture of oil-base paints. Then a thinner, which has the benefits of turpentine but none of its odor was developed. The paints are available in flat, semi-gloss, gloss, enamel, floor paint and varnish. Theatres which have already used it include the Paris in New York, the Crown and the Lincoln in New Haven and the Fine Arts in Westport, Conn.

Changes in its industriol vacuum Model VA20 hove been onnounced by the Holt Manufacturing Co. of Oakland, Col., ond Newark, N. J. They include a 60-inch water lift and ability to handle both wet and dry pick-up without chonging the bog. The vacuum has a 15-gallon tank of heavy-gauge metol with the inside rust and corrosion-proofed with rubber enamel. The electric cable is 35 feet long ond the hose is 1½ inches in diameter ond 10 feet long.

•

Prestoseal Manufacturing Corp. of Long Island City, N. Y., has modified its well-known splicer used in many motion picture studios and exchanges to the speedy, permanent splicing of film in theatre projection rooms. The principle of the "Presto-Splicer Pro Model" (see photo below) is a combination of controlled heat and pressure, applied in precise, automatically controlled time cycles. It is designed to splice either 35 or 16 mm. film without scraping or using cement. Dimensions are: height, 9 inches; width, 11¼; length, 17; weight, 17 pounds. The splicer plugs into a standard 120-volt outlet and is provided with a current control.



New Westrex Licensees

Nine new motion picture recording and disk licensee agreements with studios in the United States, France, Brazil, India, and Formosa have been signed during the last four months by Westrex Corp., according to E. S. Gregg, vice-president and general manager.

The studios which will install the equipment are: Seaboard Studios, Inc., New York; Glenn Sound Co., Hollywood; Photo-Magnetic Sound Studios, Inc., New York; Les Productions Fox Europa S.A.F., Paris; Cinematografica Maristela, S.A., Sao Paulo; M. & T. Films, Bombay; S.A. du Casino Royan, Paris, and Film Studios of Taiwan Information Department, Taipei, Taiwan (Formosa). Hughes Sound Films, Denver, is the new disk recording licensee.

Mexico Appears to Be Underseated

MEXICO CITY, Sept. 28.—Less than one-third of Mexico's nearly 26,000,000 inhabitants have regular 35-mm. cinema service, it is revealed by government figures. Mexico has 1,164 communities that have one or more regularly functioning theatres. These places have a total population of 8,000,000. The latest government count of theatres is 2,021 with a total seating capacity of 1,500,000. They represent a $49,700,000 investment. There are 130 regular theatres here, seating 220,000. Some 1,700 theatres throughout Mexico exhibit only 16-mm. pictures.

Mexico Will Have Color by Gevaert

MEXICO CITY, Sept. 28. — Regular production of color pictures in Mexico will be a fact in mid-December, announces Mauricio de la Serna, producer, who has contracted for the Gevaert process. Belgian technicians are teaching Mexicans to film and develop the color. De la Serna will operate independently and will provide various studios with the process.

Fete Film to Azteca

HOLLYWOOD, Sept. 28.—"The Shawl of Soledad," Mexico's sole film entrant in the recent Venice International Film Festival, has been acquired for United States distribution by Azteca Films, Inc., it was announced by Ruben Calderon, president. Rights to the production include both theatrical and television exhibition.

New Unit for Churubusco

MEXICO CITY, Sept. 28. — The Churubusco studio here is arranging for installation of the magnetic ribbon sound system. This will be the system's introduction to Mexico. Churubusco expects to have the system ready early in October.

'Matador' for Ferrer

LONDON, Sept. 28.—Actor-producer Jose Ferrer will leave here Oct. 7 by plane for New York where he will confer with Barnaby Conrad, author of "Matador," which will be filmed by John Huston Productions in Spain next spring with Ferrer as star.

FCC Okays 3 More Video Stations

WASHINGTON, Sept. 28.—The Federal Communications Commission has authorized the construction of three additional commercial television stations.

They were for the Winnebago Television Corp., Rockford, Ill.; Roanoke Broadcasting Corp., Roanoke, Va., and the Mississippi Publishers Corp., Jackson, Miss.

In addition the FCC also set for hearing the application of Greater Rockford Television, Inc., applying for channel 13 at Rockford along with Rockford Broadcasting, Inc. Milwaukee exhibitor L. F. Gran has a 14 per cent interest in Greater Rockford.

Interesting Women's SMPTE Program

WASHINGTON, Sept. 28.—A White House reception by Mrs. Truman will highlight the program for wives of members attending the Society of Motion Picture and Television Engineers convention here next week.

Mrs. Truman will meet with the SMPTE women on Wednesday afternoon, Oct. 8. On Thursday the group will lunch at the Columbia Country Club and in the evening they will be the guests of Mrs. Eric Johnston and Mrs. Joyce O'Hara at an Academia showing. On Friday afternoon Ambassador Politis will receive the wives at the Greek Embassy.

Co-chairmen of the SMPTE wives program are Mrs. Nathan Golden and Mrs. Joseph Aiken.

Party for Salzburg

A party was held here at the weekend for J. Milton Salzburg, president of Pictorial Films, Inc. and of Cornell Film Co., who will leave for Europe tomorrow on the *S.S. Queen Elizabeth*. The following attended: Jack Rosner, David B. Dash, Andy Anderson, Sam Krumholz, Jack Trop, Dave Horne, Jesse Fishell, Sid Russell, Milton Mendelwager, Morton P. Weiss, David Fisher, Larry Salzman, Edward Kaltman, Bob Crane, Dave Bader and Mrs. Salzburg.

Cohen in TV-Digest Post

PITTSBURGH, Sept. 28.—Harold V. Cohen, *Pittsburgh Post-Gazette* drama-film critic and columnist, is joining *TV Digest*, local television weekly, as a contributing columnist and editorial consultant. Cohen will continue on the morning newspaper in the same post he has held for the last 25 years.

'Plymouth' Opens Nov. 24

M-G-M will observe the 332nd anniversary of "Mayflower Compact Day" at Plymouth, Mass., on Nov. 24 with the world premiere of "Plymouth Adventure" at the Old Colony Theatre. The film was produced by Dore Schary.

Drive-in at Atomic Site

COLUMBUS, O., Sept. 28.—Lee Hofheimer and Al Sugarman of H. and S. Theatres here are the first Central Ohio theatremen to announce plans for drive-in construction near the site of the government's billion-dollar atomic energy plant in Pike County. They plan to build a drive-in on Route 23 at Waverly.

Three Broder Units to Coast

HOLLYWOOD, Sept. 28.—The bookkeeping, auditing and advertising display departments of Realart Pictures and Jack Broder Productions, Inc, have been transferred from New York to the headquarters here of Broder at General Service Studios.

Hereafter, direct supervision of these departments will be handled by Jack Broder and his vice-president, Herman Cohen. Helene Hayhurst has been appointed office manager, to head an augmented auditing staff. James Nicholson will be in charge of advertising display and press books.

The sales and print departments of both Realart and Broder Productions will still be maintained in New York under the supervision of vice-president Carroll Puciato and Miss Lee Fein.

Tax Revenue Drops In Ohio Cities

COLUMBUS, O., Sept. 28.—All but one major Ohio city having the three per cent admission tax reported drops in collections in the first six months of 1952 compared with the same period in 1951. Only Cincinnati reported a gain, of $3,346, in collections for all amusements.

Akron had the biggest decline, 14.4 per cent, Canton was next with 9.3 per cent, Youngstown had 4.7 per cent, and Columbus, 2.4 per cent. Percentages for Cleveland and Cincinnati are not available. Ten Ohio cities have repealed the tax during the past few years. They are Dayton, Bellefontaine, Bluffton, Bucyrus, Fostoria, Forest, Perrysburg, Plymouth, St. Bernard and Shelby.

3 More 'Ivanhoe' Dates

Three additional theatres have scheduled premieres for M-G-M's "Ivanhoe." In Denver, the RKO Orpheum will open the film on Wednesday, in Salt Lake City, the Villa will start showing the picture on Friday, and in Chicago, the Oriental will open with it on Oct. 9. These showings supplement the 35 previously announced for Loew's and other situations.

N.Y. State Sues Circuit

ALBANY, N. Y., Sept. 28. — New York State has charged the Fabian subsidiary Fast Theatres, Inc., with negligence and trespass in a Supreme Court action for $9,976, the roof repair cost of the State Armory, damaged in the November 1950 hurricane when a wall fragment from the adjacent ruins of the old motion picture theatre, Hermanus Bleecker Hall, was blown on it. The defendant, through Schwartz & Frohlich, New York claims it was "an act of God."

German Films in Ontario

TORONTO, Sept. 28.—All-German and all-Soviet film programs are reportedly making headway in Ontario theatres. The Odeon Savoy at Hamilton presented a German bill comprising "Gruen Ist die Heide" and "Drei Aus Einem Wurf," with a special adult price of 70 cents. At the Studio Theatre here a Soviet program was presented, including the Canadian premiere of "Bountiful Summer" and a revival of "Alexander Nevsky."

40 Productions in Work on the Coast

HOLLYWOOD, Sept. 28.—The production chart shows an increase of two points for a total of 40 pictures in work. Six new pictures were started and four finished.

Started were: "The Red Beret" (Warwick), Columbia; "A Woman Is Trouble" (Exclusive Films—Lippert release); and "The Tall Texan" (T. Frank Woods—Lippert release), independent; "Little Boy Lost," Paramount; "Blaze of Glory," 20th Century-Fox; "Thunder Bay," Universal-International.

Completed were: "Siren of Bagdad" (Esskay), Columbia; "Valley of Missing Men" and "The Sun Shines Bright," Republic; 'Come on Texas," Warner Brothers.

Red Cross Radio Series Available

"Errand of Mercy," the American Red Cross transcribed radio series, starring top Hollywood talent, is now available to local stations as a public service feature in a new issue of 26 programs.

Each program, states the Red Cross, is a dramatization of a human interest story, based on facts from Red Cross files. Stories cover national and community activities such as blood donor recruitment, first aid, disaster relief, nursing, and services to the Armed Forces and veterans.

Stein to Preside at Canadian Meeting

TORONTO, Sept. 28. — Morris Stein, Eastern division manager of Famous Players-Canadian Corp., will preside at the convention Oct. 27 at Ottawa of the National Committee of Motion Picture Exhibitors Associations, of which he is national chairman. At a directors' meeting of the association, Stein and H. C. D. Main of Sutton, Ont., both former presidents, were named delegates for the Ontario unit.

New Production Center for Canada

OTTAWA, Sept. 28.—Due to a predicted steel supply improvement here, a probable start may be made next year on the construction in St. Laurent near Montreal of a $5,000,000 film production center and headquarters for the National Film Board of Canada. Present board activities are carried on in several locations.

Roberts, MacCunn In New FP-C Posts

TORONTO, Sept. 28.—Famous Players-Canadian Corp. has named Harold E. Roberts manager of its real estate department, succeeding Angus MacCunn, who has been appointed secretary of the company.

2 More Houses Reopen

BALTIMORE, Sept. 28.—The Allied of Maryland statement that attendance is showing improvement, appears to be furthered by the fact that two subsequent-run houses here are opening. William G. Myers is turning-on the lights at his Echo Theatre while the Overlea also is reopening, after being closed all summer, with Louis Resnick as managing director.

Motion Picture Daily Feature Reviews

"The Lusty Men"

(Wald-Krasna-RKO Radio) *Hollywood, Sept. 28*

THE LUSTY MEN referred to in the title of this sprawling, drawling and sometimes brawling production by the show-wise and sure-handled Jerry Wald are the men who earn their living and often their dying in the rodeo business. The men chiefly concerned in this straight-line screenplay by Horace McCoy and David Dortort (from a story by Claude Stanish) are Robert Mitchum, Arthur Kennedy, Frank Faylen and Arthur Hunnicutt, and the woman with whom the first two of these lusty men are principally concerned is Susan Hayward, who doesn't like rodeo-ing but is stuck with it. Nice billing material.

Director Nicholas Ray seems to have paced the unfolding of his story to the slow and ambling gait of the former rodeo champion played by Mitchum, save for the frequent furious passages in which the rodeo animals galvanize the action on their own volition. The contrast between the plodding progress of the people and the lightning action of the broncs, steers and Brahma bulls is dramatically effective throughout what could have been an overlong 112 minutes otherwise.

The commercial possibilities of the picture are not readily determinable. The names obviously promise a solid opening. The box-office import of the fact that the picture deals exclusively (also intimately, informatively and extremely well) with the rodeo institution and rodeo people is open to question save in localities where predilection for that subject is known to prevail. Neither is it a simple matter to determine in advance whether the tremendous amount of expert riding, roping, bulldogging and so on in the picture is going to prove as profitable in the theatre as in the rodeo arena, especially under a title that doesn't state clearly what the picture's about.

In short, Mitchum plays a former rodeo champion whom Kennedy, the young, cowhand husband of Miss Hayward, persuades to teach him the rodeo business and manage him in it on a 50-50 basis. Kennedy becomes so successful as a rodeo performer that he refuses to retire and buy a ranch, as his wife and he intended in the beginning, and determines to go on with his hazardous career. Mitchum, following a differene with Kennedy, tells Miss Hayward of his love for her, but she says she's still in love with nobody but her husband. Next day Mitchum, who hasn't competed in rodeo since making the deal to manage Kennedy, gets himself killed in the arena, and Kennedy heeds his wife's wishes about retiring to the relative safety of ranching.

Running time, 112 minutes. General audience classification. For October release.

WILLIAM R. WEAVER

"Apache War Smoke"

(Metro-Goldwyn-Mayer)

BLENDING THE ELEMENTS of humor, farce, sophistication and "corn," this Hayes Goetz production is a Western in format. Its content, however, elevates to high moments of tenderness and humor an absolute rascal and other choice rascals, and is therefore unsuitable for youngsters whose parents have been teaching them the difference between right and wrong.

The story by Jerry Davis has Gilbert Roland enact a Mexican bad man, beloved by women, including those with husbands, and the father of numerous and often unknown progeny. One of these is Robert Horton, the upright and dedicated keeper of the Wells Fargo way station. It is the latter's bad luck that a gold cargo shepherded by company official Gene Lockhart arrives at the same time as Roland; and that the Apaches are looking for a white man who did them wrong. Roland captivates the women as usual; and even while disarmed keeps trying to get the gold. Continued Apache attacks begin to decimate the little fort; and the men are for throwing Roland to the Apaches. Horton has to make his difficult choice: to drive his bad but charming killer-father to death, or continue fighting. He chooses the latter. And Roland resolves the problem; he discovers the actual white man the Apaches are seeking, and by strategy sends him out from the fort. The Apaches kill him. This leaves peace, and the various romantic complications which have ensued become straightened. Horton is left with a good girl, the bad girl leaves with Lockhart, and Roland leaves after them.

Roland rides off after the stagecoach and the gold, and those who watch him leave are fairly certain he'll get the gold, because the boy who drives the coach also is his son.

Roland's portrayal of the bad man is good and subtle comedy; and the tense moments of gunplay and Apache attack keep the Western pace. Glenda Farrell's part as a gambling woman who carries two six-shooters with her and welcomes Roland as a fellow adventurer, is in character.

Davis' screenplay is based upon a story by Ernest Raycox. Harold Kress directed. In supporting roles are Barbara Ruick, Henry Morgan, Patricia Tiernan, Hank Worden, and others.

Running time, 67 minutes. Adult audience classification. Release date, Oct. 17.

Bernard an Importer

The opening title, "L. Barry Bernard presents," on Manor Films' "The French Way," marks the entry into the foreign-film importation field of the veteran art-house publicist. Bernard was for several years associated with Herbert Rosener Theatres on the Coast.

Mexican Loans Are Down

MEXICO CITY, Sept. 28.—The trade's own bank, the semi-official Banco Nacional Cinematografico, S. A., publishing its balance sheet as of Aug. 31, for the first time in a long while, reports loans, credits and discounts of only $1,290,375.25 and $1,970,000 worth of its bonds in circulation.

"Horizons West"

(Universal-International) *Hollywood, Sept. 28*

UNDER the above innocuous title the experienced and always expert Albert J. Cohen has put together an adult Western in the sparse "Outlaw," "Duel in the Sun" category that has made exhibitors so much money and cost them so much family patronage. This one, a bit more temperate than those in some respects but equally violative of the Autry-Rogers-Boyd screen tradition that family folk have been trained by repetition to regard as standard for Westerns, figures to make the same kind of money if similarly exploited, and to cost somewhat less family patronage, although some. From this point of view, the attraction looks like an easy money-maker for the houses that don't cultivate family trade, and a policy problem for those that do.

The people principally involved in the story are Robert Ryan, Rock Hudson, Raymond Burr, Julia Adams, James Arness and Judith Braun, who turn in strong, steady performances under the competent and sometimes remarkably adroit direction of Budd Boetticher. The story and screenplay are by Louis Stevens, a good man with a line of dialogue and obviously a staunch foe of formula. Charles P. Boyle directed the photography, with William Fritsche as Technicolor consultant, and you wouldn't ask to see finer shots of Texas terrain, streams, saloons, driven cattle, grazing sheep and good-looking women. Mighty purty.

The principal role is played by Ryan, a Texan fresh back from the war between the states, who finds the old home ranch too dull and unrewarding for his taste and sets out to get big money fast by any feasible means. He gets it, by all the means commonly employed by the heavies in Westerns, and with it the opposition of the good people of the community (Austin) including his own family. Killed off in the course of his rise to power are Burr, an equally evil but wealthier man whose wife loves Ryan at sight, and a civic officer who decides to make a Federal case of Ryan and his gang, plus numerous others. Finally, of course, Ryan gets killed, too, but for no more clearly established reason than being a split second late on the draw. It brings the picture to a close, but hardly to a conclusion, which small differentiation so often divides the stories from the tales, the successes from the also-rans.

Running time, 80 minutes. Adult audience classification. For October release.

W. R. WEAVER

"Willie and Joe Back at the Front"

(Universal-International) *Hollywood, Sept. 28*

A SERVICEABLE COMEDY, based on the two Bill Mauldin "G.I." characters, has been fashioned by Universal under the able direction of George Sherman. Tom Ewell as Joe and Harvey Lemback as Willie are in enough amusing situations to please most every audience.

Willie and Joe find themselves back not only in uniform, due to having signed up for inactive reserve, but in Tokyo and in assorted troubles, in this script by Lou Brewlow, Don McGuire and Oscar Brodney. First gales of laughter greet their attempts to "goldbrick" out of service by feigning physical infirmity, and from then on the burble of pleased customers is virtually unbroken. Scenes in a Tokyo bath house are uproarious as is the scene when the pair receives the commanding general's personal aid over protests of all officers, in order to trap smugglers. The script is constantly a laugh producer to the finish.

Leonard Goldstein produced. Others in the cast include Mari Blanchard and Barry Kelley.

Running time, 87 minutes. General audience classification. For October release.

"Under the Red Sea"

(RKO Radio)

UNUSUAL UNDERSEA PHOTOGRAPHY in black-and-white is the factor in this interesting feature that has a wide range of appeal for various audiences. For the action-minded there are close-ups of a moray eel stabbing, a conflict with a manta ray, and a crew member riding a whale shark. It features an impressive scientific experiment conducted by expedition head Hans Hass in which is shown that fish ignore all sounds of civilization including jazz but are strongly attracted by the steady waltz beat of Strauss' "The Blue Danube." Other underwater footage includes coral formations and many types of fish. Attractive Lottie Berl shows to distinct advantage above and below water in various form-revealing bathing suits.

Les Tremayne speaks the narration that explains all the pantomime action of the film which has a suggestion of a story-line. The tale concerns the expedition by Hass and the major conflict seems to be whether expedition secretary Miss Berl can succeed in replacing the photographer who is sidelined by illness. Details about obtaining proper equipment, using a special oxygen respirator, seeing the architectural ruins of Port Sudan, and finding the underwater remains of an old slave ship help maintain interest. The tailor-made climax occurs when Miss Berl is knocked unconscious by a manta ray with a 22-foot wingspread. While everyone's oxygen supply is running low, she is spotted and saved by Dr. Hass, who later marries her.

Other members of the crew who contribute to the proceedings are Gerald Weidler, Leo Rohrer, Edward Wawrowetz, Alfonso Hochhauser and Mahmoud Amir.

Running time, 67 minutes. General audience classification. For October release.

NEWS WHILE IT IS NEWS

MOTION PICTURE DAILY

AIR MAIL EDITION

VOL. 72. NO. 64 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 30, 1952 TEN CENTS

Aim to Keep 'Intent' of Draft Intact

Want Original Plan Of Arbitration to Prevail

The changes which the distributor attorneys currently are making in the draft of a projected industry arbitration system will not affect the "intent" of the draft as agreed upon prior to the recent meeting in Washington of distribution, Theatre Owners of America and Allied officials, it was contended here yesterday by a distributor spokesman.

This was interpreted as signifying that suggestions which the distributor lawyers will offer for draft changes will overlook those proposed by TOA at the Washington meeting, and at the same time will not be one-sided enough to "rub Allied the wrong way."

It was pointed out yesterday also that whatever additional provisions the distributor attorneys recommend for inclusion in the final draft will be

(*Continued on page 4*)

UK Cracks Down on Quota Defaulters

LONDON, Sept. 29.—The Board of Trade has begun to crack down on flagrant exhibitor quota offenders, one of the first cases, that of the owner of a 781-seat theatre in Congleton, having been found guilty and fined £30 ($84) and £35 ($98) costs. He was charged with playing only 11 per cent of British first feature films instead of the 30 per cent prescribed by the quota.

Meanwhile, the Board of Trade

(*Continued on page 4*)

Toronto Theatres Stand Up to TV

TORONTO, Sept. 29. — Domestic television, introduced a month ago, does not seem to have been troublesome to exhibitors thus far, as indicated by the current situation in which seven of 12 Toronto theatres have holdovers and two others have moveovers, leaving only three houses with entirely new attractions.

Starr Says TOA Is Looking for Executive Director

Theatre Owners of America is intent on finding an executive director to succeed Gael Sullivan, who resigned Sept. 15, as the TOA annual convention got underway in Washington, Alfred Starr, new TOA president, reported here yesterday following his arrival from Nashville.

Starr, who came here for conferences with other TOA officials and Council of Motion Picture Organizations executives, today will hold a trade press conference. He is scheduled to take a plane for Nashville later in the afternoon.

The TOA chief executive could not indicate when the executive director-

(*Continued on page 4*)

Record Turnout at Dinner for Blumberg

The volume of advance reservations to the "Jubilee Dinner" of the Motion Picture Pioneers honoring N. J. Blumberg at the Hotel Astor on Tuesday, Nov. 25 is greater than in any previous dinner in the history of the Pioneers, Jack Cohn, president, disclosed. At no comparable period in previous years—eight weeks in advance—have so many ticket reservations been received from all over the United States, Mexico and Canada, according to Cohn.

The dinner will honor Blumberg, chairman of the board of Universal Pictures, as the "Pioneer of 1952." George Jessel will be toastmaster and Ned E. Depinet chairman.

NPA CONTROL CUT ORDER IMMINENT

Can. Building Ban May End by Jan. 1

OTTAWA, Sept. 29. — Rapid expansion of steel production and an improvement in the overall supply may bring an end to present bans on the use of steel for all construction, including theatres, by the year's end, it is reported here by the government.

April 1 Starting Date For Theatres Indicated; Earlier Date Is Likely

By J. A. OTTEN

WASHINGTON, Sept. 29. — The National Production Authority is expected to issue this week—probably Wednesday — its order officially relaxing theatre construction controls, effective April 1.

It was learned, moreover, that the agency has scheduled for the end of October, on Oct. 29 to be exact, a meeting of top construction industry officials to survey the materials situation and decide whether the April 1 date can be safely advanced, say to Jan. 1 or Feb. 1.

The agency late in August announced its plans to relax construction controls, but never officially issued the order. Once before the agency had announced plans to relax the theatre building ban, effective last

(*Continued on page 4*)

Police Are Probing Memphis Drawings

MEMPHIS, Sept. 29.—Police have started an investigation of a new outbreak of "bank nights" at Memphis theatres to see if state anti-lottery laws are being violated.

A combined "bank night"—with the present jackpot standing at $1,250—is being operated at the Linden Circle, Crosstown and Frayser Drive-in, all owned by M. A. Lightman Sr., and Malco Theatres, Inc. Separate bank nights are being held at the Princess Theatre, Main Street, also owned by Lightman, and at the Hollywood Theatre, owned by J. A. West.

Lightman said he did not believe the law was being violated because

(*Continued on page 5*)

Senate Group Probe Finds 'Possible' Trust Offenses

WASHINGTON, Sept. 29.—The staff of the Senate Small Business Committee said its film industry investigation so far has "turned up evidence of possible violations of the anti-trust laws."

The assertion came in a confidential report prepared by the committee staff for the committee members. No details were given as to who had done the "violating," but presumably the violations would be by distributors. Committee officials refused to discuss details of the report.

The report pointed out that the committee has had under investigation for some time now the trade practices of the distributors, following complaints from small theatre owners. It said the preliminary investigation showed that relations between small exhibitors and distributors were "strained," and then the report made the statement about "possible viola-

(*Continued on page 4*)

Paramount Asks for Bids for 'Sheba'

Hal Wallis' "Come Back, Little Sheba," starring Burt Lancaster and Shirley Booth, will be offered by Paramount for one exclusive prerelease engagement in the Los Angeles area to open Christmas Day, according to A. W. Schwalberg, president of Paramount Film Distributing Corp.

General release is set for early 1953. Producer Wallis is in New York setting campaign and release arrangements with Paramount home office executives.

NEWS FLASHES

An MPAA spokesman said here yesterday that the MPAA will probably not attempt to move against the Maryland State Board of Censors until the Ohio newsreel censorship case is finally decided. The MPAA contemplated an attempt to hit the Maryland board on the legislative level, and not through a court test.

•

VANCOUVER, Sept. 29.-- With theatres and other indoor entertainment places requested to prohibit attendance of children due to a polio epidemic, business in Western Canada theatres has dropped off. Cases of polio are on the increase in British Columbia with a total of 340 to date.

Personal Mention

RUSSELL V. DOWNING, president and managing director of New York's Radio City Music Hall, is in Hollywood for his annual review of new product, and will return here Oct. 13.

•

AL DAFF, Universal executive vice-president, arrived in London from Paris yesterday and will return here over the coming weekend. DOUGLAS GRANVILLE of the Universal London office will leave there soon for a New York visit.

•

JANET RUTSTEIN, story analyst for the M-G-M story department here, and daughter of ESTHER KLAR RUTSTEIN of Radio City Music Hall, has become engaged to WILLIAM BANGSER, JR., with a Thanksgiving wedding planned.

•

C J. LATTA, managing director of Associated British Picture Corp., and D. J. GOODLATTE of Associated British Cinemas are expected here from London shortly.

•

TED R. GAMBLE, head of Gamble Enterprises, who has been in New York from Milwaukee, was in Washington yesterday.

•

ARNOLD WILLIAMS, head of the National Screen Service office in London, will leave there tomorrow for a New York visit of several weeks.

•

RUBE JACKTER, Columbia assistant general sales manager, will leave here today for Kansas City and Des Moines.

•

ERIC JOHNSTON, Motion Picture Association president, returned to Washington by plane yesterday from the Coast.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, left here yesterday for St. Louis.

•

DAVID O. SELZNICK will leave here today for Italy to begin work on several new pictures to be made there.

•

JOAQUIN GALLEGO, RKO Radio manager in Portugal, is undergoing hospital treatment in Barcelona, Spain.

•

CHARLES BOASBERG, RKO Radio's North-South division manager, will be in Dallas today.

Services Here Today For Adolph Brecher

Funeral services will be held at the Riverside Memorial Chapel here today for Adolph Brecher, former director of New York's 68th Street Playhouse and brother of Leo Brecher, Brecher Theatres president. He died here at the weekend.

Other survivors include his widow, Mrs. Mary Brecher; brothers Philip and Joe; a daughter, Elizabeth, and two sons, Sidney and Robert.

House Group Opens 10-Day 'Red' Investigation on Coast

HOLLYWOOD, Sept. 29.—Opening hearings here this afternoon that are expected to run 10 days, the House Un-American Activities Committee heard screenwriter Roy Huggins testify for two hours regarding his membership in the Communist Party from 1940 to 1947.

Huggins named about 20 names, mostly previously named in other hearings, and added Val Burton, former British author, composer and playwright whose recent Hollywood credits include "The Ghost Steps Out," "Time of Their Lives" and "Bedtime for Bonzo," to those reported previously in this connection. Huggins, whose screen credits include "Fuller Brush Man" and "Good Humor Man," said he had found it impossible to combine membership in the Communist Party and loyal Americanism.

At the opening, chairman John S. Wood read statements from Motion Picture Industry Council and AFL Film Council denouncing locally published intimations that "Hollywood" would oppose the committee hearings.

It is believed no picture people are scheduled for tomorrow's session.

Buchman Contempt Trial Postponed

WASHINGTON, Sept. 29.—The contempt of Congress trial of producer Sidney Buchman has been postponed again, this time from Oct. 1 to Feb. 9.

Buchman has been cited for refusing to appear before the House Un-American Activities Committee. William Hitz of the district attorney's office here said the new postponement was due to the unavailability of key witnesses. He said Buchman wanted the testimony of committee member Rep. Jackson, and that the latter would be busy campaigning on the Coast. The government, he said, wanted testimony from committee counsel Frank Tavenner, who is also on the Coast for committee hearings. It was finally decided to put off the the trial until after a new session of Congress starts, Hitz declared.

Loew's Sets a Big Campaign for N.Y.

Loew's New York theatres will launch a "Big 5" campaign in mid-October to sell what the circuit's executives believe to be one of the strongest lineups in years. Pictures included are "High Noon," "The Quiet Man," "Affair in Trinidad," "Somebody Loves Me" and "The Merry Widow."

Details of the campaign were mapped at a recent meeting presided over by theatre management executives Joseph R. Vogel, Oscar A. Doob, Eugene Picker and ad-publicity department men headed by Ernest Emerling and Eddie Dowden. Two touring float caravans that will cover Greater New York will launch the campaign, which will include special trailers, lobby displays and theatre-front decorations.

Dismiss Symphony Suit vs. UA, Brandt

The Supreme Court action by the Symphony Theatre here against United Artists and the Brandt circuit, in which the Symphony charged United Artists and Brandt with having improperly conspired to withhold the reissue of Charles Chaplin's "City Lights" from the Symphony, has been dismissed by Justice Greenberg, with the following observations:

"There is not the slightest evidence in this case, giving plaintiff every reasonable inference to which it is entitled, that the defendants or any of them entered into a conspiracy in violation of Section 340 of the General Business Law or of the common law of this State. Nor is there any evidence that any contract was entered into between plaintiff and United Artists. . . . Hence there could be no breach of contract nor the inducing of the breach of a contract which in fact had never been entered into."

Walter S. Beck and Paul Martinson of the firm of Phillips, Nizer, Benjamin & Krim represented United Artists and the firm of Weissman, Celler, Quinn, Allan & Spett, represented Brandt. Monroe Stein represented the Symphony Theatre.

Stolkin Expected Here on RKO Visit

Ralph Stolkin, head of the group which acquired stock control of RKO Pictures from Howard Hughes last week, is expected to arrive in New York from Chicago today or tomorrow for his first visit to the company's home office. During his visit, it is believed, a new board of directors for the company may be elected, although no date for a board meeting had been set up to yesterday.

Ned E. Depinet, RKO Pictures president, arrived here from the Coast over the weekend. In meetings with company executives all day yesterday, Depinet could not be reached for questioning concerning the company's future plans.

Bergman to Speak At Critics' Meet

Maurice Bergman, assistant to the president of Universal-International, will be the guest speaker at the luncheon to be given tomorrow to honor the motion picture critics of the New York press. The meeting will be held in the Hotel Piccadilly.

Among the guests will be A. H. Weiler, *Times;* William Zinsser, *Herald-Tribune;* Kate Cameron, *Daily News;* Ben Rosenberg, *Post;* Jim O'Connor, *Journal-American;* Frank Quinn, *Daily Mirror;* Jane Corby, *Brooklyn Eagle;* Marie Torre, *World Telegram & Sun,* and Leo Mishkin, *Morning Telegraph.*

Nearly 3,000 Houses Are Enrolled In Rogers Campaign

Close to 3,000 theatres throughout the U. S. have already enrolled in the drive to place collection-cans on candy stands for funds for the Will Rogers Memorial Hospital.

The various United Paramount theatre circuits throughout the country are cooperating in the project. With a green light from Leonard Goldenson, Robert Weitman and Ed Hyman, the circuits are enrolling daily. Interstate Circuit, Texas, came in with 141 theatres; Intermountain (Utah-Idaho) added 12; Northio Theatres (Ohio-Kentucky) enlisted nine houses; Florida State jumped the roll by 76 theatres; six theatres of the Buffalo Paramount circuit are in.

Other enrollments include: Dipson Theatres, Buffalo, with 15 houses and the Schad theatres in Reading, Pa. Additional New England circuits include the Lockwood and Gordon circuit; Phil Smith Circuit, Graphic Circuit, Robert Curzan.

Curry, N.E. Circuit Executive, Retires

BOSTON, Sept. 29. — Edward A. Curry, an executive of New England Theatres of Boston and a 40-year veteran in the industry, will retire on Wednesday, the circuit reports.

20th Pays Quarterly Div.

A quarterly cash dividend of $.25 per share on the outstanding common stock of 20th Century-Fox has been declared payable Oct. 31, 1952, to stockholders of record at the close of business on Oct. 15, 1952.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA in
"BECAUSE YOU'RE MINE"
introducing DORETTA MORROW
Color by TECHNICOLOR - An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION

JOHN WAYNE
AS
BIG JIM
McLAIN
in person
THE MILLS BROS.
RAY MALONE
TOMMY REYNOLDS
and his ORCHESTRA
DANNY LEWIS
JEAN CARROLL
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

HOWARD HUGHES presents
"ONE MINUTE TO ZERO"
Starring ROBERT MITCHUM - ANN BLYTH
CRITERION BROADWAY AND 45th ST.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Treasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Check List

of recent or forthcoming releases featured in advertising in *MOTION PICTURE DAILY* *

(alphabetically by title)

Title	Distributor
AFFAIR IN TRINIDAD (3 Pages)	Columbia
ASSIGNMENT PARIS	Columbia
BECAUSE YOU'RE MINE (2 Pages)	MGM
BEWARE MY LOVELY	RKO
BIG JIM McLAIN (5 Pages)	Warner
BONZO GOES TO COLLEGE	Universal
CAIRO ROAD	Realart
DREAMBOAT	20th-Fox
EVERYTHING I HAVE IS YOURS	MGM
FEARLESS FAGAN (2 Pages)	MGM
HANS CHRISTIAN ANDERSEN (3 Pages)	RKO
HORIZONS WEST	Universal
IVANHOE (21 Pages)	MGM
O. HENRY'S FULL HOUSE	20th-Fox
SOMEBODY LOVES ME (2 Pages)	Paramount
SON OF PALEFACE	Paramount
SUDDEN FEAR (2 Pages)	RKO
THE CRIMSON PIRATE	Warner
THE LUSTY MEN	RKO
THE QUIET MAN (13 Pages)	Republic
THE MERRY WIDOW (2 Pages)	MGM
THE MIRACLE OF OUR LADY FATIMA (3 Pages)	Warner
THE SNOWS OF KILIMANJARO (10 Pages)	20th-Fox
THE STORY OF WILL ROGERS (4 Pages)	Warner
THE WORLD IN HIS ARMS (7 Pages)	Universal
UNTAMED FRONTIER	Universal

* Pictures featured in *M. P. Daily* advertising during past 6 weeks.

The Vital Spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold".*

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it *soon enough;* (2) Make it effectively proclaim the *box-office values* of the picture; (3) Publish a *sufficient continuity* of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!

Senate Probe

(*Continued from page* 1)

tions" having been turned up.

Exhibitor complaints were summarized as follows: That small exhibitors can't get the same availabilities as larger theatres; that they are being forced to buy blocks of pictures; that in some areas branch managers of the distributors also own shares of theatres and favor these theatres in distributing the company's films; and that distributors use competitive bidding unnecessarily to get higher prices from small theatres.

Meanwhile, William D. Amis, investigator for the committee, has postponed for another month at least a projected cross-country trip in connection with the committee's investigation of exhibitor complaints against distributors.

Mr. Amis declared that complaints from exhibitors all over the country are still coming in to the committee, but said that since the committee is short-handed now he will be unable to check into them for some time. When he does take off, he said, he expects to spend considerable time in the San Francisco area and in New York, with visits to Chicago and Alabama.

Gillis W. Long, special investigator for the committee, recently returned from Los Angeles, Mr. Amis said, where he spent some time with representatives of the Southern California Theatre Owners Association. SCTOA is working up some additional information for the committee, the investigator said.

NPA Control Cut

(*Continued from page* 1)

July 1. But the order was not issued and when the steel strike came along, the order just never did come out. Industry officials have indicated, therefore, they would be a lot happier when NPA follows up its promise of an April 1 relaxation with an official order.

As previously promised, the relaxation would permit theatre builders to self-authorize up to five tons of carbon steel per quarter per project, up to 500 pounds of copper and up to 300 pounds of aluminum. At present, no self-authorization is allowed except minimum amounts for maintainance, repair and operating work. In addition to the self-authorizations under the new order, would-be theatre builders could apply for NPA allotments of additional amounts of the three metals with much better chances of success than at present.

Even though the relaxation would not be effective until April 1, builders could start lining up their materials now and placing orders for delivery after April 1, when the theatre building season really starts.

The Oct. 29 meeting of top construction industry officials will look over the steel, aluminum and copper supply situation and see if the April 1 date can be moved up.

NPA has been okaying extra copper for some drive-ins, it was learned. An agency spokesman said that in recent weeks it had approved additional copper for "some 10 or 15 drive-ins that just needed copper but no steel.



Reviews

"The Hour of 13"

(Metro-Goldwyn-Mayer) *Hollywood, Sept. 29*

ALTHOUGH PETER LAWFORD is the only player in this London-produced picture whose name has billing significance in this country, he is seen here with a splendid roster of cast associates in a splendid little picture. It is not, as a matter of fact, a little picture save in the sense that its name-power is slight, so far as American audiences are concerned. In point of actual scale, other than that, it is a quite big picture, filmed in and around and against some extremely good-to-look-at British streets and buildings, and the interiors measure up to the exteriors in every particular. It is a melodrama in which a jewel thief and a pathological killer make Scotland Yard most unhappy until the thief's path and the killer's cross eventually. Both are exposed and meet their merited finish.

M-G-M's Hayes Goetz, a relatively new but fast oncoming addition to that studio's producer list, turned out the picture, with Harold French contributing a fine job of timed and counter-timed direction. An extremely graceful script by Leon Gordon and Howard Emmett Rogers is based on a novel by Philip MacDonald. The Royal Philharmonic Orchestra furnishes the music, but that shouldn't be regarded as indicating a long-hair score.

Others in the cast are Dawn Addams, who's to be used over here as a contract star by M-G-M soon, Roland Culver, Derek Bond, Leslie Dwyer, Michael Hordern, Colin Gordon, Heather Thatcher, Jack McNaughton and Campbell Cotts. All are fine.

Lawford plays the jewel thief and Miss Addams portrays the daughter of Commissioner Bond of Scotland Yard. He successfully steals a priceless emerald under circumstances which lead police to believe that it was stolen by a killer who's been knocking off policemen all over London without seeming object. Since Lawford can't fence his booty safely until the killer's been apprehended, he ingratiates himself with the girl, then with her father, and takes part in the quest for the killer, whom he finally catches up with and dispatches. But the Scotland Yard people catch up with Lawford also and take him off to jail. (This all happens in 1890.)

Running time, 79 minutes. General audience classification. Release date, Nov. 13.

WILLIAM R. WEAVER

"Night Without Sleep"

(20th Century-Fox) *Hollywood, Sept. 29*

RUNNING CONFIDENTLY counter to the trade-wide conviction that the psychological-melodrama cycle was among the principal causes of the post-war decline in theatre attendance, producer Robert Bassler offers here a typical example of the category, complete with all the standard fixtures including the psychoanalyst (treated seriously this time) who foretells the murder. The producer has given the picture the gloss of painstaking production, proficient photography, and so forth, but there's no chance of deceiving the ticket shoppers as to the kind of picture it is.

The picture has Linda Darnell as its best billing name, but the foremost figure is Garry Merrill, who came to favorable public attention in "All About Eve." Hildegard Neff, who's been getting extensive publicity, and June Vincent, now getting a build-up also, are the others whose names an exploitation-determined exhibitor may utilize helpfully in the picture's box-office behalf.

Probably it wouldn't be wholly honest, and in some places it could be damaging, to exploit the picture as the story of a drunk's black-out, although that is what it really is. Merrill portrays the drunk, the camera opening on him in the act of coming awake in his home after a night of alcohol which he cannot remember, and with a scratched fist. The picture goes then into a series of flashbacks in which it is shown that he is the discontented husband of a wealthy girl he married six years ago in exchange for her backing a show for him, and the occasional associate in amour of a girl of vague delineation, with both of whom he spent a part of the night he doesn't remember. It's also shown that he spent a good deal of time with Miss Darnell, playing a Hollywood star who's long had a crush on him which he hasn't known about. In the sections between the flashbacks it's made clear that Merrill suspects he must have killed one of these women during his night of drinks, and it's this uncertainty that presumably is supposed to build suspense. But the totally conversation nature of the picture prevents suspense from forming. It turns out that it was his wife he murdered.

Frank Partos and Elick Moll wrote the screenplay, from a story by Moll. Roy Baker directed it too deliberately for its own good.

Running time, 77 minutes. Adult audience classification. For October release.

W. R. WEAVER

U.K. Cracks Down

(*Continued from page* 1)

announced that 2,118 theatres applied for quota relief and exemptions for the year beginning Oct. 1, compared with 2,157 applications in the year now concluding.

Relief in varying degree was granted to 1,439 houses against 1,428 this year. Total exemption was given 168 theatres. The reliefs and exemptions granted will reduce the average first feature quota for the country as a whole from the prescribed 30 per cent to 26.2 per cent, the Board estimates.

NSS Shipping Change

BUFFALO, Sept. 29.—National Screen Service branch manager Jack Goldstein reports that henceforth trailers for this territory will be shipped to exhibitors from Buffalo instead of from New York.

Aim to Keep

(*Continued from page* 1)

"very few in number." For the most part, they have been working on changes in wording, changes which the layman would regard as insignificant but which lawyers believe are necessary for purposes of accurate definition. Substitution of words, rephrasing and punctuation were said to be the matters with which they have dealt in the main.

Turned 'Thumbs Down'

Apparently, the distributor attorneys have turned "thumbs down" on the proposal made at the Washington parley by Alfred Starr, TOA president, that circuits and other exhibitors be given the right to initiate arbitration proceedings to increase clearance. Abram F. Myers, Allied general counsel, who wrote the original draft following several meetings in New York among all principals, was understood to have regarded this to be a "revolutionary" proposal, and one to which he objected.

There was said to be little doubt that the distributor lawyers would complete their work on draft changes by Friday, possibly sooner. When they have finished the task, the presidents of the Motion Picture Association of America member companies and non-member companies will be invited to review and act on the changes. If the presidents give their approval, then TOA and Allied will be asked to look over the recommendations and indicate whether or not they are acceptable from their standpoints.

Meanwhile, of course, TOA and Allied are at liberty to alter the draft to better suit themselves. Whether either organization has been acting in this direction is not known at present. Myers indicated at the Washington meeting that Allied may have suggestions but that its membership would have to be polled before they were acted upon.

Herman M. Levy, TOA general counsel, is due here today from New Haven to attend a trade press conference which will be held by Starr. It is expected that reporters will ask Levy about any TOA plans for recommending draft changes.

One particularly knotty problem which has been tackled by the distributor lawyers concerns possible arrangements for carrying on unfinished arbitration business after the 18-month agree-upon trial period has ended. If the system is dropped, even if only temporarily, when the period expires, some arrangements will have to be made to accommodate complainants involved in uncompleted proceedings, they remind.

TOA Is Looking

(*Continued from page* 1)

ship will be filled since the organization is faced with the problem of "getting the right man at the right salary." At the convention Sullivan's resignation was attributed primarily to the fact that TOA could not meet his salary expectancy. Sullivan was exccutive director for several years.

Pending the hiring of a new executive director, Sullivan's former duties are being handled by Herman M. Levy, TOA general counsel, and Dick Pitts and Howard Bryant, administrative assistants.

Meetings Open Here On 'Pan' Campaign

Roy O. Disney, president of Walt Disney Productions, and Card Walker, advertising director, arrived here yesterday from the Coast to finalize plans for the release and promotion of Walt Disney's forthcoming $4,000,000 cartoon feature, "Peter Pan."

While in New York, Disney will meet with Robert Mochrie, RKO Radio distribution vice-president, and Leo Samuels, Disney sales supervisor, on plans for pre-releasing the picture in a limited number of cities.

The "Peter Pan" promotional campaign will be discussed in meetings Disney will hold with Disney sales executives Charles Levy and Irving Ludwig; character merchandise division representatives Hal Heisser, Chester Feitel, Vincent Jefferds and Harold Ridenour, and Disney Music Co. official Phil Kahl. S. Barret McCormick and Don Prince will represent RKO Radio at the meetings.

The campaign for the picture reportedly will exceed anything in Disney annals. At least 14,000,000 "Peter Pan" books will be placed on sale, starting early in November, and RCA Victor and Simon & Schuster will press 3,350,000 "Peter Pan" records. More than 30 newspapers throughout the country, with at least 30,000,000 readers, will run a "Peter Pan" Sunday comic strip syndicated by King Features, beginning the first of the year. "Millions of pieces" of "Peter Pan" merchandise will be featured by stores during the coming Yule season, the company said.

'Gaucho' Premiere on Board Ship Tonight

Representatives of all branches of show business and leading New York, U. N., and Argentine government officials will be guests of 20th Century-Fox and the Moore-McCormack Lines for tonight's world premiere of "Way of A Gaucho" aboard the *S.S. Argentina*, moored at Pier 32.

Among the notables who are said to have signified they will attend are Florence Chadwick, swimmer, Nils Astor, Ann Bancroft, Yolande Betbeze, Vicki Cummings, Bette Davis, Lisa Ferraday, Nina Foch, Art Ford, William Gaxton, Coleen Gray, Nancy Guild, Wanda Hendrix, Celeste Holm, George Jessel, Bert Lahr, Jayne Meadows, Gary Merrill, Ava Norring, Jack Palance, Georgie Price, Gregory Ratoff, Herb Schriner, Mel Torme, and Cornelius Vanderbilt, Jr.

Memphis Drawings

(*Continued from page* 1)

it was not necessary to buy a ticket to get a chance on the jackpot. Patrons are registered outside the theatre, in the lobby, and persons who want to wait outside and not buy a ticket are eligible for a chance, Lightman said.

Weekly drawings are held. A telephone hook-up enables a simultaneous drawing to be held by the four Lightman theatres in the single operation. If the winner is present the jackpot is carried over and added to for the next week.

Police banned bank nights at Memphis theatres in 1936 but at that time it was necessary to buy a ticket to get a chance at the drawing. Police Chief Ed Reeves said he would investigate and confer with City Attorney Gianotti.

Television--Radio

with Pinky Herman

NBC's DECISION last year to build its own West Coast TV centre rather than continue renting theatres with the resulting confusion as regards to transportation of cameras, sound equipment, lights, etc., will be highlighted Saturday, Oct. 4 at 8:00 P.M. (E.S.T.) when a special All Star Revue will NBTee off the newly completed studios located at Burbank, Cal. Stars will include Milton Berle, Phil Harris, George Jessel, Dinah Shore, Harpo Marx and Fisher & Ross. . . . Jane Wyman, winner of an Academy 'Oscar', will be Bing Crosby's first guest when his radio series returns to the air CBStrating Thurs. Oct. 9. Jane will sing. (You didn't know, did you, that Jane showed promise as a singer even before becoming an actress.) . . . By special assignment, Gary Stevens moves over to CBS to work on the "Mike & Buff" TV program which has been increased to 45 minutes daily. . . . Telenews will film the World Series for TV use under the supervision of Harry Roberts, firm's sports director. . . . A new merchandising dep't. has been set up by George F. Foley, Inc. to effect product tie-ins and special promotion with the acquisition of Jos. F. Kell, Jr. formerly with Lord & Taylor. . . .

☆ ☆ ☆

After two 13-week deals, Dennis James has been signed to a long term contract to continue as emcee of Old Gold's "Chance of a Lifetime," ABC-TVehicle. Show's rating has been showing consistent rises. Denny's genial and fine work has been tops in our book for years. . . . Latest film luminary to appear on TV is Dick Powell, who'll star in "Dante's Inferno," the second of the "Singer Four Star Playhouse," CBSeries, Thurs., Oct. 9. . . . Sylvania's 1952 Television Awards will take place early in December in New York. Deems Taylor has again accepted the chairmanship of the judges committee. . . . Another 15-minute NBCiggie program will be TViewed starting Tues., Oct. 7, at 10:30 P.M. when Bob & Ray star in "The Embassy Club," sponsored by Embassy Cigarets and placed thru Lennen & Mitchell. Violinist Florian Zabach and Broadway Musical Comedy star Audrey Meadows round out the cast. . . . Peter's Backyard Bistro in Greenwich Village is readying a TV Disk Jockey show. . . . Alan Sands postcards this description, quote: "A man with a wonderful vocabulary is he who can describe Marilyn Monroe without using his hands." Unquote. . . . And from Hollywood comes this from Jack Kirkwood. Quote: "Don't tell me hard work never killed anybody. I lost two wives that way." Unquote. . . . "The Garry Moore Show" will be CBStreamlined to a half-hour daily telecast, Monday, Oct. 6. Dancing star Ray Malone becomes a regular member of the cast which, with G.M., includes Denise Lor, Ken Carson and Durward Kirby. . . . DuMont will telecast the East-West game which will take place for the 28th year at San Francisco, Dec. 27, proceeds to go to the Shriner's Hospital for Crippled Children. Program will be sponsored by Chrysler. Mutual will carry the radio broadcast of the game. . . . A New NBCamel radio series, "Walk A Mile," emceed by John Henry Falk, will take over the Wednesday at 8 P.M. slot starting Oct. 8.



Dennis James

☆ ☆ ☆

John Murray Anderson is preparing a two-hour program for submission to CBS, ultimately to be the special Christmas show for the Ford Foundation this year . . . . After six years as emcee of "Luncheon At Sardi's," Bill Slater will bow off the WORchidacious noontime series. Program will be streamlined to a half-hour next month. . . . Credit Gary Stevens with the baseball crack of the year. Quote: "The Giants' slogan is 'Wait Till LAST year.'" Unquote. . . . Dean Elliott, formerly musical director for "All-Star Revue," "Jack Carson Show" and "Jerry Lester Show," in collaboration with Jack Scholl, Warner Bros. director, has completed the score for the forthcoming Broadway Musical, "Herald Square," to be co-produced by Ben Segal and Robert Alda and starring Alda. . . . If the first of the series, "How Death Valley Got Its Name," is symbolical of the other stories of "Death Valley Days," then this new series of Flying A Productions which will be sponsored by The Pacific Borax Co. over DuMont stations starting Oct. 7, should rank high in Western type presentations. Scripter Ruth Woodman is doing a Flying A-1 job. . . .

Another Suit Hits Ohio Censorship

COLUMBUS, O., Sept. 29.—Superior Films, distributors of the remade version of the old German film, "M," has sued the Ohio division of film censorship in the Ohio Supreme Court in another effort to knock out Ohio's censorship laws.

Dr. Clyde Hissong, chief film censor, was ordered by attorney general William O'Neill to review the film for a second time, following a mandamus action by Superior which asked that the board be required to review the film, since it had been cut to conform with censorship in other states. O'Neill ruled that the censor board's refusal to review the film a second time was "indefensible."

After the second viewing, the Ohio board again rejected the film. "M" was originally rejected by the board on April 23, 1951, because it was said to be "permeated with crime." The producers said the cut version has been passed by every censor board in the country, except the Atlanta board, where it was not submitted.

The law firm of Wright, Harlor, Purpus, Morris & Arnold is representing Superior. The attorneys, asking a review of the latest rejection order, based their case on two points:

1. The film censorship statute is unconstitutional in the state and the United States since it is an abridgement of free speech and free press.

2. If the statute is valid, then the censorship board has acted arbitrarily and abused its discretion in rejecting the film.

Approve Banning Of Dope Picture

ALBANY, N. Y., Sept. 29.—The Board of Regents has upheld a decision by Dr. Hugh M. Flick, director of the State Education Department's division of motion pictures, who refused a license to the Argentine-made "Slaves of the Underworld" on the ground that its public exhibition would "tend to corrupt morals and incite to crime."

A special committee consisting of regents W. Kingsland Macy, John F. Brosman and Roger W. Straus witnessed a screening in New York and heard an attorney for the A. J. Film Distributing Co. make a plea for a state seal. The committee subsequently recommended to the regents that Flick's ruling be approved, and the board so voted.

A letter from Federal Narcotics Commissioner H. J. Anslinger declaring "Slaves of the Underworld" to be a "dangerous" picture for public exhibition was made part of the record. The film is described as being of the racketeer type in which characters smoke marijuana and then commit crimes.

Italian Dignitaries Here for Festival

The first group of Italian film stars and officials who will participate in "Salute to Italian Films Week" in New York, Oct. 6-12, has arrived here from Rome.

Among the arrivals are Dr. Renato Gualino, general director of Italian Films Export, and Dr. Emanuele Cassuto, managing director of Unitalia. Premieres of seven Italian films are scheduled for consective nights of the festival.

The Branch Managers of
Twentieth Century-Fox

are
proud
to
designate
the week
of
October 12-18
as

SPYROS P. SKOURAS WEEK

in honor
of his
Tenth Anniversary
as President
of our Company

FIRST IN FILM NEWS

MOTION PICTURE DAILY

Accurate Concise and Impartial

VOL. 72. NO. 64 NEW YORK, U. S. A., TUESDAY, SEPTEMBER 30, 1952 TEN CENTS

Aim to Keep 'Intent' of Draft Intact

Want Original Plan Of Arbitration to Prevail

The changes which the distributor attorneys currently are making in the draft of a projected industry arbitration system will not affect the "intent" of the draft as agreed upon prior to the recent meeting in Washington of distribution, Theatre Owners of America and Allied officials, it was contended here yesterday by a distributor spokesman.

This was interpreted as signifying that suggestions which the distributor lawyers will offer for draft changes will overlook those proposed by TOA at the Washington meeting, and at the same time will not be one-sided enough to "rub Allied the wrong way."

It was pointed out yesterday also that whatever additional provisions the distributor attorneys recommend for inclusion in the final draft will be

(*Continued on page 4*)

UK Cracks Down on Quota Defaulters

LONDON, Sept. 29.—The Board of Trade has begun to crack down on flagrant exhibitor quota offenders, one of the first cases, that of the owner of a 781-seat theatre in Congleton, having been found guilty and fined £30 ($84) and £35 ($98) costs. He was charged with playing only 11 per cent of British first feature films instead of the 30 per cent prescribed by the quota.

Meanwhile, the Board of Trade

(*Continued on page 4*)

Toronto Theatres Stand Up to TV

TORONTO, Sept. 29.—Domestic television, introduced a month ago, does not seem to have been troublesome to exhibitors thus far, as indicated by the current situation in which seven of 12 Toronto theatres have holdovers and two others have moveovers, leaving only three houses with entirely new attractions.

Starr Says TOA Is Looking for Executive Director

Theatre Owners of America is intent on finding an executive director to succeed Gael Sullivan, who resigned Sept. 15, as the TOA annual convention got underway in Washington, Alfred Starr, new TOA president, reported here yesterday following his arrival from Nashville.

Starr, who came here for conferences with other TOA officials and Council of Motion Picture Organizations executives, today will hold a trade press conference. He is scheduled to take a plane for Nashville later in the afternoon.

The TOA chief executive could not indicate when the executive director-

(*Continued on page 4*)

Record Turnout at Dinner for Blumberg

The volume of advance reservations to the "Jubilee Dinner" of the Motion Picture Pioneers honoring N. J. Blumberg at the Hotel Astor on Tuesday, Nov. 25 is greater than in any previous dinner in the history of the Pioneers, Jack Cohn, president, disclosed. At no comparable period in previous years—eight weeks in advance—have so many ticket reservations been received from all over the United States, Mexico and Canada, according to Cohn.

The dinner will honor Blumberg, chairman of the board of Universal Pictures, as the "Pioneer of 1952." George Jessel will be toastmaster and Ned E. Depinet chairman.

NPA CONTROL CUT ORDER IMMINENT

Can. Building Ban May End by Jan. 1

OTTAWA, Sept. 29.—Rapid expansion of steel production and an improvement in the overall supply may bring an end to present bans on the use of steel for all construction, including theatres, by the year's end, it is reported here by the government.

April 1 Starting Date For Theatres Indicated; Earlier Date Is Likely

By J. A. OTTEN

WASHINGTON, Sept. 29.—The National Production Authority is expected to issue this week—probably Wednesday—its order officially relaxing theatre construction controls, effective April 1.

It was learned, moreover, that the agency has scheduled for the end of October, on Oct. 29 to be exact, a meeting of top construction industry officials to survey the materials situation and decide whether the April 1 date can be safely advanced, say to Jan. 1 or Feb. 1.

The agency late in August announced its plans to relax construction controls, but never officially issued the order. Once before the agency had announced plans to relax the theatre building ban, effective last

(*Continued on page 4*)

Police Are Probing Memphis Drawings

MEMPHIS, Sept. 29.—Police have started an investigation of a new outbreak of "bank nights" at Memphis theatres to see if state anti-lottery laws are being violated.

A combined "bank night"—with the present jackpot standing at $1,250—is being operated at the Linden Circle, Crosstown and Frayser Drive-in, all owned by M. A. Lightman Sr., and Malco Theatres, Inc. Separate bank nights are being held at the Princess Theatre, Main Street, also owned by Lightman, and at the Hollywood Theatre, owned by J. A. West.

Lightman said he did not believe the law was being violated because

(*Continued on page 5*)

Md. Censor Attack Awaits Ohio Action

The Motion Picture Association of America will probably not attempt to move against the Maryland State Board of Censors until the Ohio newsreel censorship case is finally decided, an MPAA spokesman said.

The MPAA contemplated an attempt to hit at the Maryland board on the legislative level, and not through a court test.

The state of Ohio still has until Oct. 10 to appeal the decision of Judge Wiley of Toledo.

Senate Group Probe Finds 'Possible' Trust Offenses

WASHINGTON, Sept. 29.—The staff of the Senate Small Business Committee said its film industry investigation so far has "turned up evidence of possible violations of the anti-trust laws."

The assertion came in a confidential report prepared by the committee staff for the committee members. No details were given as to who had done the "violating," but presumably the violations would be by distributors. Committee officials refused to discuss details of the report.

The report pointed out that the committee has had under investigation for some time now the trade practices of the distributors, following complaints from small theatre owners. It said the preliminary investigation showed that relations between small exhibitors and distributors were "strained," and then the report made the statement about "possible viola-

(*Continued on page 4*)

Paramount Asks for Bids for 'Sheba'

Hal Wallis' "Come Back, Little Sheba," starring Burt Lancaster and Shirley Booth, will be offered by Paramount for one exclusive prerelease engagement in the Los Angeles area to open Christmas Day, according to A. W. Schwalberg, president of Paramount Film Distributing Corp.

General release is set for early 1953. Producer Wallis is in New York setting campaign and release arrangements with Paramount home office executives.

Polio Hits Western Canadian Business

VANCOUVER, Sept. 29. — Business in Western Canada theatres is off because of a polio epidemic. Theatres and other indoor entertainment places have been requested to prohibit attendance of children. Cases of polio are on the increase in British Columbia with 340 to date.

Personal Mention

RUSSELL V. DOWNING, president and managing director of New York's Radio City Music Hall, is in Hollywood for his annual review of new product, and will return here Oct. 13.

•

AL DAFF, Universal executive vice-president, arrived in London from Paris yesterday and will return here over the coming weekend. DOUGLAS GRANVILLE of the Universal London office will leave there soon for a New York visit.

•

JANET RUTSTEIN, story analyst for the M-G-M story department here, and daughter of ESTHER KLAR RUTSTEIN of Radio City Music Hall, has become engaged to WILLIAM BANGSER, JR., with a Thanksgiving wedding planned.

•

C J. LATTA, managing director of Associated British Picture Corp., and D. J. GOODLATTE of Associated British Cinemas are expected here from London shortly.

•

TED R. GAMBLE, head of Gamble Enterprises, who has been in New York from Milwaukee, was in Washington yesterday.

•

ARNOLD WILLIAMS, head of the National Screen Service office in London, will leave there tomorrow for a New York visit of several weeks.

•

RUBE JACKTER, Columbia assistant general sales manager, will leave here today for Kansas City and Des Moines.

•

ERIC JOHNSTON, Motion Picture Association president, returned to Washington by plane yesterday from the Coast.

•

F. J. A. MCCARTHY, Universal Southern and Canadian sales manager, left here yesterday for St. Louis.

•

DAVID O. SELZNICK will leave here today for Italy to begin work on several new pictures to be made there.

•

JOAQUIN GALLEGO, RKO Radio manager in Portugal, is undergoing hospital treatment in Barcelona, Spain.

•

CHARLES BOASBERG, RKO Radio's North-South division manager, will be in Dallas today.

Services Here Today For Adolph Brecher

Funeral services will be held at the Riverside Memorial Chapel here today for Adolph Brecher, former director of New York's 68th Street Playhouse and brother of Leo Brecher, Brecher Theatres president. He died here at the weekend.

Other survivors include his widow, Mrs. Mary Brecher; brothers Philip and Joe; a daughter, Elizabeth, and two sons, Sidney and Robert.

House Group Opens 10-Day 'Red' Investigation on Coast

HOLLYWOOD, Sept. 29.—Opening hearings here this afternoon that are expected to run 10 days, the House Un-American Activities Committee heard screenwriter Roy Huggins testify for two hours regarding his membership in the Communist Party from 1940 to 1947.

Huggins named about 20 names, mostly previously named in other hearings, and added Val Burton, former British author, composer and playwright whose recent Hollywood credits include "The Ghost Steps Out," "Time of Their Lives" and "Bedtime for Bonzo," to those reported previously in this connection. Huggins, whose screen credits include "Fuller Brush Man" and "Good Humor Man," said he had found it impossible to combine membership in the Communist Party and loyal Americanism.

At the opening, chairman John S. Wood read statements from Motion Picture Industry Council and AFL Film Council denouncing locally published intimations that "Hollywood" would oppose the committee hearings.

It is believed no picture people are scheduled for tomorrow's session.

Buchman Contempt Trial Postponed

WASHINGTON, Sept. 29.—The contempt of Congress trial of producer Sidney Buchman has been postponed again, this time from Oct. 1 to Feb. 9.

Buchman has been cited for refusing to appear before the House Un-American Activities Committee. William Hitz of the district attorney's office here said the new postponement was due to the unavailability of key witnesses. He said Buchman wanted the testimony of committee member Rep. Jackson, and that the latter would be busy campaigning on the Coast. The government, he said, wanted testimony from committee counsel Frank Tavenner, who is also on the Coast for committee hearings. It was finally decided to put off the the trial until after a new session of Congress starts, Hitz declared.

Loew's Sets a Big Campaign for N.Y.

Loew's New York theatres will launch a "Big 5" campaign in mid-October to sell what the circuit's executives believe to be one of the strongest lineups in years. Pictures included are "High Noon," "The Quiet Man," "Affair in Trinidad," "Somebody Loves Me" and "The Merry Widow."

Details of the campaign were mapped at a recent meeting presided over by theatre management executives Joseph R. Vogel, Oscar A. Doob, Eugene Picker and ad-publicity department men headed by Ernest Emerling and Eddie Dowden. Two touring float caravans that will cover Greater New York will launch the campaign, which will include special trailers, lobby displays and theatre-front decorations.

Dismiss Symphony Suit vs. UA, Brandt

The Supreme Court action by the Symphony Theatre here against United Artists and the Brandt circuit, in which the Symphony charged United Artists and Brandt with having improperly conspired to withhold the reissue of Charles Chaplin's "City Lights" from the Symphony, has been dismissed by Justice Greenberg, with the following observations:

"There is not the slightest evidence in this case, giving plaintiff every reasonable inference to which it is entitled, that the defendants or any of them entered into a conspiracy in violation of Section 340 of the General Business Law or of the common law of this State. Nor is there any evidence that any contract was entered into between plaintiff and United Artists. . . . Hence there could be no breach of contract nor the inducing of the breach of a contract which in fact had never been entered into."

Walter S. Beck and Paul Martinson of the firm of Phillips, Nizer, Benjamin & Krim represented United Artists and the firm of Weissman, Celler, Quinn, Allan & Spett, represented Brandt. Monroe Stein represented the Symphony Theatre.

Stolkin Expected Here on RKO Visit

Ralph Stolkin, head of the group which acquired stock control of RKO Pictures from Howard Hughes last week, is expected to arrive in New York from Chicago today or tomorrow for his first visit to the company's home office. During his visit, it is believed, a new board of directors for the company may be elected, although no date for a board meeting had been set up to yesterday.

Ned E. Depinet, RKO Pictures president, arrived here from the Coast over the weekend. In meetings with company executives all day yesterday, Depinet could not be reached for questioning concerning the company's future plans.

Bergman to Speak At Critics' Meet

Maurice Bergman, assistant to the president of Universal-International, will be the guest speaker at the luncheon to be given tomorrow to honor the motion picture critics of the New York press. The meeting will be held in the Hotel Piccadilly.

Among the guests will be A. H. Weiler, *Times;* William Zinsser, *Herald-Tribune;* Kate Cameron, *Daily News;* Ben Rosenberg, *Post;* Jim O'Connor, *Journal-American;* Frank Quinn, *Daily Mirror;* Jane Corby, *Brooklyn Eagle;* Marie Torre, *World Telegram & Sun,* and Leo Mishkin, *Morning Telegraph.*

Nearly 3,000 Houses Are Enrolled In Rogers Campaign

Close to 3,000 theatres throughout the U. S. have already enrolled in the drive to place collection-cans on candy stands for funds for the Will Rogers Memorial Hospital.

The various United Paramount theatre circuits throughout the country are cooperating in the project. With a green light from Leonard Goldenson, Robert Weitman and Ed Hyman, the circuits are enrolling daily. Interstate Circuit, Texas, came in with 141 theatres; Intermountain (Utah-Idaho) added 12; Northio Theatres (Ohio-Kentucky) enlisted nine houses; Florida State jumped the roll by 76 theatres; six theatres of the Buffalo Paramount circuit are in.

Other enrollments include: Dipson Theatres, Buffalo, with 15 houses and the Schad theatres in Reading, Pa. Additional New England circuits include the Lockwood and Gordon circuit; Phil Smith Circuit, Graphic Circuit, Robert Curzan.

Curry, N.E. Circuit Executive, Retires

BOSTON, Sept. 29. — Edward A. Curry, an executive of New England Theatres of Boston and a 40-year veteran in the industry, will retire on Wednesday, the circuit reports.

20th Pays Quarterly Div.

A quarterly cash dividend of $.25 per share on the outstanding common stock of 20th Century-Fox has been declared payable Oct. 31, 1952, to stockholders of record at the close of business on Oct. 15, 1952.

NEW YORK THEATRES

RADIO CITY MUSIC HALL
Rockefeller Center
MARIO LANZA in
"BECAUSE YOU'RE MINE"
introducing DORETTA MORROW
Color by TECHNICOLOR - An M-G-M Picture
plus
SPECTACULAR STAGE PRESENTATION

JOHN WAYNE
AS
BIG JIM
M'LAIN
in person
THE MILLS BROS.
RAY MALONE
TOMMY REYNOLDS
and his ORCHESTRA
DANNY LEWIS
JEAN CARROLL
PARAMOUNT TIMES SQUARE
Midnight Feature Nightly

HOWARD HUGHES presents
"ONE MINUTE TO ZERO"
Starring ROBERT MITCHUM - ANN BLYTH
CRITERION BROADWAY AND 45th ST.

MOTION PICTURE DAILY. Martin Quigley, Editor-in-Chief and Publisher; Sherwin Kane, Editor; Terry Ramsaye, Consulting Editor. Published daily, except Saturdays, Sundays and holidays, by Quigley Publishing Company, Inc., 1270 Sixth Avenue, Rockefeller Center, New York 20, N. Y. Telephone CIrcle 7-3100. Cable address: "Quigpubco, New York." Martin Quigley, President; Martin Quigley, Jr., Vice-President; Theo. J. Sullivan, Vice-President and Trcasurer; Raymond Levy, Vice-President; Leo J. Brady, Secretary; James P. Cunningham, News Editor; Herbert V. Fecke, Advertising Manager; Gus H. Fausel Production Manager; Hollywood Bureau, Yucca-Vine Building, William R. Weaver, Editor. Chicago Bureau, 120 South LaSalle Street, Urben Farley Advertising Representative, FI 6-3074; Bruce Trinz, Editorial Representative, 11 North Clark Street, FR-2-2843. Washington, J. A. Otten, National Press Club, Washington D. C. London Bureau, 4 Golden Sq., London WI; Hope Burnup, Manager; Peter Burnup, Editor; cable address, "Quigpubco, London." Other Quigley Publications: Motion Picture Herald; Better Theatres and Theatre Sales, each published 13 times a year as a section of Motion Picture Herald; International Motion Picture Almanac; Fame. Entered as second-class matter, Sept. 21, 1938, at the post office at New York, N. Y., under the act of March 3, 1879. Subscription rates per year, $6 in the Americas and $12 foreign; single copies, 10c.

Check List

of recent or forthcoming
releases featured in advertising in
MOTION PICTURE DAILY *

(alphabetically by title)

Title	Distributor
AFFAIR IN TRINIDAD (3 Pages)	Columbia
ASSIGNMENT PARIS	Columbia
BECAUSE YOU'RE MINE (2 Pages)	MGM
BEWARE MY LOVELY	RKO
BIG JIM McLAIN (5 Pages)	Warner
BONZO GOES TO COLLEGE	Universal
CAIRO ROAD	Realart
DREAMBOAT	20th-Fox
EVERYTHING I HAVE IS YOURS	MGM
FEARLESS FAGAN (2 Pages)	MGM
HANS CHRISTIAN ANDERSEN (3 Pages)	RKO
HORIZONS WEST	Universal
IVANHOE (21 Pages)	MGM
O. HENRY'S FULL HOUSE	20th-Fox
SOMEBODY LOVES ME (2 Pages)	Paramount
SON OF PALEFACE	Paramount
SUDDEN FEAR (2 Pages)	RKO
THE CRIMSON PIRATE	Warner
THE LUSTY MEN	RKO
THE QUIET MAN (13 Pages)	Republic
THE MERRY WIDOW (2 Pages)	MGM
THE MIRACLE OF OUR LADY FATIMA (3 Pages)	Warner
THE SNOWS OF KILIMANJARO (10 Pages)	20th-Fox
THE STORY OF WILL ROGERS (4 Pages)	Warner
THE WORLD IN HIS ARMS (7 Pages)	Universal
UNTAMED FRONTIER	Universal

* Pictures featured in *M. P. Daily* advertising during past 6 weeks.

The Vital Spark that ignites the interest of exhibitors for specific pictures, so that it can flame into that enthusiasm which inspires real showmanship, is a soundly planned program of trade advertising. *Without that, no exhibitor can be blamed for lacking in excitement over pictures which are offered to him virtually "cold".*

It is obvious that the extent of a distributor's confidence in product he has available is generally indicated by either the telling—*or lack of telling about it*—in trade paper messages.

There never was a greater need for good product. There never was a greater interest among exhibitors to know about the product they should plan to obtain and exploit. There never was a keener readership of trade paper messages.

Requisites for successful motion picture trade paper advertising of good product are: (1) Start it *soon enough;* (2) Make it effectively proclaim the *box-office values* of the picture; (3) Publish a *sufficient continuity* of sales messages to impress and remind.

Soundly planned trade advertising is the basic telling that leads to successful selling. Its cost is dimes that bring dollars. It is *the vital spark* for the power that produces greatest results!

Senate Probe

(*Continued from page* 1)

tions" having been turned up.

Exhibitor complaints were summarized as follows: That small exhibitors can't get the same availabilities as larger theatres; that they are being forced to buy blocks of pictures; that in some areas branch managers of the distributors also own shares of theatres and favor these theatres in distributing the company's films; and that distributors use competitive bidding unnecessarily to get higher prices from small theatres.

Meanwhile, William D. Amis, investigator for the committee, has postponed for another month at least a projected cross-country trip in connection with the committee's investigation of exhibitor complaints against distributors.

Mr. Amis declared that complaints from exhibitors all over the country are still coming in to the committee, but said that since the committee is short-handed now he will be unable to check into them for some time. When he does take off, he said, he expects to spend considerable time in the San Francisco area and in New York, with visits to Chicago and Alabama.

Gillis W. Long, special investigator for the committee, recently returned from Los Angeles, Mr. Amis said, where he spent some time with representatives of the Southern California Theatre Owners Association. SCTOA is working up some additional information for the committee, the investigator said.

NPA Control Cut

(*Continued from page* 1)

July 1. But the order was not issued and when the steel strike came along, the order just never did come out. Industry officials have indicated, therefore, they would be a lot happier when NPA follows up its promise of an April 1 relaxation with an official order.

As previously promised, the relaxation would permit theatre builders to self-authorize up to five tons of carbon steel per quarter per project, up to 500 pounds of copper and up to 300 pounds of aluminum. At present, no self-authorization is allowed except minimum amounts for maintainance, repair and operating work. In addition to the self-authorizations under the new order, would-be theatre builders could apply for NPA allotments of additional amounts of the three metals with much better chances of success than at present.

Even though the relaxation would not be effective until April 1, builders could start lining up their materials now and placing orders for delivery after April 1, when the theatre building season really starts.

The Oct. 29 meeting of top construction industry officials will look over the steel, aluminum and copper supply situation and see if the April 1 date can be moved up.

NPA has been okaying extra copper for some drive-ins, it was learned. An agency spokesman said that in recent weeks it had approved additional copper for "some 10 or 15 drive-ins that just needed copper but no steel.



Reviews

"The Hour of 13"

(*Metro-Goldwyn-Mayer*) *Hollywood, Sept. 29*

ALTHOUGH PETER LAWFORD is the only player in this London-produced picture whose name has billing significance in this country, he is seen here with a splendid roster of cast associates in a splendid little picture. It is not, as a matter of fact, a little picture save in the sense that its name-power is slight, so far as American audiences are concerned. In point of actual scale, other than that, it is a quite big picture, filmed in and around and against some extremely good-to-look-at British streets and buildings, and the interiors measure up to the exteriors in every particular. It is a melodrama in which a jewel thief and a pathological killer make Scotland Yard most unhappy until the thief's path and the killer's cross eventually. Both are exposed and meet their merited finish.

M-G-M's Hayes Goetz, a relatively new but fast oncoming addition to that studio's producer list, turned out the picture, with Harold French contributing a fine job of timed and counter-timed direction. An extremely graceful script by Leon Gordon and Howard Emmett Rogers is based on a novel by Philip MacDonald. The Royal Philharmonic Orchestra furnishes the music, but that shouldn't be regarded as indicating a long-hair score.

Others in the cast are Dawn Addams, who's to be used over here as a contract star by M-G-M soon, Roland Culver, Derek Bond, Leslie Dwyer, Michael Hordern, Colin Gordon, Heather Thatcher, Jack McNaughton and Campbell Cotts. All are fine.

Lawford plays the jewel thief and Miss Addams portrays the daughter of Commissioner Bond of Scotland Yard. He successfully steals a priceless emerald under circumstances which lead police to believe that it was stolen by a killer who's been knocking off policemen all over London without seeming object. Since Lawford can't fence his booty safely until the killer's been apprehended, he ingratiates himself with the girl, then with her father, and takes part in the quest for the killer, whom he finally catches up with and dispatches. But the Scotland Yard people catch up with Lawford also and take him off to jail. (This all happens in 1890.)

Running time, 79 minutes. General audience classification. Release date, Nov. 13.

WILLIAM R. WEAVER

"Night Without Sleep"

(*20th Century-Fox*) *Hollywood, Sept. 29*

RUNNING CONFIDENTLY counter to the trade-wide conviction that the psychological-melodrama cycle was among the principal causes of the post-war decline in theatre attendance, producer Robert Bassler offers here a typical example of the category, complete with all the standard fixtures including the psychoanalyst (treated seriously this time) who foretells the murder. The producer has given the picture the gloss of painstaking production, proficient photography, and so forth, but there's no chance of deceiving the ticket shoppers as to the kind of picture it is.

The picture has Linda Darnell as its best billing name, but the foremost figure is Garry Merrill, who came to favorable public attention in "All About Eve." Hildegard Neff, who's been getting extensive publicity, and June Vincent, now getting a build-up also, are the others whose names an exploitation-determined exhibitor may utilize helpfully in the picture's box-office behalf.

Probably it wouldn't be wholly honest, and in some places it could be damaging, to exploit the picture as the story of a drunk's black-out, although that is what it really is. Merrill portrays the drunk, the camera opening on him in the act of coming awake in his home after a night of alcohol which he cannot remember, and with a scratched fist. The picture goes then into a series of flashbacks in which it is shown that he is the discontented husband of a wealthy girl he married six years ago in exchange for her backing a show for him, and the occasional associate in amour of a girl of vague delineation, with both of whom he spent a part of the night he doesn't remember. It's also shown that he spent a good deal of time with Miss Darnell, playing a Hollywood star who's long had a crush on him which he hasn't known about. In the sections between the flashbacks it's made clear that Merrill suspects he must have killed one of these women during his night of drinks, and it's this uncertainty that presumably is supposed to build suspense. But the totally conversation nature of the picture prevents suspense from forming. It turns out that it was his wife he murdered.

Frank Partos and Elick Moll wrote the screenplay, from a story by Moll. Roy Baker directed it too deliberately for its own good.

Running time, 77 minutes. Adult audience classification. For October release.

W. R. WEAVER

NSS Shipping Change

BUFFALO, Sept. 29.—National Screen Service branch manager Jack Goldstein reports that henceforth trailers for this territory will be shipped to exhibitors from Buffalo instead of from New York.

U.K. Cracks Down

(*Continued from page* 1)

announced that 2,118 theatres applied for quota relief and exemptions for the year beginning Oct. 1, compared with 2,157 applications in the year now concluding.

Relief in varying degree was granted to 1,439 houses against 1,428 this year. Total exemption was given 168 theatres. The reliefs and exemptions granted will reduce the average first feature quota for the country as a whole from the prescribed 30 per cent to 26.2 per cent, the Board estimates.

Aim to Keep

(*Continued from page* 1)

"very few in number." For the most part, they have been working on changes in wording, changes which the layman would regard as insignificant but which lawyers believe are necessary for purposes of accurate definition. Substitution of words, rephrasing and punctuation were said to be the matters with which they have dealt in the main.

Turned 'Thumbs Down'

Apparently, the distributor attorneys have turned "thumbs down" on the proposal made at the Washington parley by Alfred Starr, TOA president, that circuits and other exhibitors be given the right to initiate arbitration proceedings to increase clearance. Abram F. Myers, Allied general counsel, who wrote the original draft following several meetings in New York among all principals, was understood to have regarded this to be a "revolutionary" proposal, and one to which he objected.

There was said to be little doubt that the distributor lawyers would complete their work on draft changes by Friday, possibly sooner. When they have finished the task, the presidents of the Motion Picture Association of America member companies and non-member companies will be invited to review and act on the changes. If the presidents give their approval, then TOA and Allied will be asked to look over the recommendations and indicate whether or not they are acceptable from their standpoints.

Meanwhile, of course, TOA and Allied are at liberty to alter the draft to better suit themselves. Whether either organization has been acting in this direction is not known at present. Myers indicated at the Washington meeting that Allied may have suggestions but that its membership would have to be polled before they were acted upon.

Herman M. Levy, TOA general counsel, is due here today from New Haven to attend a trade press conference which will be held by Starr. It is expected that reporters will ask Levy about any TOA plans for recommending draft changes.

One particularly knotty problem which has been tackled by the distributor lawyers concerns possible arrangements for carrying on unfinished arbitration business after the 18-month agree-upon trial period has ended. If the system is dropped, even if only temporarily, when the period expires, some arrangements will have to be made to accommodate complainants involved in uncompleted proceedings, they remind.

TOA Is Looking

(*Continued from page* 1)

ship will be filled since the organization is faced with the problem of "getting the right man at the right salary." At the convention Sullivan's resignation was attributed primarily to the fact that TOA could not meet his salary expectancy. Sullivan was executive director for several years.

Pending the hiring of a new executive director, Sullivan's former duties are being handled by Herman M. Levy, TOA general counsel, and Dick Pitts and Howard Bryant, administrative assistants.

Meetings Open Here On 'Pan' Campaign

Roy O. Disney, president of Walt Disney Productions, and Card Walker, advertising director, arrived here yesterday from the Coast to finalize plans for the release and promotion of Walt Disney's forthcoming $4,000,000 cartoon feature, "Peter Pan."

While in New York, Disney will meet with Robert Mochrie, RKO Radio distribution vice-president, and Leo Samuels, Disney sales supervisor, on plans for pre-releasing the picture in a limited number of cities.

The "Peter Pan" promotional campaign will be discussed in meetings Disney will hold with Disney sales executives Charles Levy and Irving Ludwig; character merchandise division representatives Hal Heisser, Chester Feitel, Vincent Jefferds and Harold Ridenour, and Disney Music Co. official Phil Kahl. S. Barret McCormick and Don Prince will represent RKO Radio at the meetings.

The campaign for the picture reportedly will exceed anything in Disney annals. At least 14,000,000 "Peter Pan" books will be placed on sale, starting early in November, and RCA Victor and Simon & Schuster will press 3,350,000 "Peter Pan" records. More than 30 newspapers throughout the country, with at least 30,000,000 readers, will run a "Peter Pan" Sunday comic strip syndicated by King Features, beginning the first of the year. "Millions of pieces" of "Peter Pan" merchandise will be featured by stores during the coming Yule season, the company said.

'Gaucho' Premiere on Board Ship Tonight

Representatives of all branches of show business and leading New York, U. N., and Argentine government officials will be guests of 20th Century-Fox and the Moore-McCormack Lines for tonight's world premiere of "Way of A Gaucho" aboard the *S.S. Argentina*, moored at Pier 32.

Among the notables who are said to have signified they will attend are Florence Chadwick, swimmer, Nils Astor, Ann Bancroft, Yolande Betbeze, Vicki Cummings, Bette Davis, Lisa Ferraday, Nina Foch, Art Ford, William Gaxton, Coleen Gray, Nancy Guild, Wanda Hendrix, Celeste Holm, George Jessel, Bert Lahr, Jayne Meadows, Gary Merrill, Ava Norring, Jack Palance, Georgie Price, Gregory Ratoff, Herb Schriner, Mel Torme, and Cornelius Vanderbilt, Jr.

Memphis Drawings

(*Continued from page* 1)

it was not necessary to buy a ticket to get a chance on the jackpot. Patrons are registered outside the theatre, in the lobby, and persons who want to wait outside and not buy a ticket are eligible for a chance, Lightman said.

Weekly drawings are held. A telephone hook-up enables a simultaneous drawing to be held by the four Lightman theatres in the single operation. If the winner is present the jackpot is carried over and added to for the next week.

Police banned bank nights at Memphis theatres in 1936 but at that time it was necessary to buy a ticket to get a chance at the drawing. Police Chief Ed Reeves said he would investigate and confer with City Attorney Gianotti.

Television--Radio

with Pinky Herman

NBC's DECISION last year to build its own West Coast TV eentre rather than continue renting theatres with the resulting confusion as regards to transportation of eameras, sound equipment, lights, ete., will be highlighted Saturday, Oct. 4 at 8:00 P.M. (E.S.T.) when a speeial All Star Revue will NBTee off the newly completed studios located at Burbank, Cal. Stars will include Milton Berle, Phil Harris, George Jessel, Dinah Shore, Harpo Marx and Fisher & Ross. . . . Jane Wyman, winner of an Academy 'Oscar', will be Bing Crosby's first guest when his radio series returns to the air CBStrating Thurs. Oct. 9. Jane will sing. (You didn't know, did you, that Jane showed promise as a singer even before becoming an aetress.) . . . By special assignment, Gary Stevens moves over to CBS to work on the "Mike & Buff" TV program which has been inereased to 45 minutes daily. . . . Telenews will film the World Series for TV use under the supervision of Harry Roberts, firm's sports director. . . . A new merehandising dep't. has been set up by George F. Foley, Inc. to effect product tie-ins and special promotion with the acquisition of Jos. F. Kell, Jr. formerly with Lord & Taylor. . . .

☆ ☆ ☆

After two 13-week deals, Dennis James has been signed to a long term contract to continue as emcee of Old Gold's "Chance of a Lifetime," ABC-TVehicle. Show's rating has been showing consistent rises. Denny's genial and fine work has been tops in our book for years. . . . Latest film luminary to appear on TV is Dick Powell, who'll star in "Dante's Inferno," the second of the "Singer Four Star Playhouse," CBSeries, Thurs., Oct. 9. . . . Sylvania's 1952 Television Awards will take place early in December in New York. Deems Taylor has again accepted the chairmanship of the judges committee. . . . Another 15-minute NBCiggie program will be TViewed starting Tues., Oct. 7, at 10:30 P.M. when Bob & Ray star in "The Embassy Club," sponsored by Embassy Cigarets and placed thru Lennen & Mitchell. Violinist Florian Zabach and Broadway Musical Comedy star Audrey Meadows round out the cast. . . . Peter's Backyard Bistro in Greenwich Village is readying a TV Disk Jockey show. . . . Alan Sands postcards this description, quote: "A man with a wonderful vocabulary is he who can describe Marilyn Monroe without using his hands." Unquote. . . . And from Hollywood comes this from Jack Kirkwood. Quote: "Don't tell me hard work never killed anybody. I lost two wives that way." Unquote. . . . "The Garry Moore Show" will be CBStreamlined to a half-hour daily telecast, Monday, Oct. 6. Dancing star Ray Malone becomes a regular member of the cast which, with G.M., includes Denise Lor, Ken Carson and Durward Kirby. . . . DuMont will telecast the East-West game which will take place for the 28th year at San Francisco, Dec. 27, proceeds to go to the Shriner's Hospital for Crippled Children. Program will be sponsored by Chrysler. Mutual will carry the radio broadcast of the game. . . . A New NBCamel radio series, "Walk A Mile," emceed by John Henry Falk, will take over the Wednesday at 8 P.M. slot starting Oct. 8.



Dennis James

☆ ☆ ☆

John Murray Anderson is preparing a two-hour program for submission to CBS, ultimately to be the special Christmas show for the Ford Foundation this year . . . . After six years as emcee of "Luncheon At Sardi's," Bill Slater will bow off the WORchidacious noontime series. Program will be streamlined to a half-hour next month. . . . Credit Gary Stevens with the baseball crack of the year. Quote: "The Giants' slogan is 'Wait Till LAST year.'" Unquote. . . . Dean Elliott, formerly musical director for "All-Star Revue," "Jack Carson Show" and "Jerry Lester Show," in collaboration with Jack Scholl, Warner Bros. director, has completed the score for the forthcoming Broadway Musical, "Herald Square," to be co-produced by Ben Segal and Robert Alda and starring Alda. . . . If the first of the series, "How Death Valley Got Its Name," is symbolical of the other stories of "Death Valley Days," then this new series of Flying A Productions which will be sponsored by The Pacific Borax Co. over DuMont stations starting Oct. 7, should rank high in Western type presentations. Scripter Ruth Woodman is doing a Flying A-1 job. . . .

Another Suit Hits Ohio Censorship

COLUMBUS, O., Sept. 29.—Superior Films, distributors of the remade version of the old German film, "M," has sued the Ohio division of film censorship in the Ohio Supreme Court in another effort to knock out Ohio's censorship laws.

Dr. Clyde Hissong, chief film censor, was ordered by attorney general William O'Neill to review the film for a second time, following a mandamus action by Superior which asked that the board be required to review the film, since it had been cut to conform with censorship in other states. O'Neill ruled that the censor board's refusal to review the film a second time was "indefensible."

After the second viewing, the Ohio board again rejected the film. "M" was originally rejected by the board on April 23, 1951, because it was said to be "permeated with crime." The producers said the cut version has been passed by every censor board in the country, except the Atlanta board, where it was not submitted.

The law firm of Wright, Harlor, Purpus, Morris & Arnold is representing Superior. The attorneys, asking a review of the latest rejection order, based their case on two points:

1. The film censorship statute is unconstitutional in the state and the United States since it is an abridgement of free speech and free press.

2. If the statute is valid, then the censorship board has acted arbitrarily and abused its discretion in rejecting the film.

Approve Banning Of Dope Picture

ALBANY, N. Y., Sept. 29.—The Board of Regents has upheld a decision by Dr. Hugh M. Flick, director of the State Education Department's division of motion pictures, who refused a license to the Argentine-made "Slaves of the Underworld" on the ground that its public exhibition would "tend to corrupt morals and incite to crime."

A special committee consisting of regents W. Kingsland Macy, John F. Brosman and Roger W. Straus witnessed a screening in New York and heard an attorney for the A. J. Film Distributing Co. make a plea for a state seal. The committee subsequently recommended to the regents that Flick's ruling be approved, and the board so voted.

A letter from Federal Narcotics Commissioner H. J. Anslinger declaring "Slaves of the Underworld" to be a "dangerous" picture for publie exhibition was made part of the record. The film is described as being of the racketeer type in which characters smoke marijuana and then commit crimes.

Italian Dignitaries Here for Festival

The first group of Italian film stars and officials who will participate in "Salute to Italian Films Week" in New York, Oct. 6-12, has arrived here from Rome.

Among the arrivals are Dr. Renato Gualino, general director of Italian Films Export, and Dr. Emanuele Cassuto, managing director of Unitalia. Premieres of seven Italian films are scheduled for consective nights of the festival.

The Branch Managers of
Twentieth Century-Fox

are
proud
to
designate
the week
of
October 12-18
as

SPYROS P. SKOURAS WEEK

in honor
of his
Tenth Anniversary
as President
of our Company

LIBRARY OF CONGRESS
0 007 551 600 9